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Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies
(DGMC) RSET Campus, S. V. Road, Malad (w), Mumbai 400 064,
Maharashtra, India

CRITERION_1 _ CURRICULAR ASPECT

Key Indicator- 1.3 Curriculum Enrichment

<u>Metric No.</u>	<u>Particulars</u>
1.3.2	Number of Courses that include Experiential Learning <ul style="list-style-type: none">• Name of the Course• Details of Experiential Learning through Project Work/ Field Work/ Internship• Name of the Program



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1.3.2.1 : Number of courses that include experiential learning through project work/field work/internship during the year

Year	2022-23
Number	7



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Program name	Program code	Name of the Course that include experiential learning through project work/field work/internship	Course code	Year of offering
BA Multimedia and Mass Communication	BAMMC	Ad Design News paper and Magazine Design	DRGA- 602 DRG - 602	2022-23
BA Film Television and New Media Production	BAFTNMP	Ad Film Making Practical Film Making (Music Video) Film Project	BAFTNMP 318 BAFTNMP 530 BAFTNMP 631	2022-23
MA Communication and Journalism	MACJ	Dissertation		2022-23
MA Film, Television, New Media, Production	MAFTNMP	PRACTICAL FILM PROJECT	PAFTNMP 416	2022-23



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COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
<ol style="list-style-type: none"> Learner shall understand the process of planning & production of the advertisement. To highlight the importance of visual language as effective way of communication. To provide practical training in the field of advertising & make learner industry ready. 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2. Role of Agency Departments	1. Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

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COMPULSORY –CORE-02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	NEWSPAPER and MAGAZINE DESIGN
COURSE CODE	BAMMC DRG-602
PAPER	DRG 2 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN
<p>Brief: Design-A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Software such as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.</p>	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • The learner is required to understand the process of print media production since the content collection to the final print ready layout. • This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. • Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry. • Learners shall develop the aesthetic vision and understand the discipline behind a layout. 	



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Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		10
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
02	Editing and Terminology		08
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	• Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	• Errors	Widow, Orphan, Dog leg, Burries story	01
03	Typography and Visual aids		06
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01
	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	• Text path	Curvilinear, Baseline, Shift, Warp text, Text in shapes	01
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02
04	Working on Project Quark or InDesign		12
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	03
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03

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	• Creating Typo	Type templates i.e. Style sheets	02
05	Planning and Production of Magazine		12
	• Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips,	Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	03
	• Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	02
	• Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	03
	• Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	02
	• Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Mr. Arvind Parulekar (Convener) 2. Prof. Rani D'Souza 3. Prof. Sandesh Patil			

Instructions:

- Content need not be original and can be sourced from Google or News sites.
- Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
- Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)
- Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
- Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
- Use of illustrations recommended wherever necessary.
- Picture placement and unity with the text in text frames is evaluative aspect.
- Right content on right pages and in apt places has weightage in evaluation.
- New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
- Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.
- The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.
- Viva voce will be conducted only against evaluation of the completed project.
- Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner.



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		e. Traditional Vs Digital Media	
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	08
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	04
4	4 Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	04
5	5 Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	05
6	6 Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	06
7	7 Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of	10



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		Programmatic Marketing	
8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
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1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

Semester VI

BAFTNMP 631 Final Project- Short Film (30 minutes)

Comprehensive, which will include writing an original story to production and distribution of film in the national and international circuit. It will also involve creating a blog, FB page, website for the film. Write a report on the roles performed by each student. The students will have to make a 30 minute short fiction project.



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BAFTNMP 318 TV Production / Ad film making

- To introduce the process of 25 mins Television series making
- To understand the production pipeline of 25 mins Television series making process |
- To understand the entire workflow 25 mins Television series making process
- To gain exposure on various cameras and software used for production of 25mins Television series making

The students will undergo the process of 25 mins Television series. The students will be exposed to professional HD cameras & software and will work on projects ranging from 5Mins-25mins. The students will be exposed to the entire process of film making and the production workflow in television Series. The students can also work on an Ad film for about 60 seconds depending on the kind of TV series they are making.

BAFTNMP 530 Advanced Practical Film Making - Music Videos

Objectives:

- To introduce the process of Music Video
- To understand the production pipeline of Music Video
- To understand the entire workflow in Music Video making process
- To gain exposure on various cameras and software used for production of Music Video

The students will undergo the process of Music Video. The students will be exposed to professional HD cameras & software and will work on projects ranging from 5Mins-8mins. The students will be exposed to the production workflow in music Video.



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Semester IV**Course I****Social science research design (Interdisciplinary)**

The course covers the following areas - Research Approaches, Hypothesizing and theorizing, Writing a Literature Review, Writing a research proposal, Research paradigms, Research methods and tools, Content Analysis, Ethnography and observation studies, how to prepare a questionnaire, interview techniques, writing the dissertation, annotation, citing, referencing, survey techniques, research writing styles, data analysis, learning to use SPSS and Excel software for data analysis, introduction to statistics and statistical terms.

The course shall comprise of the following units :

Week 1	Research Approaches and Research paradigms in social science research	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Wadsworth, 2010
Week 2	Some media hypotheses and theories	
Week 3	Hypothesizing and theorizing	
Week 4	Writing a Literature Review	Media Research Techniques, Arthur Asa Berger, Sage, 1998
Week 5	Writing a research proposal	
Week 6	Research methods and tools	
Week 7	Research methods and tools	
Week 8	Content Analysis	
Week 9	Ethnography and observation studies	Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Sage, 2000
Week 10	How to prepare a questionnaire	
Week 11	Interview techniques	
Week 12	Annotation, citing, referencing	
Week 13	Survey techniques, using SPSS and Excel software for data analysis	
Week 14	Research writing styles	
Week 15	Writing the dissertation	
Total hours	60 hours	

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two



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Course Code :PAFTNMP 416

PRACTICAL FILM PROJECT

Students will produce the following:

1. A 15 minute documentary or a fiction film.
2. A website to promote the film. Website to be uploaded on a space provided by the college in a sub-domain and maintained till the final viva is conducted.
3. A 30 sec to 1 min promo for the film.

40

Viva based on the film to be conducted by an external examiner appointed by the University.

There will be no written test for this course.



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SEMESTER –IV

	A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Teaching and Extension	Credits
	Social science research design	60	6
	Perspectives on Communication	60	6
	B. Dissertation	100	10
	Total	220	22



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