

# PG Diploma in Digital Media & Online Journalism

## SYLLABUS (Semester: 1 & 2)

This course enables students for a dynamic career in the rapidly growing field of digital media. Students gain the wide-range of skills and insights they need to start a digital career, whether they want to be an online community manager for a major corporation, a media planner for a digital advertising agency, an online brand strategist for a marketing firm, or a digital media entrepreneur, just to name a few.

<p><b>Digital Media Production - I</b></p> <ul style="list-style-type: none"> <li>• Introduction to Digital Media Production</li> <li>• Production Skills</li> <li>• Digital Media Program Formats</li> <li>• Multimedia</li> <li>• Who Does What</li> </ul>	<p><b>Multimedia &amp; Online Journalism</b></p> <ul style="list-style-type: none"> <li>• The 24x7 Media Concepts</li> <li>• Web Publishing – Tools and Applications</li> <li>• Multimedia Reporting</li> <li>• Blogs and Vlogs – Emerging Online Tools</li> <li>• Writing for Websites and Portals</li> </ul>
<p><b>Digital Media Production – II</b></p> <ul style="list-style-type: none"> <li>• Electronic New Gathering (ENG)</li> <li>• Multi-Camera Production</li> <li>• Multimedia Story Analysis</li> <li>• Short Film Making</li> <li>• Mobile Film Production</li> </ul>	<p><b>Design &amp; Graphics</b></p> <ul style="list-style-type: none"> <li>• Principles of Design</li> <li>• Layout &amp; Typography</li> <li>• Basics Design Techniques</li> <li>• Working with Digital Images, Design &amp; Composition</li> </ul>
<p><b>Electronic Cinematography - I</b></p> <ul style="list-style-type: none"> <li>• Theory of Moving Picture</li> <li>• Understanding Television Camera</li> <li>• Language of Camera &amp; Composition</li> <li>• Pictorial Treatment</li> <li>• Lighting Techniques</li> </ul>	<p><b>Electronic Cinematography – II</b></p> <ul style="list-style-type: none"> <li>• Theory of Color Video System</li> <li>• Understanding of Special Effects &amp; Filters</li> <li>• Advance Lighting Techniques</li> <li>• Pictorial Design in ENG/EFP</li> <li>• Virtual Set</li> </ul>
<p><b>Social Media: Technologies &amp; Techniques</b></p> <ul style="list-style-type: none"> <li>• Podcasting</li> <li>• RSS Feeds</li> <li>• Glossary of Web</li> <li>• Online Resources</li> <li>• Digital Compressions</li> </ul>	<p><b>Digital Photography</b></p> <ul style="list-style-type: none"> <li>• Introduction to Digital Photography</li> <li>• Types &amp; Controls of Digital Camera</li> <li>• Visual Composition</li> <li>• Digital Imaging &amp; Editing</li> <li>• Photo Journalism</li> </ul>
<p><b>Sound &amp; Video Editing – I</b></p> <ul style="list-style-type: none"> <li>• Art &amp; Craft of Post-Production</li> <li>• Non-Linear Editing</li> <li>• Working with Sound</li> <li>• Graphics for Digital Media &amp; Special Effects</li> </ul>	<p><b>Basics of Journalism</b></p> <ul style="list-style-type: none"> <li>• Journalism: An Introduction</li> <li>• Understanding News</li> <li>• News Room Function</li> <li>• Types of News</li> </ul>
<p><b>Sound &amp; Video Editing – II</b></p> <ul style="list-style-type: none"> <li>• Special Effects</li> <li>• Multimedia Story Telling Techniques</li> <li>• Sound Mixing</li> <li>• Special Effects</li> <li>• Motion</li> </ul>	<p><b>Final Project</b></p> <ul style="list-style-type: none"> <li>• Ideation</li> <li>• Screenplay &amp; Production Book</li> <li>• Multimedia Story</li> <li>• Fiction For Small Screen</li> <li>• News Stories</li> </ul>
<p><b>Introduction to Communication</b></p> <ul style="list-style-type: none"> <li>• Basics of Communication</li> <li>• Communication Models &amp; Theories</li> <li>• Effective Speaking</li> <li>• Group Discussion &amp; Mock Interviews</li> <li>• Ethics in Media</li> </ul>	<p><b>Summer Internship</b></p> <p>After the completion of the second semester of the program, the Institute arranges for all students to undergo summer training for a period of 8 weeks in an organization and take up project study. Each student shall be required to submit a Summer Internship Report to the Institute regarding the work undertaken during this period. Viva voce is conducted by industry experts/noted academicians in the end term examination to assess students knowledge.</p>
<p><b>Media Management &amp; Media Review</b></p> <ul style="list-style-type: none"> <li>• Reviews for Print &amp; Electronic Media</li> <li>• Reviews for Social Media</li> <li>• Style of Writing &amp; Book Review</li> </ul>	

