Programme: BAMM

Medium: English

Paper:

Paper Title: Design Fundamentals & Digital Graphics

Semester: 3

Subject Code:

Year of Implementation:

Title of the	L	Cr	P/T	D (EE)	EE	IE	TM
Paper							
Design	60	4		2.5hrs	75	25	100
Fundamentals							
& Digital							
& Digital Graphics							

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives: This course enables students to:

- To introduces interactive computer graphics and drawing algorithms.
- To make students create interactive graphics applications.
- To provide comprehensive introduction about computer graphics system, design algorithms and two-dimensional transformations.

Learner Outcomes:

- Have an understanding of the core concepts of computer graphics.
- Enable them to create interactive graphics applications

Module	Module	Content	We	Instr	Credits	Evaluation	
	Specific		ight	uctio		IE	EE
	Objectives		age	n		Weightage	Weightage
				Time		vveigiitage	vveigntage
Introduction	Understand	Printing & Scanning	20	5 L	1	2	10
to the	Content and					Any two	
Graphic	Graphics					Logo Design	

Design Industry through magazines, brochures, internet etc Introduction to Corel Draw	Marketing Plan Look and feel BASICS OF COREL DRAW	Types of Printers Printing Concepts Printing Technologies Printer Paper Post Press – Print Project Finishing Scanning Introduction to Corel Draw Interface Tool Box Introduction, Title Bar, Menu Bar, Work Area, Printable Page, Colour Palette, Toolbox. Drawing and Coloring Introduction Selecting Objects Creating Basic Shapes Reshaping Objects Organising objects Applying color fills and Outlines	25	15L	1	3 Design: Visiting Card Sticker, Letterhead Design	20
Advance Corel Draw	File Exports, Different File Formats	Mastering with Text Introduction Text Tool Artistic and paragraph text Formatting Text Embedding Objects into text Wrapping Text around Object Linking Text to Objects Applying Effects Introduction Power of Blends Distortion Contour Effects Envelopes Lens Effects Transparency Creating Depth Effects Power Clips Working with Bitmap Commands Introduction Working with Bitmap Editing Bitmaps Applying effects on Bitmaps Printing	25	10L	1	Design: Any 2 Wedding Card Flex Banner, Flyer with Coupon, Brochure Package Designing, Wedding Card design, Banner Designing, Advertisement layout, Greeting Card, Brochure Design, Flyer Design	20

	1						
Adobe	Differences	Working with Images	30	20L	1	10	25
Photoshop	between	Working with Multiple				Design:	
	Bitmap and	Images, Rulers, Guides &				Layout of any	
	Vector	Grids				two of	
	Images,	Adjusting Color with the				following:	
	Understanding	New Adjustments Panel				advertisement	
	Image	The New Masks Panel &				creation,	
	Resolution,	Vibrance Color Correction				wallpapers, jewellery	
	Understanding	Command				creation,	
	Pixel Logic,	The New Auto-Blend &				fashion	
	Changing the	Auto-Align Layers				designing,	
	Resolution of	RESIZING & CROPPING				3d effects	
	an Image, Changing the	IMAGES Understanding Pixels &				Photo	
	Size of a	Resolution				modification	
	Document,	The Image Size Command				Change Black	
	Working with	Interpolation Options				n white image to colour.	
	Selections:	Resizing for Print & Web				to colour.	
	Transforming	Cropping & Straightening an					
	a Selection	Image					
	Working with	Adjusting Canvas Size &					
	color mode:	Canvas Rotation					
	Mastering	WORKING WITH BASIC					
	Layers in	SELECTIONS					
	Photoshop	Selecting with the Elliptical					
	Layer Style	Marquee Tool					
	and Filter	Using the Magic Wand &					
	Effects	Free Transform Tool					
	Exporting	Selecting with the Regular &					
	Formats:	Polygonal Lasso Tools					
	PSD, Eps, Jpeg,	GETTING STARTED WITH					
	Gif, Tiff, PDF,	LAYERS Understanding the					
	BMP, TGA, PNG and etc.	Background Layer, Creating,					
	i No and Etc.	Selecting, Linking & Deleting					
		Layers					
		Locking & Merging Layers					
		Copying Layers, Using					
		Perspective & Layer Styles					
		Filling & Grouping Layers					
		Introduction to Blending					
		Modes Blending Modes,					
		Opacity & Fill					
		Creating & Modifying Text					
		PAINTING IN PHOTOSHOP					
		Using the Brush Tool					
		Working with Colors &					

Programme: BAMM

Medium: English

Paper:

Paper Title: Graphic Media and Communication

Semester: 4

Subject Code:

Year of Implementation:

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Graphic Media	60	4		2.5hrs	75	25	100
and							
Communication							

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives: This course enables students to:

- To introduce students to all aspects of computer graphics including hardware, software and applications.
- Learning the art of combining text and graphics for effective communication in forms of Logo, Graphics, Brochures, Newsletters, Posters, Signs, and many other types of visual communication.

Learner Outcomes:

- Understand a graphics pipeline.
- Enable them to get jobs in advertising firms, design companies, publishers and other businesses that need designing professionals

Module	Module	Content	We	Instr	Credit	Evaluation	
	Specific Objectives		ight age	uctio n	S	IE	EE
	Objectives		uge	Time		Weightage	Weightage
Adobe	Demonstrate	Interface Introduction to	25	15 L	1	2	10
Illustrator	discipline-	Adobe Illustrator				Design:	
	based design	The control panel				Magazine	
	ideas verbally,	Workspace panels				Cover	
	visually and	The document area					
	digitally	Panels & Workspaces in					
		Adobe Illustrator					

	
Panels review	
How to create a workspace	
Artboards in Adobe	
Illustrator	
The Artboard panel	
Artboard tool	
lobe Vector basics / Selection & 25 15L 1 3	
Direct selection tool Design:	
Vector overview, Selection News Paper's	
tool, Scale tool, The Rotate Commercial	
tool, Multiplying ,The Direct Ads,	
selection tool ,Anchor	
points	
Fill & Stroke effects in	
Adobe Illustrator	
Using Colour / Swatches /	
Pantone's / Gradients	
Creating shape vectors	
Grouped vectors,	
Compounding vector shapes	
& Using the shape builder	
tool Grouped vectors,	20
Compounding vector shapes	
& Using the shape builder	
tool Type tools	
Image trace tool for	
sketches	
Tracing a hand drawn sketch	
& Converting to vector	
artwork Compounding	
vector shapes & strokes / Pathfinder Tool,	
Colouring a vector drawing	
Adding type to a poster	
design	
Exporting ready for print	
W. J. W. W. D. W. L. J. 20 20 4	
lobe III-	
esign Decision of any	20
workspace. The document besign of any	20
window Using guides,	
Viewing modes Saving your	
workspace Working with	
the Control panel,	
Navigating through a	
document,	
Master pages Planning your	
document Creating a	
custom-sized document	
Formatting master pages	

Using text variables Adding layout pages Placing formatted text Adding images & text to master pages, Text and type Creating a text frame Changing character, attributes Changing, paragraph attributes, Finding and changing text, Checking and correcting spelling Using the Glyphs panel, Creating Glyph sets, Flowing text and threading text between frames, Styles Defining and applying paragraph styles Defining and applying character styles, Updating and loading styles from another document, Organizing styles into groups, Creating and applying object styles, **Graphics How InDesign** handles graphics Locating missing images, The Links panel and Link badge, Creating a graphic frame, Adding graphics, Repositioning graphics, Fitting graphics to frames, Placing multiple graphics, Wrapping text around graphics, Importing layered Photoshop files, Tables Creating a table, Copying and pasting table content, Adding text to tables, Converting tables and text, Importing a table Editing table options Using cells, Merging cells Defining columns and rows Using graphics in cells,

		Using color Applying color					
		to text and frames, Creating					
		and saving a new swatch,					
		Applying Live Corner Effects,					
		Applying strokes to text,					
		Creating a tint reduction,					
		Working with gradients,					
		Using the Eyedropper,					
		Updating and editing colors,					
		Using and saving spot					
		colors, Pre-flight, printing					
		and pdfs Package inventory,					
		Actual vs. effective					
		resolution, Package options					
		Creating a PDF Adobe PDF					
		Presets PDF Export Options					
		Separation preview Printing					
		a proof.	_				
Integration	preparing a		20	10L	1	10	25
of software	portfolio					Design:	
						Layout of any one:	
						one.	
						Tabloid News	
						Paper of 10	
						pages	
						OR	
						Magazine of 20 pages	
						20 pages	

References:

A. Essential Reading

SEVA MANDAL EDUCATION SOCEITY'S

SMT MMP SHAH WOMEN'S COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex 338, RA Kidwai Road, Matunga, Mumbai 400019.

NAAC Reaccredited B+ Grade, CGPA 2.98/4.00

UGC Status: College with Potential for Excellence

Adjudged The Best College (2017-18) by SNDT Women's University

Syllabus for Core Component (CC) English (English Medium)

Semester III, Bachelor of Arts, English Medium

The Title of the Paper: In an Imaginary Place

Subject Code: ****

Empowering English Paper I	L	Cr	P/T	D (EE)	EE	IE	Т
	03	04	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

The Course Context:

- 1. The course is for students who can read books about 200 pages in English on their own. The students should be able to write correct English sentences and express their ideas about characters and events of a prose text in writing.
- 2. A student opting for this course will have to undergo a screening process- an examination consisting of MCQs and Answer in Brief. Objective of this assessment would be to check English language comprehension, writing skills and knowledge about literature.
- 3. The number of students would be capped at 25.
- 4. The students selected for this course need not appear for the regular C.C. English course.
- 5. The students selected for this course should pay an increased fee.

Objectives:

- 1. Encourage the habit of reading fiction/literary text among students.
- 2. Introduce students to a variety of prose fictions and train them to discuss characters, events, historical background and significant themes of a literary text.
- 3. Train students to think critically about the texts.

Learning Outcomes:

- 1. Students will become familiar with the strategies to explore literary writing.
- 2. They will learn to appreciate the narrative style of various authors.
- 3. Students will acquire tools to analyse the themes of a text and cultural issues that a text raises in through its narrative.

Texts Proposed for the Course:

- 1. Diaspora Writers:
 - Jhumpa Lahiri- *The Namesake*
 - Chitra Banerjee Divakaruni- The Palace of Illusions
- 2. Partition Literature:
 - Bhisham Sahni- Tamas
 - Khushwant Singh-Train to Pakistan
- 3. Introducing other Genders/Gender Fluidity
 - Devdutt Pattanaik- The Pregnant King
- 4. World Literature:
 - George Orwell: Animal Farm
 - Ernest Hemingway: The Old Man and the Sea
 - JD Salinger: The Catcher in the Rye

Research Gateway

Add-on Course

To be implemented from February, 2022

In today's global era research is drawing special attention in various fields. Research gives us scientific & systematic vision which is used for self-development. In the field of education where youth has a lot of innovative and creative talent, there is ample scope to utilize their talents by channelizing it properly through research activity. It will contribute in real development of institution, society, industry, technology, agriculture, education and in overall growth of the nation. To utilize talent of the students and to cultivate a research environment, Economics department has designed a two-credit course on "Research Gateway" for the students of economics.

OBJECTIVES:

- > To cultivate the spirit of research amongst students
- ➤ To make students understand process of research
- > To train the students in framing research problem, data collection and data analysis
- > To make students proficient in writing a research report

Course Outcomes:

- Students will develop positive mindset towards research
- Students will be able to undertake a research project
- Students will be able to present an analytical and evaluative research report at the end of the course.

Course Design: Certificate Course with 2 credits.

Eligibility: All students from semester VI with Economics Specialization

No. of Students: 50

Course duration: 30hrs.

Title of	L	Cr	Theory	Research	Total
the			Exam(MCQs)	work & PPT	Marks
course				presentation	
Research	30	2	25	75	100
Gateway	Hrs.				

Course Content

Module	Content	Instruction Time	Credit
1	1. Research Concept 1.1 Meaning, scope and significance of Research 1.2 Types of Research & Research Design 1.3 Identifying Research problem and topic selection 1.4 Review of Literature: Online sources 1.5 Hypothesis concept and formulation 1.6 Preparing research Proposal 1.7 Framing Questionnaire 1.8 Evaluation of Questionnaire	15	1
2	2. Research conduction & Report writing 2.1 Selection of sample 2.2 Techniques of Data Collection 2.3 Data Analysis Techniques part 1 2.4 Data Analysis Techniques part 2 2.5 Interpretation of Data 2.6 Report writing part 1 2.7 Report writing part 2 2.8 Concept and preparation of case study 2.9 PPT presentation by Students	15	1

References:

- 1. Nageswara Rao G (2011) Research Methodology And Quantitative Methods by Bsp publication..
- 2. Paneerselvam R.(2013) Research Methodology, Prentice Hall India Learning Private Limited
- 3. C.K.Kothari (2019) Research Methodology: Methods And Techniques, New Age International Publishers.
- 4. Ranjit Singh(2021) Research Methodology, RT Publications, Ranjit Nagar, Kharar, Punjab

SEVA MANDAL EDUCATION SOCIETY'S SMT. MANIBEN M.P. SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)

Course in Elder Care

Duration: 6 months

BA - III Sem. - V

Year: June/ July 2021-22

Eligibility: Graduate (Interdisciplinary)

Pass percentage: 40%

Credits: 2

Assessment: (continuous assessment) Assignment, Presentation, Internship (one month), Written Test

Objectives:

To create awareness and sensitize students towards elderly population and their issues

- To provide information and knowledge about services and organisations working for older adults.
- To give students hands on experience of working with the elderly
- To encourage the importance of lifelong learning amongst students and older adults.

Learning Outcomes -

- 1. Students will become familiar about the diet, health and hygiene of the older adults.
- 2. The course will empower the students to handle elderly individuals independently.
- 3. Students will become aware of common diseases in older adults.

SYLLABUS

Module	Course Contents	Lectures	Marks
1	Why study Aging?	8	10
	a) Defining Aging		
	b) Demographic Trends in Aging		
	c) Difference between individual and population aging		
	(Merge)		
	d) Myths and Realities of Aging		
	e) Concept of Healthy Aging		
2	What is Gerontology and Geriatrics?	6	10

	a) Relevance of Gerontology and its multidisciplinary nature		
	b) Theories in Gerontology		
	c) Levels of care in older adults		
3	Illness and Health care	10	15
	 a) Process of Aging and changes which take place- Physiological Changes in Ageing 		
	b) Common Conditions/ diseases of elderly		
	c) Chronic Disorders		
	d) Activities of Daily Living; Instrumental Activities of Daily Living; Advanced Activities of Daily Living		
	e) Health Promotion and Treatment (healthy ageing, nutrition, exercise)		
	f) Dealing with Long Term Health Care		
	g) Palliative Care		
	h) Home Care		
4	Social and Psychological Aspects of Aging	10	15
	a) Ageing & Globalization		
	b) Social Roles and Social Influences on Aging		
	c) Perspectives in Caregiving		
	d) Successful Aging		
	e) Psychological Factors in Aging		
	f) Psychological Problems in Old Age		
	, , ,	10	15
5	Policies for Elderly	10	15
	a) The Rights of Older Persons		
	b) Schemes, programs and services for Older Adults		
	c) National and International Policies for Older Adults		
6	Family Dynamics, Skills and Interventions	6	10
	a) Skill for dealing with specific issues of older adults		
	b) Counseling Older Adults		
	c) Lifelong Learning in older adults		
	Total -	50	75
	Total -		

- Communication Skills required to work with the elderly
- Approaching an older adult
- 1. Lifestyle Management
- 2. Intergenerational Bonding
- Health care and Assistance.
- Prevention of accidents
- Basic CPR
- Understanding emergencies
- Support Group Activities
- Conduct a face-to-face interview with an older adult relative or family friend (preferably75+), and ask the person to share things that have been important in his/her life along with his/her fears and concerns. What were some of the major choices that this person has to make throughout his/her life? What were significant moments or events in your life? What lessons the person learned about life and living? Describe the people who guided or influenced him/her the most. What risks did he/she take in life? What regrets or unfilled desires does he/she have? What dreams or hopes do they have for the future? What advice about life do they have for young people?



Semester

Draft Syllabus and question Paper Pattern with Effect from the Academic Year 2021-2022

Core Course (CC) Vedic math Basic module

Objectives

- To remove the math's phobia prevalent in students and to generate their love for mathematics.
- To do calculation in day to day life with easy.
- To promote Indian Mathematics.
- To enhance computation skills in students.
- Improve clarity on mathematical concepts.
- Develop analytical thinking through Vedic Mathematics.

Learning Outcome

- The students learn to understand Vedic math concept and using in their life in daily use
- The students improve memory and boosts self-confidence.
- The students cultivate an interest in you for numbers.
- Math-Phobia High Speed Vedic Math is a Fun-Filled way to do Math and arises interest

Teaching Pedagogy

Use of technology ,Google meet, laptop, Digit pen, Test sheet. Viva

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Module I	10
2	Module II	10
3	Module III	10
	Total	30

Recommended Syllabus

Unit.	Modul	es / Units
No.	1,100,00	
1	Modu	le I
	•	HOLISTIC MATHS
		Course overview, history of our number system. 10-point circle, completing
		10s, addition. Mental addition from left to right
	•	COMPLETING THE WHOLE
		Early history of Vedic math. Looking for 10s in addition, including adding
		columns
		Using addition and subtraction together
	•	DOUBLING AND HALVING
		Number splitting: doubling and repeated doubling. Maths teaching. Halving
		and repeated halving
	•	CREATIVE MATHS
		Improvising and extending the multiplication tables
	•	Multiplying and dividing by 5, 50, 25
	•	A MAGIC NUMBER
		Digit sums, 9-point circle, casting out nines.
2	Modu	
	•	Addition using dot method
	•	Subtraction from left to right
	•	Magic of Multiplication
		a) Multiplication – Base 10 (Nikhilam)
		b) Multiplication – Base 100 (Nikhilam)
		c) Multiplication – Base 20, 30, 40 (Nikhilam)
	•	Division by 9, 8 and 11
	•	Multiplication 2 digit * 2 digit (left to right)
	•	Multiplication 2 digit * digit (left to right)
	•	Multiplication 3 digit * 3 digit (left to right)
	•	Multiplication by 12, 13, 14
	•	Multiplication by series of 11, 111, 1111,
3	Modu	le III
	•	Squares
		a) Two digit
		b) Three digit
	•	Square root
		a) Prefect
		b) Imperfect
	•	Multiplication by 16, 17, 18.
	•	Cube root only perfect
	1 -	case root only period

Allocation of 50 Marks---Internal evaluation

SEMESTER

Method of evaluation	Marks
Concept Test module I	20
Concept Test module II	10
Concept Test module II	10
Class participation and attendance	10
TOTAL	50

Allocation of 50 Marks---External evaluation

SEMESTER

Method of evaluation	Marks
Speed Test module I	20
Speed Test module II	20
Speed Test module II	10
TOTAL	60



SEVA MANDAL EDUCATION SOCIETY'S

SMT. MANIBEN M.P. SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)

NAAC RE-ACCREDITED 'B++' GRADE WITH CGPA 2.88/4

UGC Honor : College with Potential for Excellence

Certificate/CBCS Course offered to students across all the faculties

Title: Women and Fundamental Laws

(4 Credits) 2021-2022

Objectives:

- To educate students on Women's Rights.
- To empower them to fight discrimination and all forms of violence against girl child as well as women.
- To instil self-esteem and self-confidence in girl students
- To bring behavioural change in the students.

Learning Outcomes:

At the end of the course, the student will be able to:

- Develop a feeling of self-worth, a belief in their ability and confidence to control their life.
- To capacitate themselves to fight any injustice.
- Use the Constitutional and Legal framework for protection of their rights and fight for justice.
- To help women in their surroundings and neighbourhood to get empowered and lead a confident life

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credit s
Important Constitutional provisions in India	To understand the concept of women rights according the Constitution of India, equality to women, empowering the State to use measures of positive discrimination in favour of women for neutralizing the cumulative socioeconomic, education and political disadvantages faced by them. Fundamental Rights and basic rights of women.	 a. The Constitution of India: b. Special Provisions safeguarding the rights of women- Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution. c. Other necessary Articles under the Constitution of India. d. 73rd and 74th Amendment of the Constitution. 	25%	13 lectures	1
2. Women specific laws	To make students aware of various rights available to women and the remedies thereto	 a. The Immoral Traffic (Prevention) Act, 1956 b. The Dowry Prohibition Act, 1961 c. The Indecent Representation of Women (Prohibition) Act 1986 d. The Commission of Sati (Prevention Act), 1987 e. Protection of Women from Domestic Violence Act 2005 f. The Sexual Harassment of Women at Workplace Act 2013 g. Rape and sexual offences under IPC h. Protection of 1children from s1exual offences Act 	25%	13 lectures	1

3. Women Related Laws	To provide awareness to the students about the legal provisions relating to women rights under the Indian Penal Code and the Indian Evidence Act	b.	Rape and sexual offences under Indian Penal Code Provisions under the Indian Evidence Act Personal Laws & Gender Justice	25%	13 Lectures	1
4. Third gender & Children's Rights	To make the students aware about the rights of children.		Protection of Children from Sexual Offences Act (POCSO) Third gender rights	25%	13 lectures	1
			Evaluation		8 Lectures	
			TOTAL	100%	60 Lectures	

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

- 1 written internal exam of 25 marks
- 2 Projects in the form of scrap book, poster presentations on topics, power point presentation, film screening report, (25).
- The final internal marks would be an average of these 3 methods of evaluation

Evaluation Scheme:

B. External Exam: Total Marks: 75

The pattern of the written exam as suggested can be as follows:

- students have to attempt any 5 out of 8 questions
- Q1 to Q7 will be long answers 15 marks each
- Q8 will be short notes (any two out of three) of 7.5 marks each

References:

A. Essential Reading:

- 1. Women Rights in India by Sukanta Sarkar & Dr. Manaswini Patra, Global Vision Publishing House(2015)
- 2. Law relating to women and children by Mamta Rao, Eastern Book Company(2012)

B. Suggested Reading:

- 1. Vishakha case law
- 2. Women Rights in India: Constitutional Rights and Legal Rights
- 3. https://edugeneral.org/blog/polity/women-rights-in-india/
- 4. The development discourse in India neglects women by Sushmalyengar
- 5. https://idronline.org/the-development-discourse-in-india-neglects-
 women/?gclid=CjwKCAiAvonyBRB7EiwAadauqUDSd8oVkPSSLdj5k2vElo6eKurVYPJDyrmUrd7lpSo6bLhgEcL4cBoC U8QAvD BwE