

SRI VENKATESWARA UNIVERSITY
B.Sc. DEGREE COURSE IN WEB ENABLED TECHNOLOGY
FIRST YEAR - SECOND SEMESTER
(Syllabus under CBCS w.e.f. 2020-21)

Core Course Paper – C2: GRAPHIC DESIGNING AND WEB DESIGNING
(Illustrator Advanced Photoshop & Wordpress)

(Total hours of teaching – 60 @ 04 Hrs./Week, Credits 3)

Course Objectives

Images and animations took major important role in creation of good structured web design. It is necessary to know the creation of own images, editing of created images, 2D animation. This paper provides all above to the students.

Course Outcomes

Upon successful completion of the course, a student will be able to:

1. Develop skills in digital imaging using Photoshop which is useful for webpage design.
2. Acquire skills in creation of logos and emblems with the help of Illustrator.
3. Understand basic principles of Web designing.
4. Setup a domain and hosting account.
5. Create websites with the help of Word press.

UNIT I

Introduction to Graphic Design: Multimedia fundamentals, What is Graphic Design, What is Raster Graphic & Vector Graphic, Uses & Difference between Raster Graphic & Vector Graphic, Media and Types of Media, difference between multimedia and Graphic Designing, Colour formats, Types of Colour Formats for various types of media. Basic Colours & Colour Theory.

Photoshop: Getting started with Photoshop, page layout and back ground, Photoshop program window-title bar, menu bar, options bar, image window, image title bar, Status bar, ruler, palettes, tool box, screen modes, saving files, reverting files, closing files.

UNIT II

Working with images - image size and resolution, image editing, color modes & adjustments, back grounds. **Making selections** –lasso tools, sections tools, polygon lasso tool, magnetic lasso tool, magic hand tool, grow and similar commands, moving a portion of image, editing selections, filling a selection, transforming selection, painting, drawing and retouching tools. **Layers and Filters** : layers, type tool, converting layers, image masking, filters – the filter menu, artistic filter, blur filter, brush store filters, distort filters, noise filters, pixelate filter, lighting effects, difference clouds, sharpen filters, printing.

UNIT III

Illustrator : Understanding the GUI of the Illustrator - Understanding Tool Box – Using menus

-Drawing Basic Shapes - Drawing with Pencil Tool - Drawing with Pen Tool - Using Brushes - Creating Compound Paths - Working with Color and Strokes - Editing Objects - Layers & Groups- Transparency & Graphic Styles - Transforming & Moving Objects - Basic Text - Blending Shapes& Colors.

UNIT IV

Word press: Introduction to word press, servers like wamp, bitnami e.tc, installing and configuring word press, understanding admin panel, working with posts and pages, using editor, text formatting with shortcuts, working with media-Adding, editing, deleting media elements.

UNIT V

Working with widgets, menus. Working with themes-parent and child themes, using featured images, configuring settings, user and user roles and profiles, adding external links, extending word press with plug-ins. Customizing the site, changing the appearance of site using CSS.

REFERENCE BOOKS

1. Adobe Photoshop Class Room in a Book by Adobe Creative Team.
2. Photoshop: Beginner's Guide for Photoshop - Digital Photography, Photo Editing, Color Grading & Graphic...19 February 2016 by David Maxwell
3. Xue Bai Michael Ekedahl, The web warrior guide to Web Programming, Thomson (2006).

RECOMMENDED CO-CURRICULAR ACTIVITIES:

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

C. Measurable

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

D. General

1. Group Discussion
2. Try to solve MCQ's available online.
3. Others

RECOMMENDED CONTINUOUS ASSESSMENT METHODS:

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Problem-solving exercises,
4. Practical assignments and laboratory reports,
5. Observation of practical skills,
6. Individual and group project reports like "Creating a website for your college using Wordpress"
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations,
10. Peers and self-assessment, outputs form individual and collaborative work

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Practical Paper – C2: GRAPHIC DESIGNING AND WEB DESIGNING LAB

(Total hours of teaching – 30 @ 02 Hrs./Week, Credits 2)

PHOTOSHOP:

Commercial Work: Photo base multi color visiting card – Multi color wedding cards – Paper adds (Photo base) Pomp lets (Photo base) Broachers (Photo base) – Advertisement designing – Pomp lets (Photo base) – Broachers (Photo base).

Digital Work: Pass port designing , Maxi Modeling , Digital Modeling - Black and White Photo Color conversation , Marriage album designing.

Flex Modeling: Front light board designing , Back light board designing.

Illustrator:

Cartoon drawing-logo creation – 3D objects creation – move title creation – brush effects based title-filter effects backgrounds.

Word Press:

1. Installation and configuration of word press.
2. Create a site and add a theme to it.

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Core Course Paper – C2: GRAPHIC DESIGNING AND WEB DESIGNING
(Illustrator Advanced Photoshop & Wordpress)
MODEL QUESTION PAPER

Time: 3 hours

Marks: 75 marks

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer any five of the following questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks

PART – A

Answer any Five of the following question.

(5X5=25M)

9.	
10.	
11.	
12.	
13.	
14.	
15.	
16.	

PART – B

Answer All The Questions. Each question carries 10 marks (5X10= 50M)

6.	(A)	
	(B)	OR
7.	(A)	
	(B)	OR
8.	(A)	
	(B)	OR
9.	(A)	
	(B)	OR
10.	(A)	
	(B)	OR