

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)



Choice Based Credit System (CBCS)
Syllabus

B. VOC. PT (Science)

Implemented from
Academic year 2021 -22

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

Board of Studies in B. VOC Printing Technology

Sr. No.	Name	Designation
1	Prof. Priyamvada Patil	Chairman
2	Hon. Prof. A. D. Gangarde	Member
3	Hon. Dr. Kamal Chopra	Academic Council Nominee
4	Hon. Prof. Parag Hase	Academic Council Nominee
5	Hon. Prof. Madhura Mahajan	Vice Chancellor Nominee
6	Hon. Mr. Vineet V. Chhajed	Post Graduate Meritorious Alumnus
7	Hon. Mr. Narendra Firodia	Industrial Expert
8	Prof. A.P. Gadhave	Co-Opted Member
9	Prof. N.D. Kulkarni	Co-Opted Member
10	Hon. Prof. Abhijit Jadhav	Co-Opted Member
11	Prof. S. V. Pekhale	Co-Opted Member

1. Introduction of the programme

The B. Voc. program is of three year duration. It has a specific feature of multi point entry and multi point exit provision. Hence a student, who completes one year, shall be awarded Certificate in Diploma subject to the condition of earning the required credit points. Similarly, after completing the second year, Advance Diploma shall be awarded. On successful completion of third year, candidate shall be awarded the degree of Bachelor in Vocational (Printing Technology). If any student desire to take admission to other university at any other stage i.e., on completing first year, he/she may be permitted to take admission to second year in same branch. Similarly, on completing the second year, one can be admitted to the third year of the program.

2. Programme outcomes

In first year students shall be equipped with the subject knowledge and required skills and training on pre-press technology, offset printing process, printing material science, packaging technology.

In second year students shall learn the subjects of digital pre-press technology, Gravure printing process, Packaging technology, software's in printing with the required practical's in these areas.

In third year, students shall learn the subjects of printing, finishing technology, flexographic printing process, digital and security printing, mechanical maintenance, cost estimation, entrepreneurship with the required practical knowledge in these areas. The practical exposure and training will be provided through a compulsory industrial training, project work, case studies etc.

3. Eligibility:

1. The eligibility condition for admission to B. Voc. Program shall be **10+2** or **MCVC** (any subject) or equivalent in any stream from **any recognized board or university**
2. **10+2 ITI course in any branch** or **10+ 2 duration diploma** in any discipline of agricultural/ non-agricultural/ technical or any governmental/ autonomous educational university/ Board.
3. Students who have completed **3 Years of Diploma in Printing Technology** from a recognized board or university are eligible for admission to **Direct 2nd Year in B. Voc. Printing Technology**.
4. Any students who have completed SSC or equivalent examinations and having minimum five years' experience in public or private printing press is eligible to take admission for B. Voc. Printing Technology. However, for this criteria college will conduct written qualifying test of basic skill prerequisites and accordingly candidate is admitted for first year B. Voc. Printing Technology.
5. Admissions are given as per the merit acquired in qualifying examination.

4. Programme Structure and Course Titles:

F.Y. B. VOC. PT

Semester-I

Course Type	Course Code	Course Title	Credits
T 01	BVOC-PT 101 T	Elements of Printing Technology	04
T 02	BVOC-PT 102 T	Fundamentals of ICT	03
T 03	BVOC-PT 103 T	Graphic Design – I	03
P 04	BVOC-PT 104 P	LAB –I Screen Printing Techniques	04
P 05	BVOC-PT 105 P	LAB –II Fundamentals of ICT	04
P 06	BVOC-PT 106 P	LAB –III Graphic Design - I	04
P 07	BVOC-PT 107 P	LAB –IV Communication Skills	02
P 08	BVOC-PT 108 P	Field Work	02

F.Y. B. VOC. PT

Semester – II

Course Type	Course Code	Course Title	Credits
T 01	BVOC-PT 201 T	Advanced Printing Technologies	03
T 02	BVOC-PT 202 T	Web Designing	03
T 03	BVOC-PT 203 T	Graphic Design & Advertisement	04
P 04	BVOC-PT 204 P	LAB –I Offset Machines	04
P 05	BVOC-PT 205 P	LAB –II Web Designing	04
P 06	BVOC-PT 206 P	LAB –III Graphic Design- II	04
P 07	BVOC-PT 207 P	LAB –IV Personality Development	02
P 08	BVOC-PT 208 P	Field Work	02

Syllabus

SEMESTER-I

**Course Title:
Elements of Printing Technology**

Semester: I	Course Code: BVOC-PT 101 T	Total Marks: 100
Teaching Scheme: Theory: 04 Hrs/Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

NOTE:

- One internal test for each subject will be conducted as per schedule.
- Total work hours per semester: 4 Hrs. x 15 weeks = 60 Hrs

Course Contents

Unit 1	Introduction of Basic Elements	12 Hrs.
Printing History, Need of Printing, Types of printing process, Scope of printing technology etc. ink history, types of inks , importance of ink in printing industry etc. paper history, its types importance.		
Unit 2	Printing Principals	10 Hrs.
Study of working principle,(relief, planography, and intaglio), offset, gravure, flexography, screen printing, digital and letterpress printing etc. Construction Image carriers, advantages and disadvantages and Limitations.		
Unit 3	Offset & Screen Printing	14 Hrs.
<p>Offset: Introduction, Sheet fed machine units- feeding, inking, damping, printing and delivery unit. Definition of Web machine, Difference between sheet-fed and web-fed. Configuration-Blanket to Blanket, Common Impression Cylinder, Stack, Inline Applications and Limitations of offset process.</p> <p>Screen Printing: Introduction, cloth, clamp, screen stretching, squeegee, off contact. Stencil- Direct, indirect Screen printing- Manual operation. Applications and limitations.</p>		
Unit 4	Paper & Printing substrate	12 Hrs.
Page layout and margin, print area and type-setting, different publications. Paper; its different types and sizes available, gsm, suitability factors for printing process, ISO paper sizes. Imposition; definition, classification and general rules, regular schemes up to 16 page.		
Unit 5	Basic of Ink technology	12 Hrs.
Introduction, definition, types of ink, contains of ink, basic color theory, types of ink,(solvent base, water base), different types of ink, characteristic properties.		

Reference and Text Books:

Sr. No	Title	Author	Publisher
1	Printing Technology	Adams, Faux and Rieber	Delmar publishers
2	Art and Production	N. N. Sarkar	Sagar publishers
3	Screen Printing B. D. Mendiratta	B. D. Mendiratta	

Course Title:
Fundamental of ICT
(Information and Communication Technology)

Semester: I	Course Code: BVOC-PT 102 T	Total Marks: 75
Teaching Scheme: Theory: 04 Hrs./Week	Total Credits 03	Examination Scheme: Continuous Evaluation: 35 Marks End-Semester : 40 Marks

Course Contents

Unit 1	Computer Basics	12 Hrs.
<p>Computer: Definition, Characteristics of Computers, Basic Applications of Computer, Generations of computers.</p> <p>Components of Computer System: Central Processing Unit (CPU), input/output Devices, computer Memory: primary and secondary memory, magnetic and optical storage devices, Concepts of Hardware and Software.</p> <p>Data processing: concepts of data processing, Definition of Information and data, Basic data types, Storage of data/Information as files, Representation of data/Information.</p> <p>Number Systems, Decimal, Binary, Octal, Hexadecimal, Arithmetic's and inter conversions</p>		
Unit 2	Peripherals of Computer	10 Hrs.
<p>Primary storage devices – RAM, ROM, PROM, EPROM Secondary Storage Devices – HDD, CD, DVD, Pen drive I/O Devices- Keyboards, Scanners, Digitizers, Plotters, LCD, Plasma Display, Pointing Devices –Mouse, Joystick, Touch Screens Introduction to Network devices – Hubs, Switches, Routers, NAS, MODEM, Access</p>		
Unit 3	Operating System and Application Software	14 Hrs.
<p>Definition of Software, Types of software: System Software, Application Software. System Software: Operating System. Types of O.S., Basic Commands in DOS, Introduction to GUI: Desktop Icons, File and Directory structure, Menu Items, Control Panel, File and Directory</p>		

Search Utility programs: Anti-plagiarism software, Anti-virus, Disk Cleaning, Defragmentation, Compression/Decompression of files. Application software: Examples of commercial software with brief introduction Unit IV Editors, Word Processors, Spreadsheets & Presentation Tools

Unit 4	Editors, Word Processors, Spreadsheets & Presentation Tools	12 Hrs.
<p>Editors and Word Processors: Features and functionalities, examples of basic and advanced editors like notepad, vi and Emacs, Introduction to desktop publishing – Features and functionalities Spreadsheets: Features and functionalities, Spreadsheet Applications Introduction to Google Apps: Google Docs, Sheets and Forms and its applications Presentation Tools: Design Slides (using Text, images, charts, clipart), Slide Animation, Template and theme creation</p>		
Unit 5	Computer communication and Networking	12 Hrs.
<p>Basic of Computer networks: LAN, WAN, MAN. Introduction to Network devices – Hubs, Switches, Routers, NAS, MODEM, Access points.</p> <p>Internet: Introduction to internet and its application/services.</p> <p>Service on Internet: WWW and web-sites, Electronic mails, Communication on Internet.</p> <p>Web Browsers: Internet Explorer, Netscape Communicator.</p> <p>Surfing the Internet: Giving the URL address, Search, Moving Around in a web-site, Printing or saving portion of web pages, down loading Chatting on Internet</p>		

Reference and Text Books:

Sr. No	Title	Author	Publisher
1	Computer Fundamentals	P.K. Sinha & Priti Sinha,	3rd edition, BPB pub
2	Computer Fundamentals	Anita Goel	Pearson Education India
3	PC/HARDWARE	Join Josh	O'Reilly Publication

**Course Title:
Graphic Design – I**

Semester: I	Course Code: BVOC-PT 103 T	Total Marks: 75
Teaching Scheme: Theory: 04 Hrs/Week	Total Credits 03	Examination Scheme: Continuous Evaluation: 35 Marks End-Semester : 40 Marks

Course Contents

Unit 1	Basics of Desktop Publishing (DTP)	12 rs.
<p>DTP: Definition, Concept of DTP, Purpose, Features, Application areas, Softwares used for DTP, Steps in using DTP.</p>		
Unit 2	Basics of Adobe Photoshop	10 Hrs.
<p>Software introduction, concept of Raster/ Vector Graphics, Pixel, resolution, file formats compatible with photoshop (PNG, JPEG, GIF, PDF)</p> <p>Toolbar & tool presets (all Tools), Menubar, Selections, making selections with different tools, working with selections, modify selections, save selections</p> <p>Transform, Scale, Content Aware, resize, rotate, etc.</p>		
Unit 3	Image and Color Adjustments	14 Hrs.
<p>Image size & resolution, Create, open & import images, Color & Image mode, Color models, Color swatches, Blending modes, Color cast, Image information</p> <p>Layers, layer masks, fill layers, smart filter, smart objects</p> <p>Brightness/ Contrast, Hue, Saturation, Shadow/ Highlight, tonal adjustments, special color effects, Level/ curves adjustments, Histogram</p> <p>Filters, Correct image distortion, Image retouching, Noise,</p> <p>Text, text tool, text to path</p> <p>Shapes, Gradient, drawing with pen, pattern fill & stroke, texture, pattern</p>		
Unit 4	Color Managements	12 Hrs.
<p>Understanding color management, color setting, Color profiles, Pantone, Spot color, Duotone,</p>		

PDF presets for printing, Color managing while viewing, color managing when printing

Unit 5

Quark Express

12 Hrs.

Introduction, QuarkXPress tools, Documents and Projects, Single and multiple layouts ,Creating text and picture boxes Importing text and picture

Setting up pages in Quark, Setting the page size and margins, Columns and gutters, Positioning the document origin, Quark's measurement systems, Using multiple undo

The document layout palette, Creating and deleting pages, The Measurements palette

Text and graphics features, Framing text and picture boxes, Rotating graphics, Cropping images, Wrapping text around items

Course Title:
LAB- I Screen Printing Techniques

Semester: I	Course Code: BVOC-PT 104 P	Total Marks: 100
Teaching Scheme: Theory: 06 Hrs./Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

Course Contents

Exercise
<ol style="list-style-type: none">1. Study of screen printing equipment and materials.2. Screen Frame Making3. Determining optimum exposure for various stencil methods.4. Screen preparation and printing by direct method.5. Screen preparation and printing by indirect method.6. Manual Registration Method7. To print single color image by screen printing on paper8. To print two color image by screen printing on paper9. Product printing: Visiting card, Letterhead, Office File, Pen, Envelope Textile - T-Shirt, Nonwoven.10. Factors related to Screen Printing Problems and solutions

Course Title:
LAB- II Fundamental of ICT
(Information and Communication Technology)

Semester: I	Course Code: BVOC-PT 105 P	Total Marks: 100
Teaching Scheme: Theory: 06 Hrs./Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

Course Contents

Practical Exercise
<ol style="list-style-type: none">1. Create a new folder and do the following:<ol style="list-style-type: none">1. Make a word document in it.2. Make an Excel document in it.3. Make a new folder in it4. Rename the initial folder5. Move the initial folder6. Copy the initial folder.7. Delete the initial folder2. Implement the various well known features of Windows operating system such as Notepad, WordPad, Paint, System tools, Entertainment etc. enclosed in Start→Programs→Accessories.3. Implement various display properties by right clicking on the Windows Desktop.4. Explore the taskbar of Windows, Set the wall paper and screen saver, Set the data/time. <p style="text-align: center;">MS Word</p> <ol style="list-style-type: none">5. Create a document and<ol style="list-style-type: none">a. Put Bullets and Numbersb. Apply various Font parameters.c. Apply Left, Right, and Centre alignments.d. Apply hyperlinkse. Insert pictures

- f. Insert ClipArt
 - g. Show the use of WordArt
 - h. Add Borders and Shading
 - i. Show the use of Find and Replace.
 - j. Apply header/footers
6. Create any document and show the difference between paste and paste special.
 7. Create a document to show the use of Watermark.
 8. Implement the concept of mail merge.
 9. Implement the concept of macros.
 10. Implement the concept of merging the documents.
 11. Create a student table and do the following:
 - a) Insert new row and fill data
 - b) Delete any existing row
 - c) Resize rows and columns
 - d) Apply border and shading
 - e) Apply merging/splitting of cells
 12. Create your resume using General Templates.

MS PowerPoint Presentation

13. Make a presentation of College Education System using
 1. Blank Presentation
 2. From Design Template
 3. From Auto Content Wizard
14. Make a presentation on “Wild Life” and apply the following:
 1. Add audio and video effects
 2. Apply various Color Schemes
 3. Apply various animation schemes.
 4. Apply Slide Show

MS Excel Spreadsheets

15. Compute the division of each and every student of a class.
16. Generation of Electricity Bill
17. Generation of Telephone Bill

18. Generation of Salary statement of an employee

19. Generation of Mark Sheet of a student.

20. To compute mean/median/mode.

Course Title:
LAB- III Graphic Design – I

Semester: I	Course Code: BVOC-PT 106 P	Total Marks: 100
Teaching Scheme: Theory: 06 Hrs./Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

Course Contents

Exercise
<ol style="list-style-type: none">1. Introduction of Adobe Photoshop photo editing software , workspace tour, Toolbar, Menu-bar2. Basics of image and color, Resizing of image, crop, import, color palettes, color models, color and image mode.3. Working with layers, create, manage, group, lock layers, layer opacity, blending, layer masks, smart filters, smart objects, vector mask4. Working with selections, make selections with different tools, pixel selections.5. Background changing, change background with solid color, image adjustments, tonal adjustments.6. Image transformation, Selective color change, scaling, transform, content-aware, wrap, rotate, Free transform, crop7. Image adjustments, Perspective wrap, image sharpness & blur, color adjustments, brightness/ contrast, level, hue, saturation, black and white to color and color to black and white8. Filters, Blur, Clipping mask9. Image repair, content aware, Move, Image retouch, correct image distortion & Noise.10. Drawing shapes, Gradient, Brush presets.11. Text12. Face/ Image retouch13. Banner, Poster, Hoarding design,14. Product design

15. Certificate design
16. Passport size photograph design
17. Theme/ Background Design
18. Design an Advertisement
19. Invitation cards, Cards, etc
20. Logo Design

Course Title:
LAB IV -Communication Skills

Semester: I	Course Code: BVOC-PT 107 P	Total Marks: 50
Teaching Scheme: Theory: 02 Hrs./Week	Total Credits 02	Examination Scheme: Continuous Evaluation: 25 Marks End-Semester : 25 Marks

Course Contents

Exercise

1. Communication:

Meaning of communication: definition, objectives and Importance of communication
Elements/Process of communication Types of communication: Formal, Informal, Verbal, Nonverbal, vertical, Horizontal, Diagonal Barriers of Communication: Physical, Mechanical, Psychological, Language Principles of effective communication

2. Formal Written Communication

Develop notices, circulars and emails: I. Office Drafting: Notice, Memo, Circulars and e-mails
II. Job application and resume Draft letters on given topics Business correspondence: Enquiry, Reply to an enquiry order, complaint, adjustment Analytical writing: Language of specification writing, Technical writing, Report generation including graphs, pie charts, bar charts, comparatives, etc.

3. Speaking Skills Develop formal conversational techniques:

Conversations : Meeting & Parting, Introducing and influencing requests, Agreeing & disagreeing, Formal enquiries, Types of speech- Welcome Speech, Farewell speech, Vote of thanks

4. Telephone Skills Basics of Telephone communication

How to handle calls- telephone manners Leaving a message Greeting and Leave Taking over phone(etiquette)

5. Verbal/ Non Verbal Communication

Group Discussion, Oral Presentation with/without audio visual aids, Listening to any recorded or live material and asking oral questions for listening comprehension, Making conversation and taking turns , Oral description or explanation of a common object, situation or concept, Giving interviews

**Course Title:
Field Work**

Semester: I	Course Code: BVOC-PT 108 P	Total Marks: 50
Teaching Scheme: Theory: 50 hours	Total Credits 02	Examination Scheme: Continuous Evaluation: 50 Marks

- Students should visit and work full 10 days, 5 hours each day on field suggested or appointed by college authority.
- Students should complete given task by company/ printing press/establishment.
- At last students have to produce field work report including attendance report signed by concerned authority.
- Students must complete 50 hours at the appointed organization.

Syllabus

SEMESTER II

Course Title:
Advanced Printing Technologies

Semester: II	Course Code: BVOC-PT 201 T	Total Marks: 75
Teaching Scheme: Theory: 04 Hrs/Week	Total Credits 03	Examination Scheme: Continuous Evaluation: 35 Marks End-Semester : 40 Marks

NOTE:

- One internal test for each subject will be conducted as per schedule.
- Total work hours per semester: 4 Hrs. x 15 weeks = 60 Hrs

Course Contents

Unit 1	Conventional and Digital Printing	12 Hrs.
<p>Conventional : Definition, Impact- non impact printing process, Examples, contact printing and non-contact printing, advantages & disadvantages, limitations</p> <p>Digital Printing: Introduction, definitions, Types (Electrophotography, Magnetography, Inography, Xerography), types of printers, , advantages & disadvantages, limitations</p>		
Unit 2	Rotogravure	10 Hrs.
<p>Principles, quality factor of printing cylinder, ink transfer, features of rotogravure, factors affecting in ink transfer, concept of ESA, requirements of paper properties, heat-set web offset vs rotogravure</p>		
Unit 3	3D Printing and Holographic Printing	14 Hrs.
<p>Concept of hologram, reconstruction of hologram, types of hologram, considerations of hologram, applications of holographic printing, Concept of 3D printing, types of 3D printing, components of 3D printing, Applications of 3D Printing and Future</p>		
Unit 4	Paper Technology	12 Hrs.
<p>Basics of paper technology, pulping process, types of pulp, fourdriner machines, paper manufacturing process, paper finishing operations, paper properties and testing properties, application areas for different types of paper.</p>		
Unit 5	Applications of Print Industry	12 Hrs.
<p>Print publications, advertising, branding, food & beverage packaging, Label printing, sticker printing, pharmaceutical packaging, future of printing industry</p>		

Reference and Text Books:

Sr. No	Title	Author	Publisher
1	Rotogravure printing	BDJA60A1300	UPM
2	3D printing	Richard Home	Kalyanikirkhausam

Course Title:
Web Designing

Semester: II	Course Code: BVOC-PT 202 T	Total Marks: 75
Teaching Scheme: Theory: 04 Hrs./Week	Total Credits 03	Examination Scheme: Continuous Evaluation:35 Marks End-Semester : 40 Marks

Course Contents

Unit 1	Web Fundamentals	10 Hrs.
Introduction to WWW: Protocols and programs, secure connections, application and development tools, the web browser, What is server, Client Server Architecture, dynamic and Static Web Design: Web site design principles, planning the site and navigation.		
Unit 2	HTML	12 Hrs.
Introduction to HTML, What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags Heading-Paragraphs, Line Breaks, HTML Tags. Elements of HTML,, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls.		
Unit 3	CSS	12 Hrs.
Style sheets : Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2		
Unit 4	Javascript	10 Hrs.
Javascript : Client side scripting, What is Javascript, How to develop Javascript, simple Javascript, variables, Operators, functions, conditions, loops and repetition		
Unit 5	XML and Advanced tools	10 Hrs.
XML : Introduction to XML, uses of XML, simple XML, XML key components, DTD and Schemas, Well formed, using XML with application, Advances in Web Design, Hosting Website, Introduction to Web Design Tools,		

Introduction to Google Site

Reference or study material:

Sr. No	Title	Author	Publisher
1	HTML & CSS: design and build websites (Vol. 15)	Duckett, J	(2011). Indianapolis, IN: Wiley
2	Learning web design: A beginner's guide to HTML, CSS, JavaScript, and web graphics.	. Robbins, J. N.	2 (2012). " O'Reilly Media, Inc."
3	https://www.w3schools.com		

Course Title:
Graphic Design and Advertisement

Semester: II	Course Code: BVOC-PT 203 T	Total Marks: 100
Teaching Scheme: Theory: 04 Hrs/Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule.
- Total work hours per semester: 4 Hrs. x 15 weeks = 60 Hrs

Course Contents

Unit 1	Basics of Graphic Design	12 Hrs.
<p>Software's used in graphic design, Introduction to Corel Draw, concept of Vector Graphics, resolution, file formats compatible with Corel Draw (TIFF, CDR, AI, PDF)</p> <p>Corel Draw workspace tour, standard tool bar, toolbox, property bar, Docker, status bar</p> <p>Working with lines, Shapes and outlines</p>		
Unit 2	Working with Objects	8 Hrs.
<p>Working with Objects, select, transform, clone, copy, position, align and distribute objects, scale, rotate, group, combine and lock objects</p> <p>layers, local & master layers, symbols, QR Code and BARCODE</p> <p>Text and fonts, Templates and styles</p>		
Unit 3	Color Management	12 Hrs.
<p>Color fill, transparencies, color model, color depth, document and color palette, uniform fill, pattern fill, texture, pattern, object transparencies</p> <p>Color management, color profiles, Color management presets, color styles</p>		
Unit 4	Image Handling & Printing with Corel draw	12 Hrs.
<p>Page Layout, working with tables, working with bitmaps, bitmaps color modes, Special Effect categories, 3D effects, Filters, special effects</p> <p>Basics of Printing and web graphics, file formats used for web graphics</p>		
Unit 5	Advertisement and Multimedia	12 Hrs.
<p>Introduction – Advertising as a tool of communication Role of Advertising in marketing mix.</p>		

Types of Advertising – Product advertising, Service advertising, Institutional Advertising, Public Relations advertising, Public Service Advertising, Financial Advertising
 Research – Types / Scope of research, Market Research – Market surveys – Audience surveys
 Market segmentation Targeting, Advertising Research, Advertising evaluation, ADGMAR approach,
 Types of Advertising evaluation
 Brand and Brand equity – personality, positioning
 Multimedia, File formats, Non-linear programs, Collaboration of different media such as video skills,
 audio & animation, Authoring, Animated advertising Case study

Reference and Text Books:

Sr. No	Title	Author	Publisher
1	Foundations, Foundations of advertising theory & practice	Chunawalla, Sethia	Himalaya Publishing
2	Advertising Management	Batra, Myers, Aaker,	Prentice Hall
3	Handbook of Multimedia		

Course Title:
LAB – I Offset Machines

Semester: II	Course Code: BVOC-PT 204 P	Total Marks: 100
Teaching Scheme: Theory: 04 Hrs/Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

NOTE:

- One internal test for each subject will be conducted as per schedule.
- Total work hours per semester: 4 Hrs. x 15 weeks = 60 Hrs

Course Contents

Exercise
<ol style="list-style-type: none">1) Introduction to offset machine.2) Feeder setting for various stocks.3) Mounting of plate with packing.4) Mounting of blanket with packing.5) Gripper setting of impression cylinder.6) Setting of dampening roller.7) Preparation of fountain solution.8) Cleaning & washing of Dampening and Inking system.9) Inking unit setting according to job.10) Setting – joggers, skeleton wheels, delivery anti set-off spray.11) Single Color printing.12) Multicolor printing.13) Troubleshooting

Course Contents

LAB- II Web Designing

Semester: II	Course Code: BVOC-PT 205 P	Total Marks: 100
Teaching Scheme: Theory: 06 Hrs./Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

Course Contents

Practical Exercise

1. Introduction to HTML. Create a basic HTML file
2. Create a static webpage using table tags of HTML
3. Create a static web page which defines all text formatting tags of HTML in tabular format
4. Create webpage using list tags of HTML
5. Create webpage to include image using HTML tag
6. Create your class timetable using table tag.
7. Create user Student feedback form (use textbox, text area , checkbox, radio button, select box etc.)
8. Create employee registration webpage using HTML form objectsWrite html code to develop a webpage having two frames that divide the webpage into two equal rows and then divide the row into equal columns fill each frame with a different background color.
9. Create your resume using HTML tags also experiment with colors, text , link , size and also other tags you studied.

CSS

Apply style sheet in Web page. [inline, embedded and linked]

2. Design a web page of your home town with an attractive background color, text color, an Image, font etc. (use internal CSS).
3. Use Inline CSS to format your resume that you created.
4. Use External CSS to format your class timetable as you created.
5. Use External, Internal, and Inline CSS to format college web page that you created.

JavaScript

Develop a JavaScript to display today's date.

2. Develop simple calculator for addition, subtraction, multiplication and division operation using JavaScript

3. Create HTML Page with JavaScript which takes Integer number as input and tells whether the number is ODD or EVEN.

4. Create HTML Page that contains form with fields Name, Email, Mobile No , Gender , Favorite Color and a button now write a JavaScript code to combine and display the information in textbox when the button is clicked.

5. Create simple site by using any tool

Course Title:

LAB III- Graphic Design - II

Semester: II	Course Code: BVOC-PT 206 P	Total Marks: 100
Teaching Scheme: Theory: 06 Hrs./Week	Total Credits 04	Examination Scheme: Continuous Evaluation: 50 Marks End-Semester : 50 Marks

Course Contents

<i>Exercise</i>
6. Software Introduction, workspace tour, Toolbar, Menu-bar, standard toolbox, property bar, status bar
2. Working with shapes, Lines and Outlines, symmetrical drawing, shape objects
3. Working with objects, select, transform, clone, copy, position, align and distribute objects, scale, rotate, group, combine and lock objects
4. layers, local & master layers, symbols, Generate & scan QR Code and BARCODE
5. Color fills, uniform, pattern, texture, transparencies, uniform, pattern, texture, object transparency,
6. Special Effects, lenses, 3D, Mosaics
7. Text and Font, Templates and styles
8. Tables and Bitmaps
9. Logo Design
10. Visiting Card design
11. Clip Arts Design
12. Banner, pamphlet, flyer, leaflet design
13. Poster, Magazine cover page
14. Product design
15. Package design
16. Branding
17. Vector Illustrations
18. Background design
19. Theme design

20. Character design

21. 3D design with Corel Draw

22. Design an advertisement all by own

23. Animation

Course Title:
LAB IV- Personality Development

Semester: II	Course Code: BVOC-PT 207 P	Total Marks: 50
Teaching Scheme: Theory: 02 Hrs./Week	Total Credits 02	Examination Scheme: Continuous Evaluation: 25 Marks End-Semester : 25 Marks

Course Contents

<i>Exercise</i>
<ol style="list-style-type: none">1. Definition and Basics of Personality2. Business Etiquettes and Public Speaking3. Making a presentation.4. Coping management, working on Attitudes.

**Course Title:
Field Work**

Semester: II	Course Code: BVOC-PT 208 P	Total Marks: 50
Teaching Scheme: Theory: 50 hours	Total Credits 02	Examination Scheme: Continuous Evaluation: 50 Marks

- Students should visit and work full 10 days, 5 hours each day on field suggested or appointed by college authority.
- Students should complete given task by company/ printing press/establishment.
- At last students have to produce field work report including attendance report signed by concerned authority.
- Students must complete 50 hours at the appointed organization.
