

Laboratory Manual

(Version 2.0)

for

Design and Graphics Lab - II

BA (JMC) - 156

BA (JMC) - II Semester

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List of Abbreviations

| | |
|------|----------------------------------------------|
| BTL | Bloom's Taxonomy Level |
| CE | Communication Efficacy |
| CO | Course Outcome |
| DAC | Departmental Advisory Committee |
| DTP | Desktop Publishing |
| IQAC | Internal Quality Assurance Cell |
| LOCF | Learning Outcomes-based Curriculum Framework |
| PE | Professional Ethics |
| PEO | Programme Educational Objective |
| PO | Programme Outcome |

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication, to contribute effectively in the rapidly changing global economy directed towards national development ensuring prosperity for the mankind.

2. Mission of the Department

- M1** To become a centre of excellence in the field of global journalism & media industry and produce professionals as per global industry standards.
- M2** To foster innovation, entrepreneurial skills, research capabilities and bring all-round development amongst budding professionals.
- M3** To promote analytical and collaborative life-long learning skills, among students and faculty members involving all stakeholders.
- M4** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitment and nation building.

3. Programme Educational Objectives (PEOs)

The PEO's for the BA (JMC) programme are as follows:

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

- PEO1** Exhibit professional, social and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry.
- PEO2** Adopt communication, professional and life skills along with creative and innovative practices to support the communication and entertainment industry as industry ready professionals.

PE03 Be a lifelong learner and contribute effectively to the Print, Broadcast & Digital Media Industry in an ethical way.

PE04 Be effective and inspiring leader for fellow professionals and face the challenges of the rapidly changing multi-dimensional, contemporary world.

4. Programme Outcomes (POs)

Upon successful completion of the three years BA(JMC) course, students apart from acquiring holistic subject knowledge are expected to acquire dynamic critical thinking and ICT skills. The Programme Outcomes (POs) for the Bachelors of Journalism and Mass Communications BA(JMC) programme run by Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM) have been identified as follows:

| GRADUATE ATTRIBUTES (as per UGC) | PROGRAMME OUTCOMES |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Disciplinary Knowledge: Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, perspectives and other related areas of studies. | PO1 (DK). Demonstrate competencies in fundamentals of communication concepts and theories. Acquire domain knowledge of varied dimensions of communication including historical perspectives and other related areas of study. |
| Understanding the Role of Press: The press in democratic society, importance of freedom of press and impact of media in general. | PO2 (RP). Identify, and analyze the role of press in democratic society, importance of freedom of press and impact of media. |
| Skilled and Industry-ready Professionals: Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M & E industry including advertising, public relations, corporate communication, digital communication, media management. | PO3 (SIP). Strengthen abilities of an individual by gaining knowledge of the present scenario in media and entertainment industry including advertising, public relations, corporate communication, digital communication and media management. |

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Influential and effective communication: Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.</p> | <p>PO4 (IEC). Ability to strike influential and effective communication in order to share thoughts, ideas and applied skills of communication in its various perspectives like written, verbal etc.</p> |
| <p>Leadership readiness/ Qualities: To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.</p> | <p>PO5 (LQ). Create learners fluent in multiple facets of leadership in order to be an efficient leader who can be a visionary and inspire their team to greatness.</p> |
| <p>Critical/ Reflective thinking & language efficiency: Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.</p> | <p>PO6 (CT). Ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.</p> |
| <p>Technologically Efficient Professional: Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.</p> | <p>PO7 (TEP). Ability to use various communication technologies and appropriate software for content creation, content editing for various publishing platforms.</p> |
| <p>Ethical Awareness: As a communication learner, one has to understand the importance of ethical values and its application in professional life.</p> | <p>PO8 (EA). Ability to understand the importance of ethical values and its application in professional life.</p> |
| <p>Lifelong Learning: Every graduate to be converted into lifelong learner and consistently update himself or</p> | <p>PO9 (LL). Ability to acquire knowledge and understanding to be a lifelong learner by consistently updating oneself</p> |

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life. | with the current trends in knowledge, skills and technologies. |
| Research-related Skills: A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating. | PO10 (RRS). Ability to recognize, inquire and investigate for raising relevant and contemporary questions, synthesizing and articulating the same. |
| Cooperation/ Team work: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency. | PO11 (C&T). Ability to work in multi-disciplinary team collaboration both as a member and leader as per need. |

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed:-

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C,). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment

checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.

- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories and examination halls.
- 5.5 Laptop-size computers / Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis through overall performances in regular lab. tests, both announced and surprise and viva-voce.
- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- ☑ Verify and implement the concepts and theory learnt in class.
- ☑ Use software tools to create visually appealing and aesthetically sound layouts.
- ☑ Develop and apply creative skills.
- ☑ Design and present Lab as well as project layouts.
- ☑ Work effectively as a member of a team in varying roles as need be.
- ☑ Communicate effectively, both oral and written.
- ☑ Cultivate ethics, social empathy, creativity and entrepreneurial mindset.

7. Course/Lab Outcomes (COs)

- CO1** Utilize the vector-based software tools for creating layouts. (BTL6)

- CO2** Design invitations and brochures using appropriate tools and techniques. (BTL6)

- CO3** Creating a logo incorporating a justifiable colour scheme (BTL6)

- CO4** Collaborate in the team to develop a magazine. (BTL6)

8. Course/Lab Description

| | | |
|---------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Course (Lab) Title | : | Design and Graphics Lab - II |
| Course (Lab) Code | : | BA (JMC) -156 |
| Credits | : | 02 |
| Pre-requisites | : | Operational Understanding of DTP software Basic computer handling knowledge Understanding of elements of design, layout and colour schemes |
| Academic Session | : | April to July |
| Contact Hours/Week | : | 04 (02 Labs of 02 hours each/Week) |
| Internal Assessment | : | 40 Marks |
| External Assessment | : | 60 Marks |

9. Grading Policy

| Item | Points | Marks | Remarks |
|--------------------------------------------------|--------|------------|---------------------------------------------------------|
| Weekly Lab Assignments including Practical Files | 10 | 10 | Closed Book/Open Book |
| Internal End-Term Practical Examination | 20 | 10 | Closed Book |
| Viva-Voce | 20 | 10 | Closed Book |
| External End-Term Examinations | 60 | 60 | Closed Book (conducted and evaluated by the University) |
| Total | | 100 | |

10. Lesson Plan

| Week No. | Lab No. | Topics / Concepts to be Covered | Reference of Lab Manual |
|----------|---------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1. | 1. | Understanding the usage of various tools in Corel Draw software to execute the designing and development of event specific invitation cards | Assignment A & Assignment B |
| | 2. | Implementing the concept of designing using DTP software – Corel Draw to design event specific invitation cards using different tools | Assignment A & Assignment B |
| 2. | 3. | Usage of various tools in Corel Draw software to execute the designing of a logo of a company, organization, product or service | Assignment C |
| | 4. | Creating a logo of a company, organization, product or service using Corel Draw | Assignment C |
| 3. | 5. | Know-how of Corel Draw software tools to create the layout for a calendar | Assignment D |
| | 6. | Hands on practical exercise to implement the DTP software utilities to create a single page calendar | Assignment D |
| 4. | 7. | Buffer Reserved for Revision | Assignment A - D |

| Week No. | Lab No. | Topics / Concepts to be Covered | Reference of Lab Manual |
|-----------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 5. | 8. | Understanding the Design elements pertinent in the cover page of a book and magazine | Assignment E & Assignment F |
| | 9. | Developing cover pages for a book and a magazine including - front, back and spine using the tools of Corel Draw software | Assignment E & Assignment F |
| 6. | 10. | Buffer Reserved for Revision | Assignment E - F |
| 7. | 11. | Understanding the steps of developing a multi-page magazine incorporating both the visual and textual elements using DTP utilities as available in InDesign software | Assignment G |
| 8. | 12. | Preparing the layout of the magazine including cover pages and the textual aspect | Assignment G |
| 9. | 13. | Developing the visual elements to be incorporated in the multi-page publication, i.e., magazine | Assignment G |
| 10. | 14. | Compiling and finalizing the layout of the magazine | Assignment G |
| 11. | 15. | Buffer Reserved for Revision | Assignment G |
| 12. | 16. | Buffer Reserved for Revision | Assignment G |

11. Assignments

ASSIGNMENT A: Corel Draw

Design an invitation card for a formal event. Take a coloured print out of the same on an A4 size paper. (Preferably 200 GSM and Above)

ASSIGNMENT B: Corel Draw

Design an invitation card for an informal event. Take a coloured print out of the same on an A4 size paper. (Preferably 200 GSM and Above)

About the Invitation Card

An invitation card is a written document sent to people on different occasions. The message informs a receiver about an event to which he/she is invited. Invitation cards can be customized in different sizes, colours, themes, materials, fonts and folding designs and made out of multiple materials like paper, tissue, textile, plastic.

Sample

Invitation Cards



Sample Image 1



Sample Image 2

Things to be Remembered

- Size of the invitation card: A4
- Orientation of the invitation card: Portrait
- Leave margins on all sides of the worksheet

ASSIGNMENT C: Corel Draw

Design a logo for a pre-determined company, organization, product or service. Take a coloured print out of the same on an A4 size paper. (Preferably 200 GSM and Above)

About the Logo

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of acronyms of the organization.

Sample

Logo



Sample Image 3

Things to be Remembered

- A logo must be impactful
- It must be timeless
- The colour scheme used must have a strong reason behind its use
- Print out to be taken on A4 Size paper (Coloured)

ASSIGNMENT D: Corel Draw

Design a single page Calendar for the year 2022. Take a coloured print out of the same on an A4 size paper. (Preferably 200 GSM and Above)

About the Calender

A calendar is a page or a series of pages that shows the dates, days, and months of a year.

A calendar usually contains numbers, text, and illustrations.

Sample

Calender



Sample Image 4

Things to be Remembered

- The text on the calender should be legible
- Print out to be taken on A4 Size paper (Coloured)
- Orientation of the page - Portrait

ASSIGNMENT E: Corel Draw

Design a Cover Page of a book along with the spine on a pre-determined theme. Take a coloured printout of the same.

ASSIGNMENT F: Corel Draw

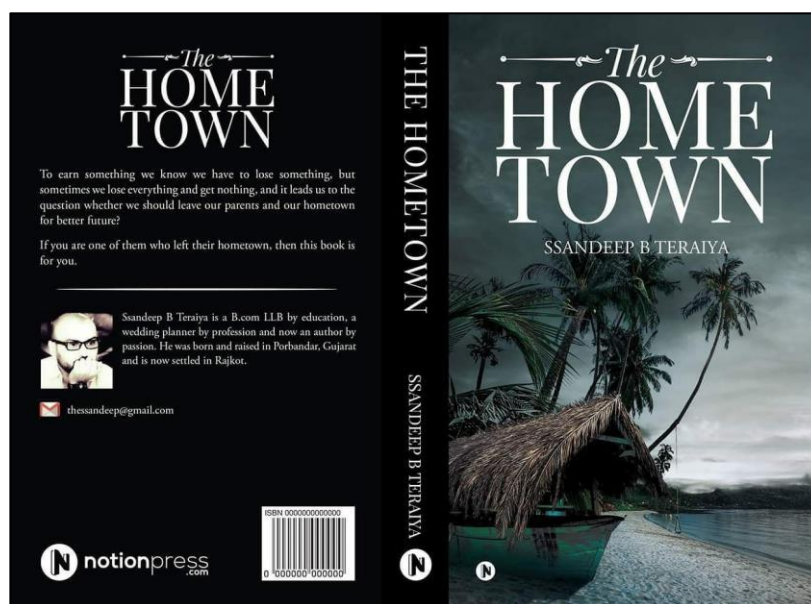
Design the Cover Page of a magazine along with the spine on a pre-determined theme. Take a coloured printout of the same.

About the Cover Page

The Cover Page of a book is the reader's first experience of a book. The spine is also a pivotal consideration while designing the cover page. It should have the Title of the Book, the Author's Name, pertinent information and visual elements, if any.

Sample

Cover Page



Sample Image 5

Things to be Remembered

- The cover page must be in sync with the theme of the book
- The text must be legible

- Only a self-clicked photograph should be used, if any

ASSIGNMENT G: InDesign

Design a magazine of 16 pages on the given theme. This assignment is a team assignment. A coloured print out of the magazine is to be submitted along with the lab manual.

About the Magazine

A magazine is a publication showing up at regular intervals containing articles, stories, photos or features. Articles in magazines are regularly a good source to gain an overview on the subject, but will at times give full information on from where the writer discovered the information. The cover page must grab the reader's attention and communicate the magazine's objective.

Sample

Cover Page of the Magazine



Sample Image 6

Things to be Remembered

- Size of the magazine: A4

APPENDIX

Template for the Index of Lab File

| S.No. | Assignments with Description | Page No. | Signature of the Teacher with Date |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------------------------------|
| 1. | Assignment A: Design an invitation card for a formal event. Take a coloured print out of the same on an A4 size paper | 13 | |
| 2. | Assignment B: Design an invitation card for an informal event. Take a coloured print out of the same on an A4 size paper | 13 | |
| 3. | Assignment C: Design a logo for a pre-determined company, organization, product or service. Take a coloured print out of the same on an A4 size paper | 15 | |
| 4. | Assignment D: Design a single page Calendar for the year 2022. Take a coloured print out of the same on an A4 size paper | 16 | |
| 5. | Assignment E: Design a Cover Page of a book along with the spine on a pre-determined theme. Take a coloured printout of the same. | 17 | |
| 6. | Assignment F: Design the Cover Page of a magazine along with the spine on a pre-determined theme. Take a coloured printout of the same. | 17 | |
| 7. | Assignment G: Design a magazine of 16 pages on the given theme. This assignment is a team assignment. A coloured print out of the magazine is to be submitted along with the lab manual. | 18 | |

Note: The students should use Header and Footer mentioning their roll no. & name in header and page no. in footer
