**B.A. – IV**

**Course Code: SE 214**

**Subject: Subject Elective-Computer Application**

**Paper Title: DTP Application & Internet Technologies**

## Objectives:

To make students
- aware to use Google products for instant messaging, sharing documents and data and calendar of activities in group using standard formats.
- to enable students to design and develop publishing / printing media concepts.

## Contents:

### Unit – I    Introduction to Internet and Internet Technologies:

History of Internet, Internet services, Intranet, Internet Vs Intranet, Governance on Internet, Internet Technology and Protocol - OSI Reference model, TCP/IP Protocol, Network protocols, Network components – switches, routers, gateways, Types of Internet connectivity & ISP. Internet Tools and Multimedia, WWW, Evolution of Web, Elements of WWW, Web browsers, Search engine, search criteria, E-mail – concepts, structure, protocols, addresses, security & netiquettes.

### Unit –II    Introduction to Google Applications (GoogleApps):

Introduction: *Computing in the Cloud,*Getting Started with Google Apps : *Choosing an Edition of Google Apps, Setting Up Google Apps, Migrating Email to Google Apps, Migrating Contacts to Google Apps, Migrating Calendars to Google Apps, Managing Google Apps Services,*Gmail : *Setting Up Gmail, Things to Know About Using Gmail, Integrating Gmail with Other Software and Services, Integrating Google Contacts with Other Software and Services,* Google Calendar: *Setting Up Google Calendar, Things to Know About Using Google Calendar, Integrating Google Calendar with Other Software,*Google Docs: *Things to Know About Using Google Docs, Integrating Google Docs with Other Software and Services* Google Sites: *Setting Up Google Sites, Things to Know About Using Google Sites.*The Other Services: *Things to Know About Using Google Talk, Things to Know About Using Start Page, Things to Know About Using Message Security and Recovery, Things to Know About Using Google Video*

Unit – III     **Introduction to DTP and PageMaker:**
Introduction to DTP, Choosing Hardware requirements for DTP, Choosing Printing House, Choosing Paper quality, Choosing Right Colors, Fonts, Beginning design and general design considerations, Text Organization, Design common Media Publications, Introduction to PageMaker, Working with Publication: Opening, Working with Document, Drawing Tool, Text Tool, Importing and Editing Graphics, Object Linking and Embedding: Setting up and Embedding an OLE object, Text Wrap, Transformation

Unit – IV     **Advanced Features of PageMaker:**
Master Pages, Utilities, Working with Text and Tables, Story Editor, Working with Frames, Working with Layers, Long Document Features, PageMaker Styles and Templates, Links Management, Hyperlinks and HTML, PageMaker's HTML Tools, Hyperlink Tools, Graphics in HTML, Exporting Documents to HTML

## Main Reference Book(s):
 (i)   Internet Technology and Web Design, ISRD Group, TMH Publication
 (ii)   Internet and Web Design, Doeacc "O" Level, Firewall Media.
(iii)  Google Apps, Scott Granneman, Pearson Education
(iv)  PageMaker 7 : Trainging Guide, Satish Jain, BPB Publication

## Suggested Additional Reading Book(s):
(i) Google-The Missing Manual, Sarah Milstein, J.D. Biersdorfer, Matthew Macdonald, Pearson Education

## Accomplishments of the student after completing the Course:

After completion of this course Student would be able to
- Understand the practical approach of the DTP Software and manage to implement the exercises using PageMaker tools.
- Design and create various media publications such as Newsletters, Brochures and Catalogs including Web publishings.
- Would be able to use Google Applications and obtain basic undersranding about internet and ita applications.

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## List of Practicals (Sample Guide line):

1. Advertisement (Newspaper)
2. Visiting Card / Business Card
3. Phamphlates / Handbill
4. Letter Head
5. Inquiry Form
6. Banner
7. Brochures
8. 4 page booklet [different types effect : font, font style, bold, italic, underline etc.]