BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani

Pilani Campus

Date:02/08/2018

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 tools to produce corporate communication document such as brochures, newsletters, and websites. 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; Content Design Technologies; 2-D Classical Cell animation.

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:

Topic Number	Lecture/Practical	Learning Outcomes	
1. Introduction to Mass Media Content and Design	L-1-2: Concepts of Mass Media, Digital Media	Understanding and differentiating the fundamentals of theory and functional aspects of different media types	T2-,Chap2, Chap3.
	L-3-4: Books, Newspapers, Magazines, Recordings, Radio, Movies, Television, Advertising, News and Information		T2-Chap4-13
	L-5-6: Impact of media on social, political and cultural aspects of society.		T2-Chap-14
2. To introduce the concepts of Multimedia	L-7-8: Definitions, requirements, skills, Text, Sound, Animation, Images, Video	Identifying and understanding the components and utility of Multimedia stucture	R2-Chap1-8
3. To introduce the Desk Top Publishing Technologies	L-9-13: MS Word, MS Excel, MS PPT, Object Linking and Embedding , Publisher	Using and integrating the different utility applications for effective information sharing.	Class Notes
4. Writing in the media environment	L-14-16: Information gathering, sources and methods, accuracy, relevance.	Understanding the fundamentals of reporting information through	T1-Chap4

		media.	
5. Writing for Print	L-17-19: Tools and style of writing, editing and rewriting, forms of graphic presentation.	To know the nuances of writing and designing techniques f or Print media.	T1-Chap2,3,5
6. Writing for the Web	L-20-22: Readability, Scannability, Searchability etc	To know the nuances of writing and designing techniques f or Online media.	T1-Chap6
7. To make them understand the details of building Business and personal Websites	L-23-26:Requirements collection, Designing the Storyboard, Building websites, Navigation, HTML,CSS	Harnessing the power of Internet and WWW for information creation and distribution: Concepts and Utility	R1-Chap-16
8.Writing for Broadcast	L-27-30: Story structure, style, copy preparation, newscast, Script Writing for Broadcast media	Understanding the nuances of writing and designing techniques f or broadcast media.	T1-Chap7
9.Writing for PR	L-31-32: PR concept, characteristics of PR, Organization Publications, Presentations	To know the nuances of writing and designing techniques f or CSR and PR practices.	T1-Chap9
10.Advertising as an application of Mass Media	L-33-35: Advertising Concept, audience, product, elements of print ad	Understanding the concept of selling through visuals, text and storytelling: content and Design	T1-Chap8
11. 2-D Classical Cell Animation	L-36-40:Concept, Design, Story, Storyboard, Composing and Rendering	Understanding the nuances of synthesized content: techniques, design and production	Class Notes

6. Evaluation Scheme:

Evaluation Component	Weightage (Marks)	Date & Time	Remarks
Mid-Sem.	30%	11/10 2:00 - 3:30 PM	Closed Book
Comprehensive	40%	7/12 FN	Closed Book
Assignment 1	15%		TBA
Assignment 2	15%		TBA

Closed Book Test: No reference material of any kind will be permitted inside the exam hall.

Open Book Exam: Use of any printed / written reference material (books and notebooks) will be permitted inside the exam hall. Loose sheets of paper will not be permitted. Computers of any kind will not be allowed inside the exam hall. Use of calculators will be allowed in all exams. No exchange of any material will be allowed.

Note: It shall be the responsibility of the individual student to be regular in maintaining the self study schedule as given in the course handout, attend lectures and the lab demonstration as per the schedule announced in Nalanda. Mid Semester Test and Comprehensive If the student is unable to appear for the Regular Test/Examination due to genuine exigencies, the student must refer to the procedure for applying for Make-up Test/Examination. No make up for the tutorials.

(V S NIRBAN)
Instructor In charge
GS F321   MMCD.

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