

INTRODUCTION TO ADVANCE COMPUTERS

SEMESTER III

Syllabus

Objectives:

- ☒ To equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.
- ☒ To train them with the software knowledge required in the above mentioned Industries.

I Basics of Online Marketing (5 Classroom Lectures)

- Building an online marketing foundation.
- Planning and Building the Website.
- Content Marketing.
- Blogging.
- Social Media Marketing.
- Web Analytics. (Google Analytics).
- Search Engine optimization / How Google Works.
- Online Advertising / Search Engine Marketing. (Google Adwords).
- Email Marketing / Webinar.
- Online Public Relation.
- Managing Multitasking Web Marketing.

II Basics Of Animation (2 Class room Sessions + 5 Lab sessions)

- Understanding Animation (Adobe Flash may be used).
- Working with Fills and Outline, Layers and Pen tool.
- Understanding Layers and Symbols.
- Working with Text and Mask Layers.
- Creating Frame by Frame Animation.
- Motion Tweening and Motion Editor.
- Classic tweening and Shape tweening.
- Working with Sound and Video and Publishing a Movie.

III HTML 5 with CSS (3 Class room sessions + 6 Lab sessions)

- Introduction to the Web.
- Introduction to HTML5.
- Formatting Text Using Tags.
- Creating Hyperlinks and Anchors.
- Introduction to CSS3.
- Formatting Using Style Sheets.
- Displaying Graphics and CSS3 Animation.
- Creating Navigational Aids and Division Based Layout.

- Creating Tables.
- HTML Forms.
- HTML5 Audio and Video.

IV Web Designing(2Class room Sessions + 4 Lab sessions)

- Getting Started with Web Designing (Dreamweaver CS 6 may be used).
- Working with Lists, Tables, Links and Frames.
- Forms, CSS, Behaviors and Snippets.
- Working with Multimedia Objects.
- Testing a Website.
- Working with Dynamic Websites.

V Basics Of Audio / Video Editing (4 Class room Sessions +10 Lab Sessions)

- Introduction to Adobe Audition.
- Working with Audio Editing.
- Working with Multi-track Editor and Recording Audio.
- Working with Audio Effect.
- Introduction to Digital Video Editing.
- Starting with Adobe Premiere Pro CS6.
- Capturing Clips and Using Tools.
- Video Editing.
- Animating, Effects, Transitions and Exporting Video.
- Working with Audio.
- Creating Titles and Superimposing.
- Previewing & Rendering Output.

VI Basics Of 3D Animation (6 Class room Sessions + 6 Lab Sessions)

- Overview.
- Working with Objects.
- Transforming and Grouping.
- Shapes and Modifiers.
- Compound Objects.
- Low Poly Modeling.
- High Poly Modeling.
- Creating Models with Nurbs.
- Patch Modeling and Surface Tool.
- Modifying Objects.
- Integration of Various Modeling Techniques.
- Creation of Morph Targets.

Reference Books:

- Basics Of Online Marketing :
 - Basics Of Flash CS6 With Animation :
 - The 36-Hour Course – Online Marketing by Lorrie Thomas From McGraw Hill
 - Web Marketing that Works – Adam Franklin and Toby Jenkins by Wiley.
 - 13 Pillars of Internet Marketing E book By David Bain.
 - Understanding Digital Marketing By Damian Rayan & Calvin Jones.
 - Social Media Marketing – All in one for Dummies.
 - Advanced Web Metrics with Google Analytics.
 - Advanced Google Adwords – by Brad Geddes.
 - Brad Callens - Google Adwords Secrets

- Basics Of Flash CS6 With Animation :
 - The Missing Manual by Chris Grover.
 - Adobe Flash Professional CS6 Classroom in a Book - Adobe Creative Team

- Basics Of Audio / Video Editing :
 - Adobe Premier CS 6: Classroom In A Book
 - Adobe After Effects Digital Classroom
 - Adobe Audition CS6 Classroom In A Book

- Dreamweaver : Adobe Dreamweaver CS6 Bible.
 - HTML 5 with CSS 3:
 - HTML 5 For Web Designers by Jeffrey Zeldman
 - HTML 5 Animation by Billy Lambert & Keith Peters

- Basics Of 3D Animation :
 - Autodesk 3Ds Max Essentials by Randi L. Derakhshani & Dariush Derakhshani Sybex
 - Autodesk 3Ds Max 2014 by Randi L. Derakhshani & Dariush Derakhshani Sybex

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation
Power Point/Audio-Visual Presentation/Oral Presentation}