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**FIRST SEMESTER**

**JM - H - 1.3: DIGITAL MEDIA**

**Unit - 1**

Digital media- Introduction, characteristics, Digital media devices- Computer: types and components, Tablet and Smartphones, Digital Storage devices- Hard discs, Memory cards, USB Flash drives and Compact discs, Online and Cloud storage, Digital media content and its formats – Text, Image Audio, Video and animations

**Unit – 2**

Digital media platforms- Websites and its types, Blogs, News portals, E-papers, Social media and its features- Facebook, Twitter, Instagram, Youtube, LinkedIn, WhatsApp and other Messengers. Web browsers and search engines, Web Journalism- collecting, editing, updating and distribution of news contents

**Unit – 3 (Practical)**

- Create a Facebook page and connect your cause to facebook community.
- Open a Youtube Channel and upload videos-2

**Unit – 4 (Practical)**

- Create a Blog and upload different digital media contents
- Analyze the contents of any five non mainstream news portals and write a report on it.

**Note: Each student shall compulsorily maintain practical record and submit the same at the time of practical examination**

**References:**

1. The Complete reference – Web design by Thomas A Powell
2. Digital Media by T. K. Ganesh
3. Internet for Everyone by Alexis Leon and Mathews Leon
4. Computer Networks by Uyles Black
5. Electronic Journalism by Aditya Sengupta

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## SECOND SEMISTER

### Paper J M – S – 2.4 LANGUAGE SKILLS FOR MEDIA

#### Unit-I

Basic Language Skills – Grammar and Usage  
Vocabulary – Journalistic Vocabulary and Usage  
Sentence Formation – Both Print and Visual Media  
Usages of Jargons – Definitions with Examples

#### Unit-II

Reading Skills – Critical Reading, Reading Strategies  
Critical Thinking  
Aesthetics of Writing – Definition and Concept  
Analysis – Definition and Concepts of Analysis, Elements and Methods of Analysis  
Persuasive Writing – Definition and Concepts, Methods of Persuasive

#### Unit-III

Descriptive Writing  
Writing for Self Expression  
Writing for Formal and Spoken Words  
Writing Research Report

#### Unit-IV

Understanding Visual Media  
Writing for Visual Media  
Listening Skills  
Language usage for Radio

**Practical: Sentences formation, Journalistic words writing, Mistakes Corrections.**

**Note: Each student shall compulsorily maintain practical record and submit the same at the time of practical examination**



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**THIRD SEMESTER**

**PAPER - JM - S - 3.4 – SHORT FILM PRODUCTION**

Short film production:

Introduction to short films

Formats of Short Films

Short Film competition and Awards

Social Awarenesss through short films

Production crew and their functions- Equipments required for film shooting.

Short Film production – Pre-Production –Budget - One line story – Story – Screenplay– Dialogues and Lyrics – Music – Location- Artists – Set up

Production –Direction - Shooting – Lighting – Camera angles –Shots –Costume - Makeup-

Editing report – Action continuity –Costume Continuity –Other Continuity

Post Production –Editing – Dubbing- Re recording – Graphics and titles – Sound effects – Background Source

Submission:

Produce a 10 to 15 minute short film in DVD with script



1.1.3

## FOURTH SEMESTER

### Paper JM – H – 4.1 Contemporary media trends and Current affairs

Note: Content Analysis of Print media – All the news in Kannada and English newspapers should be discussed, analysed and documented.

## FOURTH SEMESTER

### Paper JM – H – 4.2 Public Relations and Advertising

#### Unit-I

Definition, Nature and Scope of Public Relations, Elements of Public Relations: Publicity and Propaganda, Tools of Public Relations, House Journals, Publics-Internal and External, Qualities of a Public Relations Officer (PRO), Ethics of Public Relations Officer, Public Relations Career for Women., Press Conference, ethics in PR, PRSI code. Image building, PR and corporate advertising, Crisis Management, Ways of tackling Crisis, Corporate Social Responsibility (CSR).

#### Unit-II

Case Studies of Firms which underwent Crisis, Writing Press Notes, and Preparing PR Plan for a Firm, Public Relations Writing and Campaign.

#### Unit-III

Advertising – Meaning, Nature and Scope, Types of Advertisements. Role of Advertisements in Society. Advertisement and Ethics. Advertising agency, Functions of Advertising agency., Role of Advertising as marketing communication, Advertising standards council of India and other organization in advertising. Advertising and social and cultural change; Impact of ads on children, Women, etc; Advertising and Consumerism, Gender Inequality in Advertisements, Understanding Consumer Behavior, Impact of Globalization on Advertising.

#### Unit-IV

Copy writing, Slogan writing, , Writing advertisement copies for Print media, Radio, Television- Visualization-Layout, Illustration, color-Elements of advertisement copy-Headlines, Sub-headlines, Text, Slogan, Logo and Trademark, Radio Jingle (10sec) and Television Commercials (20sec)

#### References:

Lesly, Philip, Lesly's Handbook of Public Relations and Communication Jaico Publications, New Delhi , 1992

Edward I. Ralinson; Public Relations and Survey Research, New York, Appleton, Century – Crafts. 1969

H. Frazier Moore, Frank B, Public Relations, Principles, Cases and Problems; Kalupa Surieet Publication; 1985



**VALUE ADDED DIPLOMA/ PROFICIENCY COURSE IN  
TRANSLATION AND PRINT PRODUCTION**

**First Semester**

**Paper JM – DP – 1.1 Basic Translations**

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**Unit-I**

Definition of Translation and Translation as an science, The need for Translation, Scope of Translation, Skills needed for translation, Types of translation, Techniques of translation, Art of translating news, Translation of Ads.

**Unit-II**

Press notes, Speech reports, Crime, Accidents, Obituary, Local bodies' news, Weather, Political news, commerce, science and technology, Press Conferences, Seminars/Workshops

**Submission** – Translation of different types of News

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**Second Semester**

**Paper JM – DP – 2.1 Newspaper Production and Advance Translations**

**Unit-I**

Principles of Layouts, Types of Layouts, Design concepts, Design aesthetics, Usage of Adobe Indesign, Photoshop and Coral draw for designing – Front page, Special pages, Inside pages, Editorial page, Supplements. Tools of Adobe Indesign, Photoshop

**Submission** – 4 page A3 size newspaper for 12 weeks = 48 pages newspaper has to be submitted at the end of the semester. Date of submission will be decided by the Dept. Council.

**Unit-II**

Advance Translations: Translation of different types of News

Value Added PGD

### Third Semester

**Paper JM – DP – 3.1 Magazine Production and Specialized Translations**

#### Unit-I

Styles of Magazines, Types of Magazine layouts and designs, Indian, International and Special magazine , Designing specialized magazines and in house journals, National and International magazine trends, Usage of Adode Indesign, Photoshop and Coral draw for designing Magazine pages

**Submission** – A/4 size 72 page magazine.

#### Unit-II- Specialized Translations

### FOURTH SEMESTER

JM-DP-4.1 Translations in Public Relations and Advertising

1. Prepare a Copy for a new product to be launched – Kannada to English or English to Kannada
2. Collect 10 different types of ads and translate in Kannada to English or English to Kannada.
3. Write 5 ad copy and design.
4. Prepare any two press note on the event held at your organization in Kannada to English or English to Kannada
5. Collect 10 slogans of different products ads and translate in Kannada to English or English to Kannada.
6. Collect 25 Advertisements and write same content.

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**VALUE ADDED ADVANCE DIPLOMA/ PROFICIENCY COURSE IN ELECTRONIC MEDIA  
PRODUCTION**

**First Semester**

**Paper JM – ADE – 1.1 Writing for Electronic Media**

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**Unit-I**

Aesthetics of writing , Formats for Radio programmes, Different radio programme Scripts – News bulletins, Discussion, Interviews, talk shows, features, drama, music programmes

**Unit-II**

Day parts of Television, Formats for TV programmes

**Unit-III**

Different TV programme Scripts - News bulletins, Discussion, Interviews, talk shows, features, drama, music programmes

**Submission:**

- 1) Write script for 10 radio news bulletin
- 2) Write script for any two radio feature story
- 3) Write script for any 10 different TV news stories
- 4) Write script for any two TV package stories

**Second Semester**

**Paper JM – DE – 2.1 Editing for Electronic Media**

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**Unit-I**

Online and Offline recording, Audio mixing and monitoring

**Unit-II**

Editing softwares – Adobe audition and Sound both, Producing News bulletins, Discussion, Interviews, talk shows, features,

**Unit-III**

Production - Multi camera and single camera production, Video Editing – Online and Offline editing, Adobe Premiere Pro, Production and editing News bulletins, Discussion, Interviews, talk shows, features, drama, music programmes

**Unit-IV**

Lighting concepts, Working with different types of filters and lights

**Submission:**

- 1) Produce five radio news bulletins ( 5 minute each)
- 2) Produce a five minute radio interview of person of your choice
- 3) Produce a three minute radio feature story

- 4) Produce a 20 minute TV news bulletin. It should include all the different formats of news stories (AV, AVB, AG, Package) along with an interview or chitchat.

### **Third Semester**

#### **Paper JM – ADE – 3.1 Documentary Production**

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Television documentary making on any selected topic. The selection of the topics will be decided in Departmental Council meeting.

#### **Submission-**

Television documentary

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### **FOURTH SEMESTER**

#### **Paper JM – ADE – 4.1 Translation in Electronic Media**

- Translation- AV News in Television
- Translation- Radio News Bulletins
- Translation- Package News in Television
- General News Translation for Radio and TV
- Political News Translation for Radio and TV
- Sports News Translation for Radio and TV
- Business News Translation for Radio and TV
- Science and Technology News Translation for Radio and TV
- Crime News Translation for Radio and TV
- Entertainment News Translation for Radio and TV



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## **CERTIFICATE COURSE IN GRAPHICS DESIGN**

### **INTRODUCTION:**

The Short Term Graphic Design Course at the Dept. of Journalism and Mass Communication, KSAWU Vijayapura is a designed process of opening up ones mind towards appreciating and creating effective works of visual design. This is a crucial part of a larger field known as communication/Graphics design. A graphic designer may use a combination of typography, images, drawings, colours, photographs and page layout techniques to produce great 'visual communication'. A creative & curious mind thriving with original ideas, good judgement, observation and patience makes perfect raw material for this course. Software skills to convert ones ideas into reality are imparted simultaneously as the course progresses.

### **Objective of the Course:**

Introduction to graphic design using multimedia elements like Text, Images and Graphics with special emphasis on illustration and layout and optimization of content for printing, vector tools, Image editing etc.

### **ELIGINILTY:**

A candidate should possess a Bachelors degree in any discipline from a recognized university.

### **INTAKE:**

30 + 10 (Payment seats)

### **DURATION:**

A student who has registered for CERTIFICATE COURSE IN GRAPHICS DESIGN has to study this course in **One Semester**.



## Learning Outcomes:

On completion of the course the student will be able to take up digital graphics design jobs for the graphics print industry.

## CURRICULUM

This one semester course in Creative Graphic Design lays emphasis on: Understanding of Graphic Design Basics, Typography & Type Design, Elements of design & composition, Understanding of use and role of colours, Developing Graphic products like Logo + Identity Design Package, Understanding of grids + layout techniques using type and images, Page layouts for graphic collaterals like posters/book covers/catalogues, Learning to use industry recognised softwares for photo editing, vector based drawings and book design.

Paper No	Title of the paper	L	T	P
JM – CG – 1.1	Designing Basics	0	2	2
JM – CG – 1.2	Digital Illustrations and Layouting	0	2	2
JM – CG – 1.3	Advanced Layouting Techniques			
JM – CG – 1.4	Image Magic	0	2	2
JM – CG – 1.5	Project Work	0	2	2

### JM – CG – 1.1: Designing Basics

In this section we will explore the structural foundations in layout designing, uses of unite text , pics, and all visual communication. In this module students will learn, how elements like margins, markers, modules, and flow lines help to unify a page or spread.

- Introduction to Adobe InDesign CS6
- Creating and Viewing Documents
- Understanding Your Workspace
- Pages
- Working with Type
- Working with Graphics
- Formatting Objects
- Working with Color
- Points and Paths
- Managing and Transforming Objects
- Character and Paragraph Formatting
- Using Styles
- Tables
- Long and Interactive Documents
- Packaging and Printing

#### Assignments:

Designing Logos, Design letter pad, Designing Visiting Card , Brochure , Poster, Wallpapers.

(At the end of the semester every student should submit all the assignments soft copy)

### JM – CG – 1.2: Digital Illustrations, and Layouting

A Quick Tour of Adobe Illustrator CS6

- Getting to Know the Work Area
- Selecting and Aligning
- Creating and Editing Shape
- Transforming Objects
- Drawing with the Pen and Pencil Tools
- Color and Painting
- Working with Type
- Working with Layers



- Working with Perspective Drawing • Blending Colors and Shapes • Working with Brushes • Applying Effects • Applying Appearance Attributes and Graphic Styles • Working with Symbols

### Assignments

- Designing Magazine Cover • Designing Invitation Card • Designing Leaflet • Designing Poster \* CD Labels \* Name Boards.

(At the end of the semester every student should submit all the assignments soft copy)

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### JM – CG – 1.3: Image Magic

This module will focus on advanced techniques of digital images and layouts, giving an overview of fundamental concepts in color, typography, and composition. Students will also learn how to enhance images like a pro by retouching, correction, and creating realistic or imaginative images by compositing or collage.

Getting Started with Photoshop • The Photoshop Environment • Creating Custom Workspaces • Opening Images • Using the file Browser • Undoing Mistakes • Making Measurements

Color Basics • Foreground and Background Colors • Using the Color Picker • Selecting Colors with Color Palette • Selecting Colors with Swatches Palette \* Painting Tools • Brush Tool • Blending Modes • The Pencil Tools • The Eraser Tool • The Magic Eraser Tool • The Background Eraser Tool

. Making Selections • Selection Basics • The Marque Tools • The Lasso Tools • Magic Wand Tool, \* Filling and Stroking • Applying Fills • Using Paint Bucket Tool • Using Gradient Tool • Using Patterns • Using the Pattern Maker • Stroking

Layers • Using Layer • Creating Layers • Linking Layers • Locking Layers • Merging and Flattening Layers, Advanced Layer Techniques • Creating paths • Applying Layer styles • Duplicating a Layer • Creating an Adjustment layer • Flattening a layered image

### Assignments

Create a Text Effect • Change the Color of Vehicle • Change Black and White Photo to

Color • Change Background of the image • Combine Multiple Images into 1 file • Correct RAW Image

**(At the end of the semester every student should submit all the assignments Soft Copy)**

### **JM – CG – 1.4: Advanced Layouting Techniques**

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Text • Text Basics • Entering Text • Selecting Text • Applying Effects to Type Layers • Using the Character Palette • Using Paragraph Palette

Manipulating Images • Changing the Canvas Size • Rotating and Flipping Images

• Cropping Images • The Free Transform Command • Blurring and Sharpening Images • Using the Dodge Tool and Burn Tool • The Clone Stamp Tool • The Pattern Stamp Tool • The Healing Brush Tool • The Patch Tool

Camera RAW • About Camera RAW • Processing camera Files • Correcting Photographs • Correcting Image Distorting

### **Assignments**

• Design Magazine \* Design Book Covers • Design a Flyer \* Design Greeting Cards \* Design Calendar \* Design Banners

(At the end of the semester every student should submit all the assignments Soft Copy)

### **JM – CG – 1.5: Project Work**

- Logos-5, A/4 Poster/ Wallpapers-10 Brochures- A/4 size (six pages) -5 Banners- (6x4)- 5 Calendars-1 CD Labels- 5 Raw Photo Editing- 10 Text Effects- 10 Invitations- 10 Greeting Cards- 10 Visiting Cards-10, Design a Magazine Cover-2, Book Cover-2, Design a Flyer/Leaflet-5