



DAVANGERE UNIVERSITY
DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION
PG DIPLOMA IN DIGITAL MEDIA
SYLLABUS CHOICE BASED CREDIT SYSTEM
ACADEMIC YEAR 2020-2021



Davangere University

ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ

ಡಾ.ಶಿವಕುಮಾರ ಕಣಸೋಗಿ
ಅಧ್ಯಕ್ಷರು.

ಕ್ರ.ಸಂ.:ದಾವಿ/ಪ.ವಿ/ /2020-21

ದಿನಾಂಕ: 05-10-2020

Board of Studies proceedings (PG)

Proceedings of the Board of Studies (PG) meeting held on 05-10-2020 at 10.30am in the Department of Journalism and Mass Communication, Davangere University, Shivagangothri Campus, Davangere.

Agenda:

- Item 1: Framing of the PhD course work syllabus in Journalism and Mass Communication
- Item 2: To Prepare the question paper pattern for PhD course work exam
- Item 3: Approval of Panel of examiners for PhD
- Item 4: Approval for one year PG Diploma Course

Members Present:

Dr. Shivakumar Kansogi
Davangere University
Davanagere.

Chairman - BOS

Sd/-

Dr. Chandralekha J S
Davangere University
Davanagere.

Member

Mr. Vinay.M
Davangere University
Davanagere.

Member

Dr. Mahish Patil
GFGC ,Davanagere.

Member

The Chairman welcomed the members to the meeting and placed the agenda before the committee for discussion.

The resolutions are as follows:

Item 1: Framing of the PhD course work syllabus in Journalism and Mass Communication

Resolution: The Board of Studies Prepared and approved the syllabus for PhD course work in Journalism and Mass communication and suggested to be introduced form the academic year 2020-21 (Approved syllabus copy attached).

Item 2: To Prepare the question paper pattern for PhD course work exam

Resolution: The board prepared and approved the question paper pattern for PhD course work in Journalism and Mass communication (Model question paper pattern attached).

Item 3: Approval of Panel of examiners for PhD

Resolution: The board prepared and approved the panel of examiners for PhD examiners in Journalism and Mass Communication have been prepared based on the suggestions of the members and were approved.

Item 4: Approval for one year PG Diploma Course

Resolution: The BOS committee has discussed about introducing one year PG Diploma Course in Digital Media The committee approved the same and suggested to be introduced form the academic year 2020-21 (Syllabus copy and Model question paper pattern attached).

Members Present:

Dr. Shivakumar Kansogi
Davangere University
Davanagere.

Chairman - BOS

Sd/-



Dr. Chandralekha J S
Davangere University
Davanagere.

Member



Mr. Vinay.M
Davangere University
Davanagere.

Member



Dr. Mahish Patil
GFGC ,Davanagere.

Member



DAVANGERE UNIVERSITY
Department of Journalism and Mass Communication

ONE YEAR PG DIPLOMA IN DIGITAL MEDIA COURES

Structure & Scheme
I Sem. PG Diploma in Digital Media

Sl.No.	Subjects Code	Year/ sem	Title of the Subjects	Workload per Week	No of the credits	Exam Hrs.	Theory Exam	Practic al Exam	I.A	TOTAL
1	GEC:I.1	I Sem. Diploma in Digital Media	Introduction to Communication And Media	4	4	3	60	-	40	100
2	GEC:I.2		News Processing And Editing	4	4	3	60	-	40	100
3	GEC:I.3		Media Management	4	4	3	60	-	40	100
4	SDC:I.4		Computer Graphics : Adobe Photoshop, In design & final cut pro	6	3	3	-	60	40	100
5	SDC:I.5		Developing a web portal	6	3	3	-	60	40	100
6	SDC:I.6		Project work	6	3	3	60 (Proje ct work submi ssion)	-	40 (viva)	100
TOTAL				30	21		240	120	240	600
	II Sem. PG Diploma in Digital Media									
1	GEC:II.1	II Sem. Diploma in Digital Media	Electronic Literature	4	4	3	60	-	40	100
2	GEC:II.2		Visual media Language	4	4	3	60	-	40	100
3	GEC:II.3		Multi Media Journalism	4	4	3	60	-	40	100
4	SDC:II.4		Design and Info graphics	6	3	3	-	60	40	100
5	SDC:II.5		News Production	6	3	3	-	60	40	100
6	SDC:II.6		Project work	6	3		60 (Proje ct work submi ssion)	-	40 (viva)	100
TOTAL				30	21		240	120	240	600

GEC: General Educational Component
SDC: Skill Development Component

Courses having focus on employability/ entrepreneurship/ skill development

Course Code	Name of the Course	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
GEC:I.1	Introduction to Communication And Media	Skill Development:Students would be able to communicate effectively about the research conducted, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator.employability and entrepreneurship in Print Media, Copy Writers or Creative Directors.
GEC:I.2	News Processing And Editing	Skill development in editing and preparing a news report for publication, telecast or broadcast. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication.
GEC:I.3	Media Management	Skill Development Media Management is a specialized area of business administration which teaches the students about development, planning, functioning and brand building. employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Advertising Agencies as Copy Writers or Creative Directors,
SDC:I.4	Computer Graphics	employability and entrepreneurship: work in fields like direction, camera, production, graphics, sound, editing, programme research, script writing
SDC:I.5	Developing a web portal	Skill development: film studies combine technical and theoretical knowledge of film theory and filmmaking.employability and entrepreneurship in film producer,Film editor,Production planner,Cinematographer, film crew.Camera operator,Music director,Multimedia illustrator and Print Media, Broadcast Media, Online/Multimedia.
GEC:II.1	Electronic Literature	Skill Development Enhance the computational skills using leading softwares among the graduates to improve their employability in corporate sector. Enhance research data analysis skills required for the researchers in all the disciplines
GEC:II.2	Visual media Language	employability and entrepreneurship and Skill Development students learn the basics of visual communication along with graphics animation,mechanism of sound, lighting and editing.
GEC:II.3	Multi Media Journalism	Skill Development overview of various new media platforms and its usage.television production and planning process.
SDC:II.4	Design and Info graphics	employability and entrepreneurship graphics production and graphic design.
SDC:II.5	News Production	Skill Development techniques of simulations in animation projects and VFX

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

PG Diploma in Digital Media

Programme Outcomes

The PG Diploma in Digital Media aims to facilitate learners on three specific domains of the emerging Communication Technology. The Mass Media scenario in the World in general and in India has seen revolutionary changes over the years. Technology, Political, Socio and Economic changes have contributed for this transformation of mass media in India. Media education in India will have to measure up to these changes. PG Diploma in Digital Media curricula reflect the changing environment and are able to prepare the students to take on the new challenges.

The programme should prepare the students as ready-to-be recruited by media houses. The content of the programme should be dynamic and incorporate changes in the field, to remain updated to the requirements of the media

Programme Specific Outcomes:

It is a practical oriented course, intended to inculcate the computational skills to the Graduate students of different discipline to improve their employability in corporate and digital Media sector. It is also intended to improve the research skills.

- Enhance the computational skills using leading softwares among the graduates to improve their employability in corporate sector.
- Enhance research data analysis skills required for the researchers in all the disciplines
- The programme should churn out responsible citizens to society as a product.
- The programme should strike a balance between good technology and ethics of the field.
- To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of media profession.
- To train the students in multimedia and emerging communication technologies.

Course outcome:

1.1 Introduction to Communication and Media

- To introduce the concept of media and mass communication in general and journalism in particular
- To familiarize the students with different facets of journalism
- To identify the distinct nature of journalism and its professional aspects, including career opportunities

1.2 News Processing and Editing

- To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records
- Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records

1.3 Media Management

- To introduce students to specialized reporting skills and reporting analysis.
- To make students familiar with business concepts and media management

1.4 Computer Graphics

- To introduce students to the historical growth of electronic media.
- To make students learn the basics of visual communication along with graphics, animation and web designing.
 - To teach students basics of Graphics, Visual Effects and Animation.

1.5 Developing a web portal

- To introduce computer technology to students and use hardware and software with ease.
- To create the overview of various new media platforms and its usage

1.6 Project work

- To expose students to various facets of media research process, relevance and scope.
- To prepare students to examine the validity of theories in this dissertation projects
- Students are facilitated to learn the tools and settings to design graphics
- To enable students to independently conceive and execute research Projects

2.1 Electronic Literature

- To help students to understand media effects and theories of mass communication.
- To create the overview of various new media platforms and its usage
- To teach the techniques of modelling and texturing

2.2 Visual media Language

- To make students learn the basics of visual communication along with graphics animation

- To introduce students to the mechanism of sound, lighting and editing.

2.3 Multi Media Journalism

- To create the overview of various new media platforms and its usage
- To give students an overview of electronic media management in India
- To acquaint students with television production and planning process.

2.4 Design and Info graphics

- To explore the techniques of info graphics production and make students familiar with graphic design.
- To equip students with basic abilities Web Designers, Game Designers and 3D Animators.
- To equip students with compositing techniques and various editing principles

2.5 News Production

- To equip students with basic abilities in presenting radio and television programmes.
- To introduce students to the television news process and essentials
- To teach the techniques of simulations in animation projects and VFX

2.6 Project work

- To expose students to various facets of media research process, relevance and scope.
- Students are trained in surfacing, lighting and rendering techniques for animation

Department of Journalism and Mass Communication

PG Diploma in Digital Media

SEMESTER-I

Course Code: (JMC: I.1)

Introduction to Communication and Media

Module-1: Definition and Scope of Communication, Elements in Communication, The Process of Communication, Importance of Communication in Society and Business, Components of Communication, Patterns of Communication, Factors Affecting Communication.

Module-2: Evolution of Communication, Models of Communication, Functions of Communication, Introduction to Media Analysis: How are technology, communication and culture connected, Sound, Recording and Music: How has technology led to a personalization of goods.

Module-3: Understanding the Information Age: How does one navigate through the digital world, Technologies for digital media systems, Journalistic Terminologies, Nature and Scope of Journalism óQualifications, Duties and Responsibilities of Journalists.

Module-4: Impact of Information Technology on Communication, Introduction to digital Media, Digital media applications, Analyzing Technology's Global Impact: How has technology shrunk the globe, Effects of mass communication on society

References:

1. Ahuja B N, (2007) **Theory and Practice of Journalism**, Surjeet Publication
2. Daniel Lerner, (1964) **Passing of Traditional Society**, Free Press of Glencoe
3. Denis Mc Quail and S. V Ven Windah, (1981) **Communication Models for the Study of Mass Communication**, Singapore Publications, Longman.
4. John Hohenberg, (1983) **Professional Journalist**, Holt, Rinehart, and Winston,
5. Kamat M.V., (2009) **Professional Journalism**, Vikas Publishing House Pvt Limited
6. Keval J Kumar, (1994) **Mass Communication- A Critical Analysis**, Vipul Prakashan.
7. Marshall Mc lihan, (1994) **Understanding Media**, McGraw Hill
8. Melvin L Defluer and Sandra J Ball, **Theories of Mass Communication** Longman Publications
9. Usha Rani N. (2006) **Educational TV in India: Challenges and Issues**, Discovery Publishing House, New Delhi.

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SEMESTER-I

Course Code: (JMC:I.2)

News Processing and Editing

Module-1: News- concept, definitions, news values, elements ó News writing techniques ó News lead -Types of leads, body. News gathering skills ó News sourcesó cultivation and protection of sources.

Module-2: News gathering skills ó News sourcesócultivation and protection of sources. Interview techniques ó Types of interviews, on the spot, planned and on phone -Preparations for conducting interviews.

Module-3: Fundamentals of good writing. News Editing, Principles of Editing ó process of editing - Rewriting Different copies ó Journalistic jargons ó Style Sheet. Techniques of Headline Writing ó kinds of headlines and Functions of Headlines, Trend in headline writing.

Module-4: Production methods-recent trends in printing, use of computers in newsrooms, Online newspapers,

References:

- 1.Caporaso, J and Levine D. (1992). Theories of political economy. Cambridge: Cambridge University Press,
- 2.Herman, E S, and Chomsky, Noam. (1994). Manufacturing consent: The political economy of the mass media. London: Vintage.
- 3.Kumar, Keval J. (2004). Mass communication in India. New Delhi: Jaico.
- 4.Mcquail, Dennis. (2004). Mass communication theory. New Delhi: Sage.
- 5.Kamath, M.V. (2002). Professional journalism. New Delhi: Vikas Publishing House.
- 6.Machin, David & Niblock Sarah. (2006). News Production Theories and Practice. New York: Routledge.
- 7.Mencher, Melvin. (2006). Melvin Mencher's news reporting and writing. Boston: McGraw-Hill

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SEMESTER-I

Course Code: (JMC:I.3)

Media Management

Module-1:

Principles of Management: definitions, functions, Management Concepts and Process
Organizational Behavior, Managerial Communication, Information Technology, Introduction to Media Management

Module-2:

Introduction to consumer Behavior ó Diversity of consumer behavior, concept and need for studying consumer behavior, Consumer research- value and process.

Module-3:

Brand building-focusing the target market, implementation of marketing plan, Event Management, Strategic Management, Sales & Advertising Management, Marketing Management, Concepts and Perspectives on Human Resource Management.

Module-4:

Promotion and Distribution process, Promotion tools, Viewership measurement systems- TRP, TAM and other rating systems, Business and Industrial laws, Marketing Mix in Media Management.

Reference:

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmond and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999. An expert H R System for Aligning organizational cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Chapman & Hall
5. W.J. Stanton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thoms Gouldon, 1997. News Management, London, William Heiremann Ltd.

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SEMESTER-I

Course Code: (JMC:I.4)

Computer Graphics

Module-1:

Graphical Input Techniques, Positioning Techniques, Positional Constraints, Rubber band Techniques

Module-2:

Three Dimensional Graphics Need for 3-Dimensional Imaging, Techniques for 3-Dimensional displaying, Parallel Projections, Perspective projection, Intensity cues, Stereoscope effect, Kinetic depth effect, Shading

Module-3:

Three Dimensional Transformations Solid Area Scan Conversion, Scan Conversion of Polygons, Algorithm Singularity, Three Dimensional transformation, Translations, Scaling, Rotation, Viewing Transformation, The Perspective, Algorithms, Three Dimensional Clipping, Perspective view of Cube

Module-4:

Need for hidden surface removal, The Depth - Buffer Algorithm, Properties that help in reducing efforts, Scan Line coherence algorithm, Span - Coherence algorithm, Area-Coherence Algorithms, Warnock's Algorithm, Priority Algorithms

Reference:

1. J. D. Foley, A. Van Dam, S. K. Feiner and J. F. Hughes, Computer Graphics - Principles and Practice, Second Edition in C, Pearson Education, 2003.
2. D. Hearn and M. Pauline Baker, Computer Graphics (C Version), Pearson Education, 2nd Edition, 2004.
3. D. F. Rogers and J. A. Adams, Mathematical Elements for Computer Graphics, 2nd Edition, McGraw-Hill International Edition, 1990.
4. F. S. Hill Jr., Computer Graphics using OpenGL, Pearson Education, 2003.

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SEMESTER-I

Course Code: (JMC:I.5)

Development of web portal

Module-1: Introduction to Portals, Portal Development and the Portal Life Cycle, Architecture, Development, Staging, Production, Getting Started, Prerequisites, Related Guides

Module-2: Production Operations, Portal Development in a Distributed Portal Team

Federated Portals, Security, Content Management, Interaction Management, Performance, Portals and Mobile Devices

Module-3: Portal Components, Portal Component Hierarchy, WebLogic Portal and Shared J2EE Libraries, File-Based Portals and Streaming Portals, Java Controls in Portals, JSP Tags in Portals, Asynchronous Rendering, Backing Files.

Module-4: Portal Perspective, WebLogic Domain Configuration Wizard

Portal EAR Project Wizard, New Portal EAR Project 6 Select Project Facets Dialog, Add and Remove Projects Dialog, Portal Web Project Wizard

Reference:

1. Avik Ghosh, **Communication Technology and Human Development**
2. Britannise, **The Communication Revolution**
3. Chetan Srivatsava, **Fundamentals of Information Technology**
4. Computer : The Internet and International regulatory issues relating to content-A UNESCO study by Australian Broadcasting Authority
5. Donna Gibbs and Others, **Cyber Lines –Language and Culture of the Internet**
6. Eric James, Karson, **Internet Advertising: New Media, New Models**
7. Paul Martin Lester, **Desktop Computing Workbook**, Wordsworth Publishing
8. Subhash Bhatnagar, **Introduction and Communication Technology in Development**
9. Web Portal Design, Implementation, Integration, and Optimization

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SEMESTER-I

Course Code: (JMC:I.6)

Project work

1. Students Shall Work on Project
2. It is Compulsory for all the Students
3. The topics shall be approved by The Department Council.
4. All the Faculty Members Shall the Students

Minor/Major Project Evaluation:

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows.

Component- I: Periodic progress and progress reports

Component ó II: Results of work and draft report

Component ó III: Final viva-Voce and evaluation 70% and the viva-voce examination is 30%

The (Component óIII) for major project works shall be evaluated by a panel of two members consisting of the guide and an external examiner

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SEMESTER-II

Course Code: (JMC: II.1)

Electronic Literature

Module 1

Meaning of Literature, definition of Literature, purpose and importance of Literature, Electronic literature, platform, process, processual approach, history of literature, Hypertext Fiction, Interactive Fiction, Flash Poetry, Generative Poetry, interactive fiction, Locative Narratives, Blog Fiction.

Module 2

Origin and History Electronic Literature, Aesthetics of Electronic Literature, Types and Elements of Literature, Basic Concept Digital Humanities, Electronic Literature Organization, Trends and projections of E-Literature, Genres of e-Literature, characteristics of e-Literature

Module3

Third Generation Electronic Literature, Digital Research, Textuality, art, and other forms of expression, technological experiments, communitising electronic literature, Role of electronic literature in the society,

Module 4

Digital creative writing and creative programming, trans/interdisciplinary research, Creative writing practice

Reference

1. Electronic Literature: New Horizons for the Literary- N. Katherine Hayles
2. Electronic Literature- Scott Rettberg
3. *The Language of New Media*, Manovich, Lev. MIT Press, Cambridge Mass, USA, 2001.
4. Bolter, Jay David. *Writing Space: Computers, Hypertext, and the Remediation of Print, Second Edition*. Mahwah: Lawrence Erlbaum Associates, 2001.
5. ---. *Remediation: Understanding New Media*. Cambridge: MIT Press, 1999.
6. Ciccoricco, David. *Reading Network Fiction*. Tuscaloosa: University of Alabama Press, 2007.
7. Gendolla, Peter; Schäfer, Jörgen (eds.). *The Aesthetics of Net Literature. Writing, Reading and Playing in Programmable Media*. Bielefeld (Germany): Transcript, 2007.
8. Glazier, Loss Pequeño. *Digital Poetics: the Making of E-Poetries*. Alabama, 2002.
9. Hansen, Mark B. N. *Bodies in Code: Interfaces With Digital Media*. Routledge, 2006.
10. ---. *New Philosophy For New Media*. Cambridge: MIT Press, 2004.
11. Hayles, N. Katherine. *Electronic Literature: New Horizons for the Literary*. Notre Dame: University of Notre Dame Press, 2008.

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SEMESTER-II

Course Code: (JMC: II.2)

Visual Media Language

Module 1

Meaning of Visual Language, Visual Elements, Written Language, Verbal Language, Non Verbal Language, Visual Language, Aural Language, Semiotics, Denotation, Connotation.

Module 2

Theories of Visual Language, Roland Barthes Semiotics, Claude Levi Strauss, John Fiske theories.

Module 3

Music Video, visual communications, social media visuals, Television and Cinema visual media, Media Language codes and conventions, Production Design, Cinematography, Video and Print Style: Location- settings, set Design, iconography; Character- Costume, Properties and Make Up, Actors and Gesture; Cinematography- Lighting and colour.

Module 4

Micro Elements: Camerawork: Shot Types- particularly relevant for print, Camera Composition, Camera Movement, Camera Angles, establishing/ Re-establishing Shot, Transitions, The 180° Line Rule, Action Match, Crosscutting, Cutaway, Insert Shots, Shot Reverse shot Structures, Eyeliner Match. Montage Sequence, Flash Back/Forward, Ellipsis, Graphic Match.

Reference

1. Visual Media coding and transmission
2. Graphic Design: The New Basics; Ellen Lupton Jennifer Cole Philips,
3. Thinking with type: A critical guide for Designers, Writers, Editors and Students:
4. Creative workshop: 80 Challenges to Sharpen your Design Skills
5. The Non- Designer's Design Book: Robin Williams
6. Visual Design: Ninety-Five Things you need to know: Jim Krause,
7. Lessons in Typography: Jim Krause
8. Steal Like an Artist: 10 things nobody told you about being Creative: Austin Kleon
9. Designing brand Identity: An Essential Guide for the whole branding team; Aling Wheeler

Department of Journalism and Mass Communication

PG Diploma in Digital Media

SEMESTER-II

Course Code: (JMC: II.3)

Multi Media Journalism

Module 1

Introduction and overview: Multimedia Journalism, Taxonomy of terms, Journalists' Changing role, History and Platforms of Multimedia Journalism, Concept and Techniques of Multimedia.

Module 2

Meaning and definition of Multimedia, Tools of Multimedia: Multimedia environment, platforms or integrating tools. Elements of Multimedia: Text, Graphics, Audio, Animation, Video, Graphic Objects.

Module 3

Difference between Multimedia Journalism and Online Journalism, Importance of Multimedia, Types of multimedia: narrative, interactive, communicative, adaptive and productive media with examples, Cross Media convergence, Digital Animation.

Module 4

Reporting and Writing for Multimedia, Ethical and Legal Issues in multimedia Journalism, Convergence across Media.

Reference

1. thinking of Multimedia, Media workshop, Podcasting: telling audio stories, Digital Photography in Multimedia
2. Bull. A (2010)- Multimedia Journalism: A practice guide, London Routledge
3. Garrand T (2006): Writing for multimedia and the web; A practical guide to content development for interactive media, Burlington, MA; Focal Press
4. McAdams M (2009): Reporter's guide to multimedia proficiency
5. Amobi T and McAdams M (2012): Multimedia Journalism; Writing and producing content for online
6. Rosales R (2006): The elements of online Journalism; New York , Universe inc.

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SEMESTER-II

Course Code: (JMC:II.4)

Design and Info Graphics

Module 1

BASICS OF DATA LITERACY: Understanding big data and how graphics can be used to visually display large amounts of information in meaningful ways. Data visualization versus informational graphics

Module 2

TOOLS & APPLICATIONS: Review of current tools and applications used to create visual graphics related to data. Includes both desktop and online options, Info graphics and the internet: Types and use of info graphics, chart forms, Designing for the internet including color, resolution, formats, layouts, navigation and search engine optimization, Storytelling with data visualizations.

Module 3

DESIGNING INFORMATIONAL GRAPHICS: Understand psychological responses related to visually displaying data. Use of graphics, symbols, colors, and text. Legality issues related to use of information.

Module 4

EVALUATING COMMUNICATION GOALS: Assessing and revising past work to meet project goals. Marketing & advertising concepts. Use of data related to confidentiality and legal issues

Reference

1. Designing Brand Identity: An essential guide for the whole branding team: Maria Popova
2. Story telling with Data: A Data Visualisation guide for business professionals: Cole nussbaumer Knafllic; Wiley Publication
3. The wall street Journal guide to information graphics: The dos and Donøts of Presenting Data Facts and figures:

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PG Diploma in Digital Media

SEMESTER-II

Course Code: (JMC:II.5)

News Production

Module 1

Professional work flows in a Multimedia news studio, role of different crew members, preparing for a live news show. Floor plan, lighting plan, rundown

Module 2

Skill sets for anchoring, ad lobbing, diction and voice modulation, Preparing to appear before camera, using teleprompter, Different types of PTC ,Interactive OB exercises, Facing the camera and voice training, Studio anchoring and Use of Teleprompter, Voice over, sound track for features, Moderating studio news programmes.

Module 3

Lighting for different shows, basics of set design, Studio interviews, Line producers, field producers and their role, The production process, Gate keeping, leads, bunching, kickers, Rhythm and flow, Back timing and going on air, News analysis and experts.

Module 4

Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB, Planning and structuring the copy for various audio visual inputs, Editing bytes, procuring & editing visuals ó archives, graphics & other sources.

Reference

- 1.Zettl, H. (2011). Television production handbook. Cengage Learning. Utterback, A. (2015)
- 2.Studio Television Production and Directing: Concepts, Equipment, and Procedures
- 3.Routledge Kellison, C., Morrow, D., & Morrow, K. (2013)
- 4.Producing for TV and new media: a real-world approach for producers.
- 5.Routledge. Gross, L. S., Foust, J. C., & Burrows, T. D. (2005). Video production: disciplines and techniques. Boston: McGraw-Hill.

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SEMESTER-II

Course Code: (JMC:II.6)

Project work

Students Shall Work on Project

It is Compulsory for all the Students

The topics shall be approved by The Department Council.

All the Faculty Members Shall the Students

Minor/Major Project Evaluation:

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows.

Component- I: Periodic progress and progress reports

Component ó II: Results of work and draft report

Component ó III: Final viva-Voce and evaluation 70% and the viva-voce examination is 30%

1.1.3 Average percentage of courses having focus on employability/ entrepreneurship/ skill development during the last five years (10)

1.2.1 Percentage of new courses introduced of the total number of courses across all programmes offered during the last five years (30)

Course Code	Name of the Course	Year of introduction	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
GEC:I.1	Introduction to Communication And Media	2020-21	Skill Development:Students would be able to communicate effectively about the research conducted, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator.employability and entrepreneurship in Print Media, Copy Writers or Creative Directors.
GEC:I.2	News Processing And Editing	2020-21	Skill development in editing and preparing a news report for publication, telecast or broadcast. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication.
GEC:I.3	Media Management	2020-21	Skill Development Media Management is a specialized area of business administration which teaches the students about development, planning, functioning and brand building. employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Advertising Agencies as Copy Writers or Creative Directors,
SDC:I.4	Computer Graphics	2020-21	employability and entrepreneurship: work in fields like direction, camera, production, graphics, sound, editing, programme research, script writing

SDC:I.5	Developing a web portal	2020-21	Skill development: film studies combine technical and theoretical knowledge of film theory and filmmaking.employability and entrepreneurship in film producer,Film editor,Production planner,Cinematographer, film crew.Camera operator,Music director,Multimedia illustrator and Print Media, Broadcast Media, Online/Multimedia.
GEC:II.1	Electronic Literature	2020-21	Skill Development Enhance the computational skills using leading softwares among the graduates to improve their employability in corporate sector. Enhance research data analysis skills required for the researchers in all the disciplines
GEC:II.2	Visual media Language	2020-21	employability and entrepreneurship and Skill Development students learn the basics of visual communication along with graphics animation,mechanism of sound, lighting and editing.
GEC:II.3	Multi Media Journalism	2020-21	Skill Development overview of various new media platforms and its usage.television production and planning process.
SDC:II.4	Design and Info graphics	2020-21	employability and entrepreneurship graphics production and graphic design.
SDC:II.5	News Production	2020-21	Skill Development techniques of simulations in animation projects and VFX

