

# Laboratory Manual

(Version 2.0)

*for*

## Design and Graphics Lab - 1

[BA(JMC)] 155

BA(JMC) - I Semester

Compiled by:

**Mr. Sahil Dhall**

(Assistant Professor, BVICAM, New Delhi)



**Bharati Vidyapeeth's  
Institute of Computer Applications  
and Management (BVICAM)**

A-4, Paschim Vihar, Rohtak Road, New Delhi-63

Visit us at: [www.bvicam.in](http://www.bvicam.in)

# Index

## *List of Abbreviations*

## *Declaration*

1. Vision of the Department	1
2. Mission of the Department	2
3. Programme Educational Objectives (PEOs)	3
4. Programme Outcomes (POs)	4
5. Institutional Policy for Students' Conduct	5
6. Learning Outcomes of Laboratory Work	6
7. Course/Lab Outcomes (COs)	6
8. Mapping of COs with POs	7
9. Course/Lab Description	8
10. Grading Policy	9
11. Lesson Plan	11
12. Assignments	12

## List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

## Declaration

Department : Department of Journalism and Mass  
Communication

Course, Year and the Semester to which Lab is offered : BA(JMC) - I Year, I Semester

Name of the Lab Course : Design and Graphics Lab - I

Course Code : BA(JMC) 155

Version No. : 2.0

Name of Course/Lab Teacher(s) : Mr. Sahil Dhall

Laboratory Manual Committee :

Approved by : DAC Date:

Approved by : IQAC Date:

---

**Signature**  
(Course Teacher)

---

**Signature**  
(Head of Department)

---

**Signature**  
(IQAC Coordinator)

## 1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

## 2. Mission of the Department

- M<sub>1</sub>** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M<sub>2</sub>** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M<sub>3</sub>** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M<sub>4</sub>** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

## 3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

- PEO<sub>1</sub>** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO<sub>2</sub>** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO<sub>3</sub>** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO<sub>4</sub>** Facilitate transparency and strengthen democracy as its fourth pillar.

## 4. Programme Outcomes (POs)

### PO<sub>1</sub> Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

### PO<sub>2</sub> Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

### PO<sub>3</sub> Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

### PO<sub>4</sub> Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

### PO<sub>5</sub> Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

### PO<sub>6</sub> Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

### PO<sub>7</sub> Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

### PO<sub>8</sub> Modern Tools Usage (MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO<sub>9</sub> Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

## 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 solve problems and present their optimal solutions.
- ☑ Apply numerical/statistical formulas for solving problems/questions.
- ☑ Develop and apply critical thinking skills.
- ☑ Design and present Lab as well as project reports.
- ☑ Apply appropriate methods for the analysis of raw data.

- ☑ Perform logical troubleshooting as and when required.
- ☑ 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)

- CO<sub>1</sub> Design a poster for any specified scenario. (BTL6)
- CO<sub>2</sub> Apply photo editing skills for quality enhancement. (BTL3)
- CO<sub>3</sub> Make use of appropriate DTP software tools to create various layouts for several media platforms. (BTL6)
- CO<sub>4</sub> Design an e-newspaper, in a team, to demonstrate the design and graphics concepts. (BTL6)

## 8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO <sub>1</sub>	PO <sub>2</sub>	PO <sub>3</sub>	PO <sub>4</sub>	PO <sub>5</sub>	PO <sub>6</sub>	PO <sub>7</sub>	PO <sub>8</sub>	PO <sub>9</sub>
CO <sub>1</sub>	3	2		2	2	1	3	3	
CO <sub>2</sub>	3	2			2		3	2	
CO <sub>3</sub>	3	2			1		3	3	2
CO <sub>4</sub>	3	3	3	1	2	3	2	3	3

## 9. Course/Lab Description

- Course (Lab) Title : Design and Graphics Lab - I
- Course (Lab) Code : BA(JMC) 155
- Credits : 02

**Pre-requisites** : Knowledge of designing elements; Ability to work on computer systems

**Academic Session** : August to December

**Contact Hours/Week** : 02

**Internal Assessment** : 40 Marks

**External Assessment** : 60 Marks

## 10. 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	10	10	Closed Book
Project	10	10	Innovative Applications of Programming
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
<b>Total</b>		<b>100</b>	

## 11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	<b>Adobe Photoshop</b>		Assignment A
	1.	Create a Poster using the tools of Adobe Photoshop on the topics given in the class.	AP <sub>1</sub>
	2.	Apply various effects and filters on five photographs using the tools of Adobe Photoshop.	AP <sub>2</sub>
	3.	Produce a set of eight flash cards by applying the designing elements and principles learnt in class.	AP <sub>3</sub>
	4.	Design a web banner on given topics	AP <sub>4</sub>
	5.	Redevelop the package design of Cadbury Dairy Milk.	AAQ <sub>1</sub>
	6.	Create a Display advertisement of BVICAM for publishing in a Newspaper.	AAQ <sub>2</sub>
2.	<b>Quark Xpress</b>		Assignment B
	7.	Prepare the following layout plans of a brochure and submit the final output: <ol style="list-style-type: none"> <li>a. Bi-Fold Brochure</li> <li>b. Tri-Fold Brochure</li> <li>c. Z Layout Brochure</li> </ol>	BP <sub>1</sub>
	8.	Design a Newspaper of 16-pages in a team of ten students.	BP <sub>2</sub>
	9.	Create a Booklet brochure of BVICAM.	BAQ <sub>1</sub>
	10.	Prepare a Open Single Gate Fold brochure for an automotive brand	BAQ <sub>2</sub>

\*\*\*\*\*