

AMPT18 ADVERTISING AND MULTIMEDIA

UNIT-1 ADVERTISING

- 1.1 Meaning, Attributes, Origin, Developments, Goals, History of Indian Advertising,
- 1.2 Process of Advertising, Publicity Versus Propagandas versus Sale Promotion

UNIT-2 ROLE OF ADVERTISING

- 2.1 Advertising Types, Principles, Steps in Advertisement Planning,
- 2.2 Advertising Agency, Function & Role, Parts of Advertisements, and Advertising ethics.

UNIT-3 INTRODUCTION TO MULTIMEDIA

- 3.1 What is multimedia, Components of multimedia, Web and Internet multimedia applications, Transition from conventional media to digital media.

UNIT-4 COMPUTER FONTS AND HYPERTEXT

- 4.1 Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap font's International character sets and hypertext, Digital fonts techniques.

UNIT-5 AUDIO FUNDAMENTALS AND REPRESENTATIONS

- 5.1 Digitization of sound, frequency and bandwidth, decibel system, data rate, audio file format,
- 5.2 Sound synthesis, MIDI, wavetable, Compression and transmission of audio on Internet, .
- 5.3 Adding sound to your multimedia project, Audio software and hardware.

UNIT-6 IMAGE FUNDAMENTALS AND REPRESENTATIONS

- 6.1 Colour Science , Colour, Colour Models, Colour palettes, Dithering, 2D Graphics, Image Compression and File Formats :GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF,
- 6.2 Basic Image Processing [Can Use Photoshop], Use of image editing software, White balance correction, Dynamic range correction, Gamma correction, Photo Retouching.

UNIT-7 VIDEO AND ANIMATION

- 7.1 Video Basics , How Video Works, Broadcast Video Standards, Analog video, Digital video, Video Recording and Tape formats, Shooting and Editing Video (Use Adobe Premier for editing), Video Compression and File Formats.
- 7.2 Video compression based on motion compensation, MPEG-1, MPEG-2, MPEG-4, MPEG-7, MPEG-21, Animation: Cell Animation, Computer Animation, Morphing.

UNIT-8 MULTIMEDIA AUTHORIZING

- 8.1 Multimedia Authoring Basics, Some Authoring Tools, Macromedia Director & Flash.

Reference Books:

1. Tay Vaughan, "Multimedia making it work", Tata McGraw-Hill, 2008.
2. Rajneesh Aggarwal & B. B Tiwari, "Multimedia Systems", Excel Publication, New Delhi, 2007.