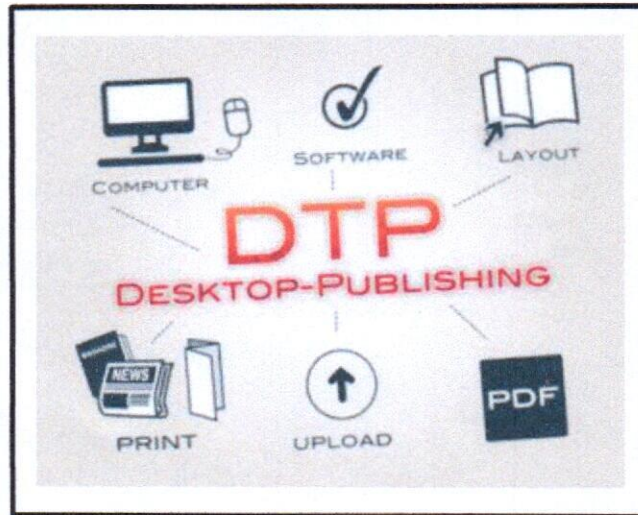


## ANNEXURE 'F'

**IFTM UNIVERSITY**  
**School of Computer Science & Applications**  
***Desktop Publishing***



This subject aims to create documents like leaflets, brochures and newsletters. Desktop publishing is also the main reference for digital typography. This technology allows individuals, businesses, and other organizations to self-publish a wide variety of content, from menus to magazines to books, without the expense of commercial printing. Today, thanks to better devices, faster internet connections and cloud solutions basically everyone can use desktop publishing technology.

This will make the students proficient in DTP.

**Module Objectives:** This module intends to:

- ✓ Increased productivity.
- ✓ Reduced production costs.
- ✓ Improved appearance of documents.
- ✓ Enhanced creativity with an element of fun.
- ✓ Ability to produce customized documents.
- ✓ Reduced time to print.

Focusing on the above-mentioned objectives, a teacher's ability to improve technical skills can promote a positive development in students, by focusing on their competence, their tolerance to mistakes and their ability to set goals. So, the module has been designed by breaking down big tasks into easy steps and emphasizing the importance of mistakes in achieving success which can help students to avoid being overwhelmed by work or fearing failure.

*Dr. Arvind Kumar Shukla & Mr. Lalit Johri*

**[Module Facilitator]**

*Sanjeev Bhowmik*  
Registrar  
IFTM University  
Moradabad



## Module Structure

### Program Schedule: Desktop Publishing

S.NO.	OBJECTIVES	COURSE CONTENT	HOURS
1	Digital Marketing	<ul style="list-style-type: none"> <li>• Keyword Research and analysis.</li> <li>• Search engine Optimization of the website</li> <li>• Dynamic Optimization of the website</li> </ul>	6
2	Basics of SEO friendly website design	<ul style="list-style-type: none"> <li>• Website architecture analysis</li> <li>• Search Engine Submissions</li> <li>• Google algorithms-Panda &amp; Penguin</li> <li>• Directory Submission on web</li> <li>• Advanced link building and concept of link popularity, posting on Forums, Blogs.</li> </ul>	6
3	Competitor Analysis	<ul style="list-style-type: none"> <li>• LSI (Latent Semantic Indexing)</li> <li>• Google Sandbox Effect, Search Engine Spam,</li> <li>• Webmaster &amp; Google analytics,</li> <li>• Optimizing for Google, Yahoo and Bing,</li> <li>• Google AdWords.</li> </ul>	6
4	Social Media marketing	<ul style="list-style-type: none"> <li>• Social Media, social networking</li> <li>• Social media marketing defined</li> <li>• Blogging and Micro blogging, Social networking Facebook</li> <li>• Video sharing, social shopping and opinions</li> <li>• Social events &amp; wikis, Social media, social networking</li> </ul>	6
5	Facebook Video sharing social shopping	<ul style="list-style-type: none"> <li>• Opinions Social events &amp; Wikis Social news</li> <li>• Social book and marking Social media strategy</li> <li>• Facebook Marketing, Google+ Marketing</li> <li>• Twitter Marketing, LinkedIn Marketing</li> </ul>	6
6	Review & Feedback		1

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