Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

Re-accredited by NAAC with B++, ISO 9001-2015 Certified, Recognised under section 2(f) & 12(B) of the UGC Act 1956

Permanently Affiliated to the University of Mumbai,

Syllabus

Bachelor of Arts in Multimedia and Mass Communication

(B.A. (MULTIMEDIA AND MASS COMMUNICATION))

(Programme Code: UGMMC01)

As Per New Education Policy (NEP) 2020

(To be implemented from the Academic Year 2025-2026)
Approved in the Academic Council Meeting held on 5th July 2025

INTRODUCTION OF THE PROGRAMME

The Bachelor of Arts in Multimedia and Mass Communication is a comprehensive four-year degree program designed to provide students with practical, industry-relevant media education. It aims to nurture the next generation of media professionals equipped to thrive in a rapidly evolving media landscape.

AIMS

To deliver a strong foundation of knowledge while instilling values of integrity, credibility, and social responsibility
To prepare students for dynamic careers across various domains of media and related industries such as communication, advertising, public relations, journalism, and research

OBJECTIVES

- To equip learners with essential professional skills for careers in the entertainment sector, including cinema, television, OTT platforms, and digital media

- To foster self-confidence, professional identity, and a sense of responsibility within the media ecosystem

- To develop a deeper understanding of the relationship between communication/media theories and diverse individual, social, and professional practices

PROGRAM OUTCOME

Upon successful completion of the program, learners will:

1. Learners will be able to understand the basic concepts of mass communication, media, and how communication shapes society

2. Students will develop effective communication skills in reading, writing, speaking, and listening, useful in media-related careers

3. To help learners apply digital tools such as Google Workspace and multimedia software in real-world media tasks

4. To enable students to analyze current events and media trends with critical thinking and awareness

5. Learners will demonstrate social responsibility and ethical behavior in their media and communication practices

SEMESTER III
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major	NUMM301	Electronic Media – I	**4**
	Major	NUMM302	Corporate Communication and Public Relations	**4**
Vertical 2	Minor	NUMM303	Journalism and Public Opinion	4
Vertical 3	OE1	NUMM304	Digital Marketing Strategies and Analytics	2
Vertical 4	VSC	NUMM305	Computers & Multimedia I	2
	SEC		NA	*****
Vertical 5	AEC	NUHN301	Hindi Bhasha: Vyavaharik Prayog	2
	VEC		NA	*****
	IKS		NA	*****
Vertical 6	CC	NUFP301	Field Project	2
	CC	NUCC302	Foundations of Literary Arts and Creative Writing	2
				22

Vertical – I

Mandatory Courses

Name of the Course: Electronic Media – I

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Electronic Media – I introduces students to the fundamentals of electronic communication, focusing on radio, television, and digital platforms. The course covers media history, technology, programming formats, and content creation. It emphasizes the role of electronic media in shaping public opinion, culture, and information dissemination in the modern world.
2	**Vertical :**	Major
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) a) Understand the historical development of radio and television in India and abroad. b) Identify the structure and function of public broadcasting institutions like PrasarBharati. c) Learn the technical fundamentals of sound and visuals in radio and television production. d) Explore various media formats in fiction and non-fiction across radio, TV, and digital platforms. e) Gain knowledge of the complete media production process: pre-production, production, and post-production.	
8	**Course Outcomes**: (List some of the course outcomes) CO1) Explain the evolution and current trends in broadcasting and digital media convergence. CO2) Analyze the role of media institutions like AIR and community radio in societal development. CO3) Operate basic sound and video equipment for studio and field production. CO4) Differentiate and produce content in multiple radio and TV formats. CO5) Demonstrate planning, shooting, and editing skills across media production stages.	

9	**Modules**:- Per credit One module can be created
	Module 1: Introduction
	Introduction and Overview A. A Short History of Radio and TV in India and abroad B. Introduction to Prasar Bharti C. FM radio and community radio
	Module 2: Introduction to Sound for both TV and Radio
	A. Introduction to sound 1.Types of Sound : Natural, Ambient, Recorded 2. TheStudioSetup 3. Typesof Microphones **B.IntroductiontoVisuals** 1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots
	Module 3: **Introduction to Formats (Fiction and Non-Fiction)**
	A. Introduction to Radio Formats News - Documentary - Feature - Talk Show - Music shows - Radio Drama -Radio interviews - Sports broadcasting **B. Introduction to Television** formats News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series

	Module 4: Introduction to Production process
	A. Pre- Production Script Storyboard Camera plot Lighting plot **B. Production Sequence** Camera angles Scene Shot Log keeping **C. Post- Production** Linear editing Non-linear editing Library shots Library sounds Dubbing New Media and Media Convergence 1. Elements and features of new media, Technologies used in new media, 2. Future prospects of New Media Challenges posed by fake news and misinformation Comparative case studies of Indian vs international media.
10	**Reference Books:** 1. Basic Radio and Television: by S Sharma 2. The TV Studio Production Handbook : Lucy Brown 3. Mass Communication in India by Keval J. Kumar 4. Beyond Powerful Radio by Valerie Geller 5. Writing News for TV and Radio : Mervin Block 6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler 7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London. 8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House. 9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi. 10. Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi

	11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett 12. Community radio in India: R Sreedher, Puja O Murada	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,
10 marks Viva,
10 marks Class Participation and Attendance

Name of the Course: Corporate Communication and Public Relations

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Corporate Communication & PR focuses on strategic communication within and outside organizations to build and maintain a positive image. The course covers media relations, crisis communication, branding, stakeholder engagement, and PR campaigns. It equips students with skills to craft effective messages, manage reputation, and foster strong corporate-public relationships.
2	**Vertical :**	Major
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) a) Understand the fundamental concepts, need, and scope of corporate communication in the Indian context b) Learn the principles of corporate identity, image, and reputation management in traditional and digital environments c) Grasp the importance of ethics and laws governing corporate communication practices d) Study the evolution, theories, and practical tools of public relations in business and society e) Explore the impact of emerging media technologies and social media tools in shaping corporate communication strategies	
8	**Course Outcomes**: (List some of the course outcomes) CO1) Toprovidethestudentswithbasicunderstandingoftheconceptsofcorporate communication and public relations. CO2) Tointroducethevariouselementsofcorporatecommunicationandconsidertheir roles in managing media organizations. CO3) Toexaminehowvariouselementsofcorporatecommunicationmustbecoordinatedto Communicate effectively in today's competitive world. CO4) Todevelopcriticalunderstandingofthedifferentpracticesassociatedwithcorporate communication with the latest trends and social media tools.	

9	**Modules**:- Per credit One module can be created
	Module 1: Foundation of Corporate Communication
	1. Introduction to Corporate Communication Meaning, Need and Scope of Corporate towards Indian Media Scenario **2. Keys concept in Corporate Communication** Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation.
	Module 2: Understanding Public Relations
	1.Introduction and Growth of Public Relations- Indian Scenario Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. **2.Role of Public Relations in various sectors** Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service. **3.Theories and Tools of Public Relations** Grunting's (4 models), Pseudo-events, Publicity, Propaganda, Persuasion, Situational theory, Diffusion theory and various tools of Public Relations (Press conference, Press release, Media Dockets, Advertorials, Sponsorship.
	Module 3: Corporate Communication and Public Relation's range of functions
	1. Media Relations Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations, Media analysis and evaluation **2.Employee Communication** Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications **3. Crisis Communication** Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, NiiraRadia, Tylenol etc
	Module 4: Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations
	1.Emerging trends, tools and technology Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication. **2. New Media Tools** Website, Online press release

	3.Role of Social Media Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.	
10	**Reference Books:** 1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Vertical – II

Name of the Course: Journalism and Public Opinion

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides a foundational understanding of how news organizations operate and the journalistic practices that shape news production in contemporary media environments. It explores the organizational structure, newsroom dynamics, professional ethics, and evolving digital workflows in print, broadcast, and online journalism. The course aims to familiarize students with the real-world functioning of newsrooms, the roles and responsibilities of editorial staff, the relationship between media ownership and editorial policies, and the impact of convergence in modern media houses.
2	**Vertical :**	Minor
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester))
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) a) Understand the concept of public opinion and key media theories influencing societal perspectives. b) Analyze the role of media in shaping political opinion and public policy at national and global levels. c) Evaluate media coverage of wars and conflicts, highlighting narrative framing and geopolitical influences. d) Examine the representation of gender, caste, class, and minority communities in traditional and digital media. e) Explore the impact of digital and social media on public discourse, political engagement, and misinformation.	

8	**Course Outcomes**: (List some of the course outcomes) After completion of the course, learners would be able to: CO1) To understand the role of media in influencing and impacting Public opinion. CO2) To analyse the formation of Public opinion through digital and social media. CO3) To analyse the impact of the media on public opinion on socio-economic issues. CO4) To make students aware of theoretical framework of research on media and society

9	**Modules**:- Per credit One module can be created
	Module 1: Public Opinion And Theories
	UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA. **1. Defining Public Opinion.** Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. **2. Media theories-** Walter Lippman - Modern Media and Technocracy JuergenHabermas- The idea of Public Sphere Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications
	Module 2: Political Opinion And Policymaking
	MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING. 1. Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India. 2. Media Coverage of Indian Government's Economic, Defence and Foreign Policy.
	Module 3: Socio-Economic Issues
	MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES. A. Portrayal of Women in Media. B. Representation of LGBTQ community in media. C. Representation of Dalits, Tribals and Economically weaker sections of Society.
	Module 4: **Impact Of New Media**
	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION. 1. Digital media and its impact on Political culture. 2. Use of Whats app, twitter and Facebook to promote fake news 3. Social media and its impact on culture.
10	**Reference Books:** 1. AhmedRashid:TheTaliban. 2. ChambersDeborah,FlemingCarole(2004),'WomenandJournalism',Psychology Press. 3. RushRamona,OukropCarole,CreedonPamola(2013),'Seekingequityforwomen in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis. 4. SardesaiRajdeep:"2014:TheElectionthatChangedIndia".

5. WalterLippmann:“PublicOpinion”byHermanEdwardS.andChomskyNoam “Manufacturing Consent: The Political Economy of the Mass Media” by
6. LallesJohn:NatureandOpinionofPublic Opinion.
7. TiwariArpitRakesh:StudyofthePrintNewsCoverageofNarendraModi@014Lok Sabha Elctiond. – acadademia.edu.
8. Coverageof2014LokSabhaPollsbyNewsChannels–AnalysisbyCentreforMedia Studies.
9. ColemanBenjamin:Conflict,TerrorismanMediainAsia.
10. RanganathanMaya;RodriguesUsha:(2010)IndianmediainaGlobalisedWorld,Sag Publications.
11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
12. AlexanrovaEkaterina–UsingMediaEffectively;BarackObama’sElectionCampaign Academia.edu
13. EhabGalalandRiemSpielhans–CoveringtheArabSpring:MiddleEastintheMedia. Academia .edu
14. BablaMaya–ArabSpringMediaMonitorReport:OneyearofCoverage.UDCCentre of Public Diplomacy.
15. RutledgeDr.Pamela–HowBarackObamaWontheSocialMediaBattlein2012 Presidential Election : mprcenter.org/blog
16. JamaliReza,OnlineArabSpring:SocialMediaandFundamentalChange,Chand os Publishing House.
17. SwamiPraveen(1999):TheKargilWarNewDelhi:LeftWord Books
18. HumphriesDrew(Ed),(2009),Women,ViolenceandMedia:read ingsfrom feminist Criminology, UPNE.
19. BernsNancy,FramingtheVictim:DomesticViolence, Media,andSocial Problems, transaction Publishers.
20. BarehHamlet,(2001),EncyclopaediaofNorth-EastIndia:Assam,MitthalPublications.
21. FreedmanDes,ThussuDaya;(2011),MediaandTerrorism:GlobalPers pectives, Sage Publications.
22. SchneiderNadja-Christina,TitzmannFritzi-Marie(2014),StudyingYouth,
23. MediaandGenderinPost-LiberalisationIndia,FrankandTimmyGmbh Publication (Pg 19- 45)
24. Thesocialmediaeraofpoliticalculture:thecasestudyicelandp ostedby Oliver Bjornsson.
25. https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the- case-study-of-iceland/
26. HowSocialMediaAffectsPoliticshttps://sysomos.com/2016/10/05/so cial-media- affects-politics/
27. HowDigitalMediaareInfluencingPoliticsandPolitical DiscoursesinKenyaJohanna RIESS http://frenchjournalformediaresearch.com/index.php?id=581
28. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
29. Using New Media effectively: An Analysis of Barack Obama's Election Campaign AimedatYoungAmericansbyEkaterinaAlexandrova.(Thisisathesissu bmitted by the student).
30. KarvinAndy:DistantWitness:SocialMedia,theArabSp ringanda Journalism Revolution.

11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Vertical – III

Name of the Course: Digital Marketing Strategies and Analytics

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	**Digital Marketing Strategies and Analytics** explores key online marketing techniques such as SEO, SEM, social media, email marketing, and content marketing. The course emphasizes strategic planning, audience targeting, campaign execution, and performance measurement using analytics tools to drive data-informed decisions and optimize digital campaigns for maximum reach and ROI.
2	**Vertical :**	OE
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) By the end of the course, students will be able to: 1. Understand the core concepts and tools of digital marketing. 2. Design basic digital marketing strategies using popular online channels. 3. Interpret key metrics and use analytics to assess marketing performance.	
8	**Course Outcomes**: (List some of the course outcomes) **After completing this course, students will have the knowledge and skills to** • **CO1**: Explain the strategic role of major digital marketing tools and platforms. • **CO2**: Create simple digital marketing plans using SEO, SEM, and social media. • **CO3**: Apply web and social media analytics to evaluate campaign effectiveness.	

9	**Modules**:- Per credit One module can be created
	Module 1: Core Digital Marketing Channels and Strategy
	• Introduction to digital marketing and consumer behavior • SEO and SEM basics • Social media marketing (Facebook, Instagram, LinkedIn) • Email marketing and content strategy

	• Building a basic digital marketing plan	
	Module 2: Analytics and Campaign Evaluation	
	• Introduction to web analytics and Google Analytics • Key performance indicators (KPIs): impressions, CTR, conversions • Social media insights and engagement metrics • Basics of campaign tracking and performance dashboards • Case discussions and campaign evaluation reports	
10	Reference Books: 1. Adobe Photoshop Classroom in a Book – Adobe Press 2. Adobe Illustrator Classroom in a Book – Adobe Press 3. Graphic Design School – David Dabner 4. Digital Design Essentials – Rajesh Lal	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ theory	15 marks

Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment:

05 marks Viva,

05 marks Class Participation and Attendance

Vertical – IV

Name of the Course: Computers & Multimedia I

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Computers and Multimedia I introduces the integration of computers with multimedia elements like text, graphics, audio, video, and animation. The course covers basic multimedia tools, design principles, and software applications used in content creation. It helps students develop skills in producing engaging digital media for communication, education, and entertainment purposes.
2	**Vertical :**	VSC
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) a) To introduce students to the basics of image editing and design tools. b) To enable students to use digital software (Photoshop and Illustrator) effectively for multimedia communication c) To develop practical understanding of designing for print and digital media.	
8	**Course Outcomes**: (List some of the course outcomes) After completion of the course, learners would be able to: **CO1)** The Learner will remember and understand the basic concepts and interface of Adobe Photoshop and Adobe Illustrator. **CO2)** The Learner explores and compares various tools and features in Photoshop and Illustrator to relate them with practical design requirements. **CO3)** The Learner develops skills to apply core functions of Photoshop and Illustrator in creating professional designs through practical assignments. **CO4)** The Learner builds foundational design abilities such as working with layers, paths, shapes, text, and effects for real-world media applications. **CO5)** The Learner develops a creative and adaptive approach to using Photoshop and Illustrator for contemporary multimedia and graphic design trends.	

9	**Modules**:- Per credit One module can be created	
	Module 1: Adobe Photoshop – Basics to Intermediate	
	1.1 Introduction- Introduction to Photoshop Interface, Toolbar, Panels, Workspace. **1.2 Core Editing Tools** - Selection Tools (Marquee, Lasso, Magic Wand) - Crop, Move, Healing, Clone, and Brush Tools **1.3 Working with Layers** - Layer properties, Layer masks, Adjustment layers **1.4 Text and Effects** - Typography, Layer styles, Filters and Blending Modes **1.5 Practical Application** - Designing a poster, social media post, or basic photo manipulation	
	Module 2: Adobe Illustrator Fundamentals & Design	
	2.1 Introduction to Illustrator Interface - Artboards, Tools, and Panels - Differences between Illustrator and Photoshop **2.2 Drawing and Shape Tools** - Pen Tool, Pathfinder, Shape Builder, Brushes **2.3 Working with Colors and Text** - Fill, Stroke, Gradients, Color Guide - Typography in vector graphics **2.4 Creating Vector Designs** - Logos, Infographics, Icons **2.5 Practical Application** - Creating a brochure front page or logo design project	
10	Reference Books: 1. Adobe Photoshop Classroom in a Book – Adobe Press 2. Adobe Illustrator Classroom in a Book – Adobe Press 3. Graphic Design School – David Dabner 4. Digital Design Essentials – Rajesh Lal	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates	

	3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Practical	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment: Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either PS or Adobe Illustrator

05 marks Viva,

05 marks Class Participation and Attendance

Vertical – V

Title of Paper- हिंदी भाषा:व्यावहारिक प्रयोग

Sr. No.	Heading	Particulars
1	**Description of the course:**	भाषा का जीवन में सदैव महत्व रहा है। जीवन और भाषा का चोली-दामन का संबंध है। जब हमारी भाषा मधुर और सार्थक होती है तो श्रोता पर विशिष्ट प्रभाव पड़ता है। भाषा का यदि सही और सार्थक रूप से प्रयोग किया जाए तो मनुष्य जीवन में कहीं भी असफल नहीं हो सकता है। इसी भाषा के माध्यम से हम सभी को अपनी ओर आकर्षित भी करते हैं। वर्तमान युग में रोज़गार में बहुत से क्षेत्र भाषा से जुड़े हुए हैं, जिसके माध्यम से विद्यार्थी इनका लाभ ग्रहण कर सकते हैं। भाषाई क्षमता हमारे विचारों की संवाहक होती है। आज डिजिटल युग में अभिव्यक्ति के कई माध्यमों का प्रसार हुआ है, इन माध्यमों में भाषा ही सशक्त तत्व है जो आपकी अभिव्यक्ति को पूरे जगत को अवगत कराती है। भाषा का महत्व हर समय, हर माध्यम में रहा है, परंतु भाषा का सार्थक रूप का प्रयोग आज बहुत आवश्यक है। आज हिंदी अंतरराष्ट्रीय स्तर पर प्रयोग में लाई जा रही है, तकनीक, सूचना प्रौद्योगिकी सोशल मीडिया, राजनीति की भाषा हिंदी बन चुकी है। जीवन में कई क्षेत्रों में व्यावहारिक स्तर पर हमें अपनी भाषा के लिखित स्वरूप के कार्यों को करना होता हैऔर ऐसे में कार्य-दक्षता महत्व रखती है। हिंदी भाषा में व्यावहारिक प्रयोग को केंद्र में रखकर और इन्हीं पहलुओं को ध्यान में रखते हुए इस पाठ्यक्रम का गठन किया गया है। हम हिंदी भाषा को सही और शुद्ध रूप में प्रयोग कर अभिव्यक्ति को सफल बनाएं और बिना व्याकरण के यह संभव नहीं है। इस दृष्टि से पाठ्यक्रम सर्वाधिक लाभकारी सिद्ध होगा।
2	**Vertical:**	AEC
3	**Type:**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory)
5	**Hours Allotted:**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives:** 1. विद्यार्थियों को राजभाषा हिंदी का विधिवत ज्ञान प्रदान करना।	

	2. विद्यार्थियों को राजभाषा हिंदी के व्याकरण से परिचय करवाना। 3. विद्यार्थियों को संज्ञा आदि का ज्ञान प्रदान करना। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्रदान करना।
8	**Course Outcomes:** 1. विद्यार्थियों को राजभाषा हिंदी का ज्ञान प्राप्त होगा, एवं दक्षता प्राप्त होगी। 2. विद्यार्थियों को राजभाषा हिंदी के व्याकरणिक प्रयोग की जानकारी प्राप्त होगी। 3. विद्यार्थियों को हिंदी-संज्ञा आदि का ज्ञान प्राप्त होने के साथ भाषा के शुद्ध, व्यावहारिक रूप का ज्ञान होगा। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्राप्त होगा।
9	Modules (Per credit one module can be created)
	इकाई-1 व्याख्यान-15 क्रेडिट-01
	1. हिंदी भाषा : सामान्य परिचय
	2. राजभाषा हिंदी : संवैधानिक महत्त्व
	3. वर्णमाला : स्वर एवं व्यंजन
	4. शब्द भेद : सामान्य परिचय (संज्ञा आदि)
	इकाई-2 व्याख्यान-15 क्रेडिट-01
	1. वाक्य : सामान्य परिचय
	2. वर्तनी : शुद्धता का प्रयोग एवं सावधानियाँ
	3. कारक एवं विराम चिह्न
	4. पत्र लेखन : (बधाई, निमंत्रण, सुझाव, शिकायत, आभार, आवेदन, RTI लेखन)
10	**संदर्भ ग्रंथ-** 1. बाबूराम सक्सेना- सामान्य भाषा विज्ञान, हिंदी साहित्य सम्मेलन, प्रयाग 2. कामताप्रसाद गुरु- हिंदी व्याकरण, लोकभारती प्रकाशन, इलाहाबाद 3. आचार्य देवेंद्र नाथ शर्मा- भाषा विज्ञान की भूमिका, राधाकृष्ण प्रकाशन, दिल्ली 4. भाषा विज्ञान एवं भाषाशास्त्र- कपिलदेव द्विवेदी, विश्वविद्यालय प्रकाशन, वाराणसी 5. भोलानाथ तिवारी- भाषा विज्ञान, किताब महल, इलाहाबाद

11	**Internal Continuous Assessment : 40%**	**External : Semester End Examination : 60%**
12	**Continuous Evaluation through:** ● रचनात्मक कार्य/प्रकल्प इत्यादि- 10 अंक ● प्रस्तुति/परिसंवाद सहभागिता इत्यादि- 05 अंक ● अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक **कुल 20 अंक**	**लिखित परीक्षा** **अंक : 30** **समयावधि : 01 घंटा**

13	**Format of Question Paper:** for the semester end examination **अंक : 30**	**लिखित परीक्षा** **समयावधि : 01 घंटा**
	निर्देश- 1. दोनों इकाइयों से प्रश्न पूछे जाएं। 2. तीन प्रश्न पूछे जाएं, किन्हीं दो प्रश्नों के उत्तर अपेक्षित हैं।	15x2 = **30 अंक** कुलयोग- **30 अंक**



Vertical – VI

Name of the Course: Foundations of Literary Arts and Creative Writing

Sr. No.	Heading	Particulars
1	**Description the course:**	**Introduction:** Literary arts involve creative and intellectual expression through written and spoken word. **Relevance:** They shape public thought, preserve culture, and stimulate imagination. **Usefulness:** Enhance critical thinking, vocabulary, and articulation. **Application:** Applied in journalism, education, theatre, and media. **Interest:** Attracts those passionate about language, ideas, and storytelling. **Connection with Other Courses:** Ties into literature, language studies, journalism, and communication. **Demand in the Industry:** Literary skills are highly valued in publishing, media, education, and content creation. **Job Prospects:** Careers include writer, editor, journalist, educator, and communications specialist.
2	**Vertical:**	**Co-Curricular**
3	**Type:**	**Theory and Activity**
4	**Credits:**	**2 credits**
5	**Hours Allotted:**	**30 Hours**
6	**Marks Allotted:**	**50 Marks**
7	**Course Objectives(CO):** ● Understand the meaning and purpose of literary arts, and identify their role in culture, communication, and creative self-expression. ● Recognize and differentiate between various forms of literary expression such as elocution, debate, storytelling, and quiz competitions. ● Develop the ability to write reflective journal or diary entries that express thoughts, feelings, and personal experiences clearly and creatively. ● Effectively express opinions and ideas through structured writing, such as content pieces, blogs, and opinion-based paragraphs. ● Write simple and impactful formal and informal content, including emails, short speeches, and blog posts, using appropriate tone, format, and clarity.	

8	**Course Outcomes (OC):** CO 1: Understand the concept, purpose, and cultural relevance of literary arts. CO 2: Identify and participate in different forms of oral literary activities like debate, elocution, and storytelling. CO 3: Demonstrate reflective thinking through well-structured journal or diary entries. CO 4: Express opinions and personal views using structured and creative content writing techniques. CO 5: Write clear and effective emails, speeches, and blog posts using correct tone and format.
9	Syllabus Introduction to Literary Arts
	● Overview of literary arts ● Importance of literary arts in culture and communication ● Various Forms of Literary Arts- Elocution, Debate, Story Telling, Quiz. Creative Writing & Reflection ● How to express your views effectively through content writing. ● Writing emails, speeches, and blog posts.
10	Reference Books Literary Forms and Cultural Expression – G.N. Devy, N. Sukumar, D.R. Nagaraj. · An Introduction to English Literary Forms – B. Prasad. · English for Effective Communication – M.A. Yadugiri, Geetha Bhaskar · Creative Writing: A Beginner's Manual – Anjana Neira Dev, Arjun Ghosh, Danesh A. D'Souza
11	Internal Continuous Assessment: 40%

Sr. No.	**Particulars**	**Marks**
1	Class Test	15
2	Attendance	05
	Total	**20**

12	**Semester End Examination: 60%** **External Examination (30 Marks) (Any Two)**

Sr. No.	Particulars	Marks
1	Participation in Intra/ Inter collegiate Cultural Event/Competition/ Workshop. (Participation/ Organizing Team) (Minimum 02 certificates to be submitted)	15 marks each for a certificate
2	Certificate of participation or winning in the competition organized by any Club/Local/State/National Level Certificate or winning can also be considered.	
3	Participation in Workshop and other cultural competitions.	
Total		**30**

Chairperson (Head of the Department)	Department faculty	I/C Principal