SEMESTER- III

I-DESKTOP PUBLISHING

Introduction to Design : Basics of Design and Graphics; Elements and principles of design; Colour : Physical forms and psychology, Colour scheme and production

Desktop Publishing : Basics of Desktop Publishing; Design softwares : Photo Shop and Coral Draw; Design softwares continued: Page Maker and Quark Xpress ; Design sotwares continued : In Design and Illustrator

Visuals and Design : Visuals : Physical forms, functions & editing; Poster Design, Logo Design, Brochure Design

Layout : Components of layout and layout planning, Advertisement layout, Broadsheet and Tabloid layout, Magazine & Book Layout

II-IEC

Information, Education and Communication IEC

- What is information, education and communication?

- What are IEC activities?

- What is the importance of IEC?

- What is IEC in public health?

- What is IEC material?

III-DEVELOPMENT COMMUNICATION

Definition and Concept, Approaches; Diffusion of Innovation, Magic Multiplier, Localized Approach, Development Support Communication - Extension Approach, Health and Family Welfare, Women Empowerment, Literacy & Education, Water Harvesting & Management.

Development of message design and communication

Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development; Development Reporting, Development Report Writing

Cybermedia and development: e-governance, digital democracy & e-chaupal, ICT & Development

Communication in different Indian perspectives : Communication for rural development, Advancement in farming and alternative employment, Conservation of rural culture – tradition, Communication for urban development: Urban sanitation, Consumer awareness, Slum development, Communication for Tribal development

Wild life and forest conservation : Joint forest management, Forest based cottage industries

IV-RADIO PRODUCTION

Radio as a medium : Radio as a medium of mass communication in todays context, Characteristics of radio, Limitations of radio, Three Modes of transmission: AM, SW and FM, Different types of radio stations

Radio Formats : Why formats?, Simple announcements, Radio talks/ commentaries/ comments, Radio interviews, Radio discussions, Radio features and documentaries, Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media

Writing for the Ear : Introduction, Characteristics of spoken word, Knowing your audience, Developing your style, Writing for different formats and messages, Dramatising messages

Radio Production : Introduction, Elements of radio productions, Acoustics, Perspective, Sound effects, Music, Distort/Filter, Different types of microphones, Recording, Editing

V-TV PRODUCTION

TV as a medium : Understanding the medium - Nature and Language of TV; Formats and types for TV Programs; TV News script format; Scripting for Fiction/Non Fiction

TV News Gathering : Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting; Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away); Interview – types of news interview, art of conducting a good interview; Anchoring - Live shows; Packaging

TV Programme Production: Steps involved in production & utilisation of a TV Program, Stages of production- pre-production, production and post-production, The production personnel – Single camera and Multi camera production, Use of graphics and special effects, Developing a video brief.

Basics of Video editing and Programme Evaluation: Aesthetic Factor of video editing; Types of video editing- Non-Linear editing, Cut to cut, assemble & insert, on line, off line editing, Designing, Evaluation and field testing of programme.

1. Jan R. Hakemulder, Ray AC de Jonge, PP Singh, Broadcast Journalism, Anmol Publications, New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.
6. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth
7. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
8. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Pubications, New Delhi

WEB DESIGN AND MULTIMEDIA

Web Design :

Introduction to the Internet, Introduction to Website and Webpage, Functions and Principles of Web, Economics of Website, Social Media Networks

Basics of Web Designing – HTML : Creating a Basic Web Page, Web Page Layout Techniques, Home Page Layout, Starting with HTML, HTML Page Structure, Defining Web Layout(Head & Body), Head Tags, BODY tag with Bgcolor, Background with image and text color, Text formatting and attributes, Itroduction to XHTML

Designing with Adobe Flash : Photoshop in Web design, Introduction to Adobe Flash, Basic Tools and Function, Basics of Graphics in Flash, Action Scrips

DreamWeaver : Cascading Style Sheets Introduction, CSS Properties, Introduction to Dreamweaver, Using HTML in Adobe Flash, Web Publishing, Working on the web site

Multimedia :

Graphics using lines, Graphics by combining basic shapes, Make a perfect cropping of some images using Photoshop. Prepare a cut-out of images using Photoshop; use back ground for images. Colour adjustment of images. Convert a B & W image into colour.

Vector Graphics (Designing, Colour Theory, Vector Designing & Editing, Text Formatting): Interface: Working with menus, toolbars, Dockers. Document Setup: Setting Page Size& Orientation, Document Navigation. Rulers & Guidelines: Status Bar. Text: Formatting, Text Layout, Skewing and rotating, Creating drop shadow, Text to Path, Extruding text.

Objects: Grouping & locking objects, Combining & breaking apart, Transforming & Shaping, Cutting objects apart, Trim, weld & Intersection of objects. Lines & Curves: Using freehand & Bezier tool, Line properties, Arrowheads Eraser & artist media tools Nodes & Paths. Color& Fills: Solid Color, Color Palettes, Eyedropper & Paint bucket, Fountain, Fills, Patterns, Texture Fills, Interactive Mesh Fill.

Special effects: Envelopes, Blends, Perspective, Shadow Objects, Power clip Command, Transparency, Distortion, Contour, Lens Docker. Complex Shapes: Polygon & Stars Spirals Printing Menu.

Raster Graphics (Designing, Color Theory, Raster Designing & Editing, text Formatting:

Adobe Photoshop, Colour modes, Colour, Using the tools, Selecting and using a tool from the toolbox, Using the tool options bar and other palettes, Customizing the workspace, Using Photoshop Help, Viewing and editing files in Adobe Bridge, Embedding information for easy identification, Automating routine tasks, Resolution and image size, Straightening and cropping an image, Making automatic adjustments, Manually adjusting the tonal range, Replacing colors in an image, etc.

FILM AND VEDIO COMMUNICATION