



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus

Subject Code : 1110007

Subject Name : Digital Representation - I

WEF Academic Year :	2023 -2024
Semester :	1
Category of the Course :	Core

Rationale :

Computer application in Design is vital to perform in real life. The course is aimed at developing competencies in various software related to documentation, content creation, effective use of Internet, communication and presentation related to generic software as an integral part of skills and tools required in design practice and profession.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
1	4	0	5	0	30	50	20	100

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	UNIT I: Basics of Computing - Hardware, Software, Operating Systems and related basics of computing. Computer peripherals and their functions and use. Organizing files. File and data transfers, scanning and treatment of visuals. Formatting and margins. Understanding the uses of different file formats of Jpg, PNG, Tiff, Pdf, Zip etc.	15	20
2	UNIT II: Introduction to Microsoft Suite -Features and use of MS Word and MS Excel for preparing documents, presentations and Data entry, Data management & organization, Accounting, Financial analysis, Charting and graphing, Programming, scheduling & Time management, Task management. Industry standard content creation and presentation software MS Word and Excel.	15	20
3	UNIT III: PowerPoint and Features - Basics of PowerPoint and its features and applications. Preparations of presentations using different features of software. Exposure to other features of Microsoft Suite such as Outlook, OneNote, OneDrive, Microsoft Teams and their use.	15	20



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4	UNIT IV: Internet and Search Engines - Exploring internet and methods of accessing different information, websites, visuals and scholarly content as well as research papers.	15	20
5	Unit V: Project applications - Creating content using effective applications of different software.	10	20
Total		70	100

Reference Book:

1. Master Book Of Computer: Learn MS Office, Basic Computer, MS Excel, Excel Formulas, Tally, by Mangesh Bhuvad
2. MS-Office Paperback 2015 by S.S. Shrivastava
3. The Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works 2018 by Douglas E. Comer(Author)
4. Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web Paperback 2000 by Tim Berners-Lee
5. PowerPoint 2019 For Dummies 1st Edition by Doug Lowe 2018
6. Beyond Bullet Points: Using PowerPoint to tell a compelling story that gets results 4th Edition 2018.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Familiarize students with various word processing and design software and their potential. application in content creation, organization, visualization and presentation.	
02	Develop proficiency in use and application of software in work.	
03	Orient them to various tools, commands, terminologies and managing appropriate file formats used for various purposes	
04	Enable appropriate methods of file storage, data protection and retrieval and organization.	

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

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