



Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi
Accredited by NAAC
An ISO 9001:2015 Certified Institution
Pollachi – 642001



PG DEPARTMENT OF COMMERCE (CA)

VALUE ADDED COURSE

‘DESKTOP PUBLISHING’

Academic Year: 2022 – 2023

Course Coordinator

Mr. A. Prakalathan
Assistant Professor
PG Department of Commerce (CA)
NGM College Pollachi

Convener

Dr. P. Anitha
Associate Professor & Head
PG Department of Commerce (CA)
NGM College Pollachi

COURSE OBJECTIVE

- ♣ To create and design documents for print or digital publication
- ♣ To provide the students the knowledge of techniques essential to build their career in desktop publishing

Batch: 2021 – 2023

Course Duration: 30 Hours

About the Course

Desktop Publishing course deals with educating the students about the use of software for designing and creating varieties of documents.

PHOTOSHOP	PAGEMAKER
To create a design for Visiting Card	To make a page like book using PageMaker
To create a design for Invitation Card	To use any template using Microsoft Publisher
To create a design for Identity Card and to generate 'n' number of candidates	To create a Poster
To edit a Photo using Photoshop	To create a brochure
To create a design for Logo using Photoshop	To use template and edit anything quickly in CorelDraw
To creation a cover page design	
To creation a Advertisement Flex	

Evaluation Pattern: Programme one carries 25 Marks Programme two carries 25 Marks

Certification: The qualified students will be issued with certificate from the Institution duly approved by the Head of the Institution.

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	21PCC3VA			Course Title	Batch :	2021-'23
				Value Added Course I – Desktop Publishing	Semester:	III
Lecture Hrs./ Sem. Or Practical Hrs./Sem.	30	Tutorial Hrs./Sem.	-		Credits:	Grade

Course Objective

To promote the students' designing skills through Photoshop and PageMaker

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the application of Desktop Publishing	K1
CO2	Point out the effects of picturaization on Photoshop	K2
CO3	Implement the effects of Page Maker in designing layouts	K3
CO4	Analyse the tools in Photoshop	K4
CO5	Create all application with graphical representation practically	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	M	M	L	L	M	M	H	M
CO2	M	H	H	H	M	M	L	L	M	M	M	M
CO3	M	M	M	M	H	H	M	M	M	H	M	H
CO4	L	H	H	M	H	H	L	L	M	H	H	M
CO5	M	H	M	H	M	M	M	L	M	H	H	H

Practicals	Programs	Hours
	PhotoShop - To create a design for Visiting Card - To create a design for Invitation Card	

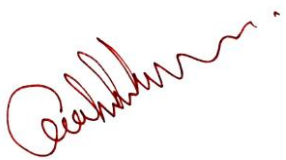
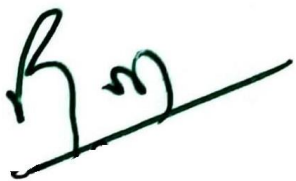
	3. To edit a Photo using Photoshop 4. To create a design for Identity Card and to generate 'n' number of candidates 5. To create a design for Logo using Photoshop 6. To creation a cover page design 7. To creation a Advertisement Flex PageMaker 8. To make a page like book using PageMaker 9. To use any template using Microsoft Publisher 10. To use template and edit anything quickly in CorelDraw 11. To create a brochure 12. To create a Poster	30
	Total Hrs.	30

Pedagogy and Assessment Methods

Power point Presentations, Assignment

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Lisa Lambert (Author)	Adobe Photoshop: A Beginners Guide to Adobe Photoshop	CreateSpace Independent Publishing	2016
2	Adobe Creative Team	Adobe® PageMaker® 7.0	Adobe Press	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Mr. A. Prakashan 	Dr. P. Anitha 	Prof. K. Srinivasan 	Dr. R. Manicka Chezhian 

CELEBRATING
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ARUTHELVAR DR.N.MAHALINGAM



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(Autonomous), Pollachi

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Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. Arjun Mohan K

of II - M. Com (CA) department

has successfully completed a Value Added Course

entitled Desktop Publishing and

secured a mark of 86 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. Baskara Gethupathi . K

of II - M. Com (CA) department

has successfully completed a Value Added Course

entitled Desktop Publishing and

secured a mark of 98 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. DINESH KUMAR R

of II - M. Com (CA) department

has successfully completed a Value Added Course

entitled Desktop Publishing and

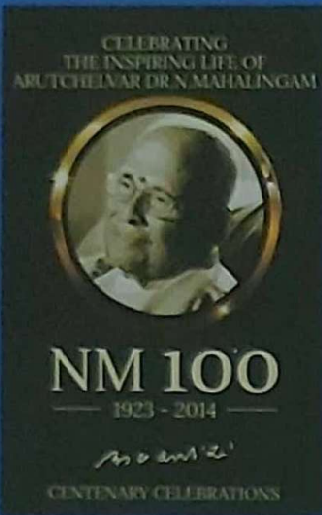
secured a mark of 91 out of 100

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Value Added Course

This is to certify that Mr./Ms. KARTHICK PRABHU. S

of II - M. Com (CA) department

has successfully completed a Value Added Course

entitled Desktop Publishing and

secured a mark of 84 out of 100

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EXCELLENCE

Value Added Course

This is to certify that Mr./Ms. MOHANRAJ. A

of II - M.Com (CA) department

has successfully completed a Value Added Course

entitled DESKTOP PUBLISHING and

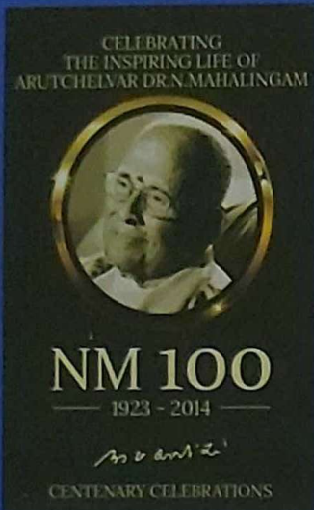
secured a mark of 86 out of 100

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Value Added Course

This is to certify that Mr./Ms. NITHIYA KUMAR .K

of II - M. Com (CA) department

has successfully completed a Value Added Course

entitled DESKTOP PUBLISHING and

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Value Added Course

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of II - M. Com (CA) department

has successfully completed a Value Added Course

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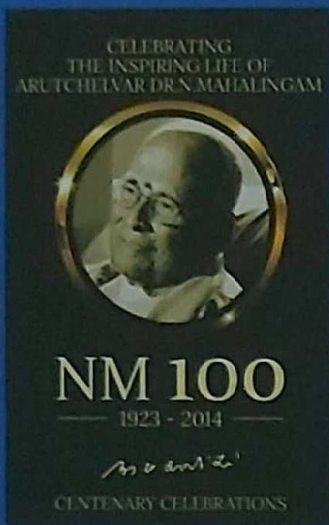
secured a mark of 98 out of 100

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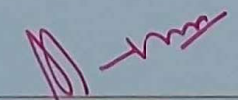
of II - M. Com (CA) department

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Value Added Course

This is to certify that ~~Mr./Ms.~~ PRIYANKA . P

of II - M.Com (CA) department

has successfully completed a Value Added Course

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secured a mark of 90 out of 100

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Value Added Course

This is to certify that ~~Mr./Ms.~~ RESHMA M

of II - M. Com (CA) department

has successfully completed a Value Added Course

entitled Desktop Publishing and

secured a mark of 94 out of 100

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of U. M. Com (CA) department

has successfully completed a Value Added Course

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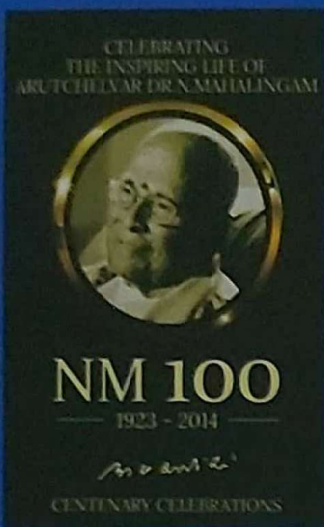
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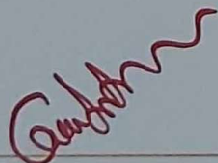
This is to certify that ~~Mr.~~/Ms. VANITHA S

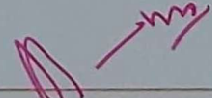
of II - M. Com (CA) department

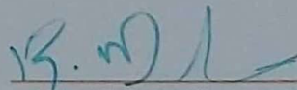
has successfully completed a Value Added Course

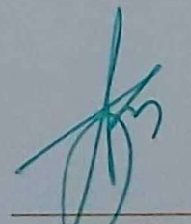
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