

Rajagiri College of Social Sciences (Autonomous)

Department of Commerce

I – STAR DESKTOP PUBLISHING

About the course:

Desktop publishing is a value added course provided under Department of Commerce of Rajagiri College of social Sciences (Autonomous) for the **third semester BBA students from September 3rd to October 16th 2017** .The course is being offered with a perspective of moulding students in the field of desktop publishing and thereby increasing the employability skill. The course is having 30 contact hours which will include theory and practical sessions.

Objective of the Course:

- The course has been designed for the students intending to build their career in desktop publishing.
- a candidate is trained on Professional Skill, Professional Knowledge and Employability Skill
- Students will learn to use the basic tools of Photoshop, Illustrator, and InDesign
- to understand the difference between a pixel-based and vector-based graphic and import and export graphics in multiple formats

Outline of Course

Sl.No	Topics to be covered	Number of days allotted
1	MS Paint basics and advanced (theory/ practical)	5 days
2	Photoshop (theory/practical)	8 days
3	Page maker/ in design (theory/ practical)	8 days
4	Coral draw (theory/ practical)	6 days
5	Self-evaluation	1 day
6	Quiz	1 day
7	Exam	1 day

Grading criteria:

Final grades will be based on the total points earned in each criterion

Assignment and homework	40
Quizzes	25
Participation	10
Final Exam	25

Anticipated outcome:

The students will be able to effectively & efficiently produce formatted text and graphics. Upon completion of the course students will be able to understand the difference between a pixel-based and vector-based graphic and import and export graphics in multiple formats.