

SEMESTER VI-JOURNALISM		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES-	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES
BAMMC EJJ2B602		2. LIFESTYLE JOURNALISM
BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ 2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		5. SPORTS JOURNALISM
BAMMC EJCR 2B606		6. CRIME REPORTING
BAMMC EJFNF 2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B608		8. TELEVISION JOURNALISM
	20	

COMPULSORY-CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRG-601
PAPER	DRG 1 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC DRG-601	DIGITAL MEDIA		
Course Outcome:			
<ul style="list-style-type: none"> • Understand digital marketing platform • Understand the key goals and stages of digital campaigns • Understand the of use key digital marketing tools • Learn to develop digital marketing plans 			
Module	Topic	Details	Lectures
Module I	Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	4
Module II	Search Engine Optimization	a. How search Engine works b. Introduction to SEO	8

		c. Cyber Ethics d. Digital Security	
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. Dr Hanif Lakdawala (Convener) 2. Mr Pradeep Sasidharan (Subject Expert)			
Reference Books			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

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>	
Course Outcome:	
<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. 	

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	Curvelinear, 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

	• 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:

1. Content need not be original and can be sourced from Google or News sites.
2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
3. Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)
4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
6. Use of illustrations recommended wherever necessary.
7. Picture placement and unity with the text in text frames is evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.
11. 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.
12. Viva voce will be conducted only against evaluation of the completed project.
13. 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.

Internal assessment:

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.

- i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
- ii. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts.

- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

External Project:

1. **Broadsheet design and layout:** Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
 - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
 - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

References :

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: Nckay J. Routledge.
- Editorial Art and Design: Randy StanoMiyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI 2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

		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
BOS SYLLABUS COMMITTEE MEMBERS			
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			

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:		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. 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,	

		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4.Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	DESIGN BASICS: LANGUAGE OF VISUALS		08
	1.Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. 5.Typography	Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
3	LAYOUT: THE BLUE PRINT		10
	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all	Choosing canvas size, Trying formats, orientations,	

	Together	Various proportions of verbal & Visual	
4	PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT		10
	1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5	EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)		10
	1.Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
	2.Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	3.Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
	4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar (Convener) 2. Prof. Arvind Hate (Subject Expert) 3. Prof. Ashish Gandhre (Industry Expert) 			
Note:			
1. Students have to choose an existing product with new fresh brand name & new logo &			

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of: Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

References:

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI