

## Certificate in Desktop Publishing and Audio-Visual Technology - LC002

### 1. Introduction

With the emergence and widespread adoption of Information Technology, workers in the marketing, advertising and communication sectors are facing new challenges and are exposed to emerging opportunities for their career prospects.

### 2. Aims and Objectives

- Equip participants with state of the art skills and competencies in the field of desktop publishing, including the web.
- Explore the potential of new computer-based tools and technologies in the audio-visual field.
- Apply new technologies in the production of high quality multimedia products.

### 3. Target Audience

- School leavers seeking to increase their employability and Practitioners in the printing/marketing/audio-visual industry

### 4. General Entry Requirements

A School Certificate with passes in at least 5 subjects or equivalent qualification acceptable to the University. Mature candidates and/or candidates with relevant working experience will be considered on a case-to-case basis

### 5. Award

Upon successful completion, a certificate will be awarded by the University of Mauritius. To achieve the certificate, the student needs to achieve a minimum of 30 credits.

### 6. Programme Duration

|          | <b>Full-time</b>      | <b>Part-Time</b>    |
|----------|-----------------------|---------------------|
| Minimum: | 1 year (2 semesters)  | 2 yrs (4 semesters) |
| Maximum: | 2 years (4 semesters) | 3 yrs (6 semesters) |

### 7. Mode of Delivery

The course will be run on a mixed mode flexible delivery: online learning, print-based materials and face-to-face tutorial sessions.

### 8. Programme Structure and Plan

| <i>Semester 1</i> |                                |                | <i>Semester 2</i> |                                      |                |
|-------------------|--------------------------------|----------------|-------------------|--------------------------------------|----------------|
|                   |                                | <b>Credits</b> |                   |                                      | <b>Credits</b> |
| VCI1050           | Intro. To Desktop Publishing   | 3              | VCI1054           | Web-Art Basics                       | 3              |
| VCI1052           | Image Editing and Manipulation | 3              | VCI1056           | Vector Graphics creation and editing | 3              |
| VCI1053           | Video Editing Basics           | 3              | VCI1055           | Audio-Visual Project                 | 6              |
| CSE1010           | Introduction to IT             | 3              | LLC1000           | Communications & Presentation Skills | 3              |
| VCI1051           | Layout & Typography Basics     | 3              |                   |                                      |                |

## 9. Assessment

- VCI1053 and LLC1000 will be assessed on a purely continuous basis. No written exams will be carried out.
- VCI1055 will be assessed on a purely continuous basis given the practical nature of the module. The final assessment of the module will be a live demonstration of the project.
- All other modules will be assessed with a weightage of 70% for the continuous assessment and a 30% weightage for the final written exam. For a student to pass a module, a minimum of 40% should be achieved in that module. For those with an exam component, a minimum of 30% should be achieved in the exams.
- Continuous assessment may be based on laboratory work and/or assignments and should include at least two class tests (one per semester) for yearly modules. For semester modules, there will be at least one class test.

## 10. Outline Syllabus

### **CSE1010E: INTRODUCTION TO IT (3 CREDITS)**

IT and Computers; Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Networks; The Internet; Computer Security; Software Utilities; Issues and Trends in IT.

### **LLC 1000: COMMUNICATION AND PRESENTATION SKILLS (3 CREDITS)**

Oral and Written communication in French and English. Formal and informal Communication at Work. Communication using IT as enabler. Presentation Styles. Personality and Individual Preferences. Social interaction and self-marketing. Negotiation and leadership skills.

### **VCI 1050: INTRODUCTION TO DESKTOP PUBLISHING (3 CREDITS)**

Overview of desktop publishing. Evolution of desktop publishing. Tools and Techniques for quality publishing, Print Production Process, The World Wide Web and the publishing revolution. Blogs, e-portfolios, self-published books and related technologies.

### **VCI 1052: BITMAP IMAGE EDITING AND MANIPULATION (3 CREDITS)**

Understanding file formats, image compression/optimization, resolutions, colour modes and models. Digitising and importing images in photoshop. Image composition. Creating graphics for the web. Using a range of tools and techniques of Image editing software.

### **VCI 1053: VIDEO EDITING BASICS (3 CREDITS)**

Camera Work: Operation, Shooting & Safety.-Storyboards: Inform, Instruct & Entertain. News and Interviews. Digital editing fundamentals. Editing sound, titles, output and compression. Creating DVDs.

### **VCI 1054: WEB-ART BASICS (3 CREDITS)**

Introduction to the world wide web. Images for the Web. Technical Issues. Tools and Techniques for creating static and dynamic menus. Compression Techniques and Dealing with Restricted Bandwidth.

### **VCI 1055: AUDIO-VISUAL PROJECT (6 CREDITS)**

This module is project based and will be assessed as a project. The student is expected to propose a suitable implementation of a pre-defined concept with the help of a supervisor from the academic/teaching team. Another possibility is that the student defines a suitable project with the help of a supervisor from the academic/teaching team. A report of the work needs to be submitted and a presentation will be counted as assessment for the module.

**VCI1056: VECTOR BASED GRAPHICS CREATION AND EDITING (3 CREDITS)**

Overview of vector based illustration techniques, development of illustration as a communication tool, Conversion of vector graphics into raster graphics, Vector art file formats; Experimenting with tools and techniques of Vector based software application.

**VCI1051: LAYOUT & TYPOGRAPHY BASICS (3 CREDITS)**

The historical and contemporary influences related to typographic practice; The aesthetic and contextual use of typography as a form of written communication; Basic concepts of typography; typographical terminology, Page Layout principles- Gestalt theory; ; Using desktop publishing (DTP) software to design page layouts for online and offline purposes.