BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
INSTRUCTION DIVISION
FIRST SEMESTER 2015-2016
<u>**Course Handout (Part - II)**</u>

Date:03/08/2015

In addition to part I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. **: GS F321**
Course Title **: Mass Media Content and Design**
Instructor-in-charge **: V S NIRBAN**

1. Scope and objective of the Course:

- Providing the students extensive training in the skills of content conceptualization, design principles and elements for static and interactive media and integration of multimedia components.

- Familiarizing the students with Media Content development technologies such as the authoring and editing tolls to produce corporate communication document such as brochures, newsletters, and websites and survey tools. The course also aims to familiarize students with writing techniques for print, broadcast, web and advertising

Scope: Mass media: Definitions and types, functions, impact; Basic multimedia concepts; Tools and Techniques of writing for various media; Corporate document design; Web Media; Design Technologies – Overview; Specific Design tools – Photoshop

2. Text Book (TB):
- Writing for the Mass Media, James Glen Stova;Allyn and Bacon, USA **(T1)**
- An Introduction to Mass Media. Shirley Biagi, Thomson, USA **(T2)**

3. Reference Book (RB):
- Multimedia:Making it Work, Tay Vaughan, Tata McGraw Hill, New Delhi **(R1)**

4. Course Plan

Lect No.	Learning Objective	Topics to be covered	Ref./Text Chap.
1-2	To give an insight into the Evolution of new Mass Media.	Understanding Mass Media, Digital Media	T2-,Chap2, Chap3.
3- 4	To make them understand Various Media	Books, Newspapers, Magazines, Recordings, Radio, Movies, Television, Advertising, News and Information	T2-Chap4-13
5	To create an understanding about impact of Mass Media	Impact of media on social, political and cultural aspects of society.	T2-Chap-14
6-8	To introduce the concepts of Multimedia	Definitions, requirements, skills, Text, Sound, Animation, Images, Video	R2-Chap1-8
9-10	To introduce the Desk Top Publishing Technologies LAB PRACTICE and ASSIGN.	MS Word, , MS Excel MS PPT, Object Linking and Embedding	Class Notes
11	Writing in the media environment	Information gathering, sources and methods, accuracy, relevance.	T1-Chap4

12-13	Writing for Print	Tools and style of writing, editing and rewriting, forms of graphic presentation.	T1-Chap2,3,5
14-18	To introduce them to various Multimedia Technologies.LAB PRACTICE and Assign	Photoshop	Class Notes
19-23	Writing for the Web	Audience, Content, Design, Concision	T1-Chap6
24-27	To make them understand the details of building Business and personal Websites LAB PRACTICE and ASSIGN	Requirements collection, Designing the Storyboard, Web 2.0	R1-Chap-16
28 - 31	To make them understand web programming. LAB PRACTICE	HTML with FrontPage, CSS	Class Notes
32	Writing for Broadcast	Story structure, style, copy preparation, newscast	T1-Chap7
33-34	Writing for PR	PR concept, characteristics of PR, Organization Publications, Presentations	T1-Chap9
35	Advertising as an application of Mass Media	Advertising Concept, audience, product, elements of print ad	T1-Chap8
36 – 40	Publication Design	Brochures, Advertisements, Newsletters, Online Documents	Class Notes

5. A**ssignments:**
>   Assignments (**30 Marks**)

6. **Evaluation Scheme:**

Component	Duration	Weightage(%)	Date & Time	Venue	Remarks
Mid-Sem Test	90 mts.	30	8/10 8:00 - 9:30 AM		
Assignments	30 mts.	30			
Compre. Exam.	2 hrs.	40	8/12 FN		

	Total	100			
		-------			

7. **Chamber Consultation Hours:** To be announced later.

8. **Notices:** Notices, if any, concerning the course will be displayed on the Notice Board of Department of Humanities and Social Sciences.

Instructor-in-charge
GS F321