



MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL – 624 102



DEPARTMENT OF COMPUTER SCIENCE

Certificate Programme on

DESKTOP PUBLISHING

Curriculum Framework and Syllabus



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1. About the Programme:

The Certificate Programme in Desktop Publishing (DTP) is designed to develop essential digital skills in document creation, data management, presentation design, web development, graphic editing, and AI-assisted productivity. The programme provides hands-on training in MS Office, HTML, Photoshop, and modern AI tools, enabling learners to create professional digital content and enhance their employability in today's technology-driven environment.

2. Programme Outcomes:

On completion of certificate Programme, students will be able to

PO1	Apply office automation, web development, graphic design, and AI tools for effective digital productivity.
PO2	Create and manage professional documents, presentations, websites, graphics, and AI-assisted content.
PO3	Utilize analytical, creative, and problem-solving skills to develop digital solutions using modern technologies.
PO4	Integrate productivity, web, design, and AI technologies to address real-world requirements.
PO5	Demonstrate ethical, secure, and responsible use of digital and AI technologies for lifelong learning and professional growth.

3. Alignment of Programme Outcomes with the Vision and Mission of Mother Teresa Women's University

University Vision

"Holistic Empowerment of Women through Education"

Programme Outcome	Contribution to the University Vision
PO1: Apply office automation, web development, graphic design, and AI tools for effective digital productivity.	Empowers women with practical digital skills in office automation, web technologies, graphic design, and Artificial Intelligence, enabling them to enhance productivity and confidently meet the demands of the digital workplace.
PO2: Create and manage professional documents, presentations, websites, graphics, and AI-assisted content.	Develops technical and creative competencies, enabling women to produce high-quality digital content and professional solutions using modern software tools and AI technologies.
PO3: Utilize analytical, creative, and problem-solving skills to develop digital solutions using modern technologies.	Enhances analytical thinking, creativity, and innovation, empowering women to develop effective digital solutions for real-world challenges and contribute to technological advancement.
PO4: Integrate productivity, web, design, and AI technologies to address real-world requirements.	Strengthens interdisciplinary knowledge by integrating multiple digital technologies, preparing women to design innovative, practical, and industry-relevant solutions for diverse applications.
PO5: Demonstrate ethical, secure, and responsible use of digital and AI technologies for lifelong learning and professional growth.	Promotes holistic development by fostering ethical practices, digital responsibility, cybersecurity awareness, lifelong learning, and continuous professional growth, preparing women to become responsible digital citizens and professionals.

Mapping of Programme Outcomes with University Vision

Vision Components	PO1	PO2	PO3	PO4	PO5
Knowledge Empowerment	√	√	√	√	√
Technical Empowerment	√	√	√	√	√
Professional & Social Empowerment			√	√	√
Holistic Development				√	√
Lifelong Learning & Leadership					√

University Mission

M1: To promote a society of equal status between women and men.

M2: To empower women through education at all levels.

M3: To impart education of global standards.

Mapping Scale

Value	Level of Correlation
3	High
2	Moderate
1	Low
–	No Correlation

Mission–PO Mapping Matrix

Mission Statements / Pos	PO1	PO2	PO3	PO4	PO5
M1: Promote a society of equal status between women and men	1	2	2	3	3
M2: Empower women through education at all levels	3	3	3	3	3
M3: Impart education of global standards	3	3	3	3	3

4. Eligibility

Anyone who has passed the 10+2/Senior Secondary Examination or its equivalent and is eligible for admission to any certificate programme of the University.

4. Curriculum Structure for Certificate Programme

Curriculum Structure for Certificate Programme

Course	Name of the Course	Credits	Hrs	Internal	External	Marks
26CCSDT01	AI Applications for Digital Content Creation	4	4	40	60	100
26CCSDP02	Digital Content Creation Lab	4	4	40	60	100
26CCSDPR3	Mini project	4	4	40	60	100
Total		12	12			300

SYLLABUS TEMPLATE (FOR CERTIFICATE PROGRAMME)

Course Code	26CCSDT01	Theory/ Practical	Theory	Credits	Hrs
Course Title	AI APPLICATIONS FOR DIGITAL CONTENT CREATION			4	4
Nature of the Course	Employability / Skill enhancement				
Learning objectives	The main objectives of this course are to 1. Create and manage professional digital documents, spreadsheets, and presentations for academic and workplace applications. 2. Design basic websites and digital graphics incorporating multimedia and visual design principles. 3. Utilize AI-powered tools effectively for research, content creation, data analysis, communication, and productivity enhancement in various professional contexts.				
Units	Course Contents				
Unit I	MS-Word: Introduction to Word Processing-Creating, Editing & Formatting Documents-Page Layout, Margins, and Styles-Inserting Tables, Images, Charts and SmartArt-Mail Merge & Labels-Proofing Tools (Spelling, Grammar, Track Changes)-Document Security and Printing Options. MS-PowerPoint: Introduction to Presentation Tools-Creating & Designing Slides-Slide Layouts, Themes & Templates-Inserting Multimedia (Images, Audio, Video)-Animations & Slide Transitions-Using Charts & SmartArt in Presentations-Delivering & Printing Presentations.				
Unit-II	MS-Excel : Basics of Spread sheets & Data Entry -Formatting Cells, Rows and Columns-Formulas & Functions (SUM, IF, VLOOKUP, HLOOKUP, etc.)-Data Sorting, Filtering & Validation-Charts, Graphs & PivotTables-Conditional Formatting-Basic Data analysis and Reporting.				
Unit-III	Introduction to Web Development: Basics of Internet & Websites-Introduction to HTML & DHTML-Understanding Editors & Browsers-HTML Fundamentals-HTML Document Structure (Tags & Attributes)-Creating & Saving HTML Files: Headings, Paragraphs-Formatting Text-Lists-Hyperlinks & Anchors -Inserting Images & Multimedia. Page Layout & Structure: Tables- Frames -Forms (Input Fields, Buttons, Checkboxes, Radio Buttons) -Text areas, Dropdowns & Form Submission-Creating Simple Web				

	Layouts-Working with DHTML.	
Unit-IV	Introduction to Photoshop: Overview of Graphic Design & Image Editing- Image Editing & Correction -Opening, Saving & Managing Files-Cropping, Resizing & Adjusting Images- Retouching & Repair Tools. Selections & Layers:- Selection Tools (Marquee, Lasso, Magic Wand)-Layer Basics, Layer Styles & Blending Modes- Text: Adding & Formatting Text-Working with Fonts, Styles & Effects-Creating Text Effects. Brushes, Filters & Effects: Using Brushes, Applying Filters & Creative Effects.	
Unit-V	AI Tools: Conversational AI / Study Assistants Tools- Research & Information Retrieval tools- Writing & Grammar Assistance Tools- Coding & Programming AI tools- Presentation & Design AI- Image Generation Tools- Video Generation & Editing AI- Translation & Language Learning Tools- Data Analysis & Mathematics AI Tools.	
Question paper Coverage : 100% theory		
Text book	1. Microsoft Office 365 & Office 2021 Introductory – Authors: Steven M. Freund, Mali Jones, Joy L. Starks, and Jennifer T. Campbell; Publisher: Cengage Learning. 2. Thomas A. Powell, HTML & CSS: The Complete Reference , McGraw-Hill. 3. Lesa Snider, Adobe Photoshop Classroom in a Book , Adobe Press 4. Pam Baker, Generative AI for Beginners , BPB Publications.	
Reference Book	1. Shelly Cashman Series, Microsoft Office 365 & Office 2021 Introductory , Cengage Learning. 2. Jon Duckett, HTML and CSS: Design and Build Websites , Wiley. 3. Bernard Marr, Artificial Intelligence in Practice , Wiley.	
E-Reference	1. https://learn.microsoft.com 2. https://helpx.adobe.com/photoshop/tutorials.html 3. https://openai.com/education/	
Course learning outcomes	On successful completion of the course, the students will be able to	
	COs	Course Outcomes
	CO1	Demonstrate proficiency in using office automation tools, web technologies, graphic design applications, and AI-powered tools to perform a variety of digital tasks efficiently.
	CO2	Create, edit, and manage professional documents, presentations, spread sheets, web pages, and digital graphics using appropriate software and design principles.
	CO3	Apply problem-solving, analytical, and creative thinking skills through the use of productivity software, web development techniques, image editing tools, and AI-assisted applications.
	CO4	Utilize modern digital and AI technologies to enhance communication, information

		management, content creation, data analysis, and multimedia development.
	CO5	Integrate office productivity, web design, graphic editing, and artificial intelligence tools to develop effective digital solutions for academic, personal, and professional needs.

Course Code	26CCSDP02	Theory/ Practical	Practical	Credits	Hrs
Course Title	AI APPLICATIONS FOR DIGITAL CONTENT CREATION- LAB			4	4
Nature of the Course	Employability / Skill enhancement				
Learning objectives	The main objectives of this course are to : 1. To develop proficiency in office productivity tools for creating professional documents, spread sheets, reports, and presentations. 2. To acquire skills in designing web pages, digital graphics, and multimedia content using modern software tools. 3. To explore and utilize AI-powered applications for content creation, visualization, communication, and productivity enhancement.				
	Course Contents				
	List Of Programs: 1. Paragraph Formatting using MS-Word 2. Creating tables in MS word 3. Designing a Professional Resume in MS-Word 4. Creating mail merge application in MS-word 5. Creating reports with formulas and statistical functions in Excel. 6. Create a sales chart Using MS-Excel. 7. Designing Business Presentations in MS-PowerPoint 8. Creating Personal Webpages. 9. Designing Static Websites with Multiple Pages 10. Photo Retouching & Colour Correction Projects 11. Designing Posters using Photoshop. 12. Creating Social Media Graphics & Banners. 13. Create a mind map using Notebook LM. 14. Create a video using AI Tools.				
Question paper Coverage : 100% Practical					
E-Reference	1. https://learn.microsoft.com 2. https://helpx.adobe.com/photoshop/tutorials.html				

	3. https://openai.com/education/	
Course learning outcomes	On successful completion of the course, the students will be able to	
	COs	Course Outcomes
	CO1	Use MS Office, web development, Photoshop, and AI tools to create digital content effectively.
	CO2	Design and develop documents, spreadsheets, presentations, websites, graphics, and multimedia resources.
	CO3	Apply analytical, creative, and problem-solving skills using modern digital technologies.
	CO4	Integrate productivity, web, design, and AI tools to enhance communication and content creation.
	CO5	Develop digital solutions using office automation, web technologies, graphic design, and AI applications.

