

**CORE COURSE – VIII - WEB DESIGN AND MULTIMEDIA**

**Unit I**

Introduction to Internet – World Wide Web – Browsers: Introduction – Popular Web Browsers – know your browsers – Electronic Mail : Introduction – E-mail networks and servers – E-mail protocols – Structure of an E-mail.

**Unit II**

HTML : Introduction – Getting started – Creating and saving an HTML document – Document Layout of HTML Page – HTML elements – Some other formatting Styles – Hypertext Links. HTML (contd) : URLs – Images – HTML tables – Forms – Special Characters – Metatages. Interactivity Tools and Multimedia : Introduction – DHTML – Scripting Languages – Java – ASP.

**Unit III**

XML :XML basics – Introduction – need for XML – Advantages – Working with an XML Document – Structure of an XML Document – DTD- XML Schema - Working with XML Schema - Declaring Attributes – XML namespaces – Reusing Schema Components – Grouping elements and attributes. XML Style sheets : Introduction – CSS – eXtensible Style Sheet language – Formatting Data based on controls – Displaying data in a Tabular Format.

**Unit IV**

Introduction: Multimedia Presentation and Production – Characteristics of Multimedia Presentation – Multiple Media- Utilities of Multi-sensory Perception – Hardware and Software Requirements. Digital Representation: Analog Representation – Waves – Digital Representation – Need for Digital Representation – Analog to Digital Conversion – Digital to Analog Conversion. Text: Types of Text – Unicode Standard – Font – Insertion of Text – Text compression – File formats.

**Unit V**

Animation: Types of Animation – Computer Assisted Animation – Creating Movement – Principles of Animation – Some Techniques of Animation – Animation on the Web

**Text Book:**

1. “Internet and Web Design”, ITL Education, Macmillan India Ltd..
2. “HTML and XML an Introduction”, NIIT, Prentice Hall of India Pvt.Ltd.
3. PRINCIPLES OF MULTIMEDIA – Ranjan Parekh, 2007, TMH.