

**JYOTI NIVAS COLLEGE AUTONOMOUS
JOURNALISM AND MASS COMMUNICATION
SEMESTER – II
DSC 2: COMPUTER APPLICATIONS FOR MEDIA**

COURSE TITLE AND CODE	DSC 2: COMPUTER APPLICATIONS FOR MEDIA		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

PEDAGOGY: Theory: 4 hrs/week

PRACTICAL: 4 hrs /week

TOTAL: 6 credits

COURSE OUTCOMES:

At the end of the course the students will be able to:

- Understand the nature and functions of various computer applications for media productions and publications.
- Technically create media image & page related, video and audio media content.

UNIT 1

INTRODUCTION TO COMPUTER AND COMPUTER APPLICATIONS 15 HOURS

Introduction to computers: Input and Output devices, hardware and software (applications), operating systems, files and folders. Information Communication Technology: Nature, Scope and role in the media industry. Glossary: Internet of things, artificial intelligence, web browsers. Online Collaborative Software and Open-source software.

UNIT 2

VISUAL DESIGN AND PAGE LAYOUT APPLICATIONS 15 HOURS

Visual design theory: elements and principles, colour theories, typography. Introduction to Design Software, visual design workflow, working with visuals, image formats. Introduction to Page Layout Software, page size, page layout workflow.

UNIT 3

AUDIO EDITING APPLICATIONS 15 HOURS

Aesthetics of sound, sound tracks, microphones, portable recording equipment, introduction to sound studio, introduction to sound editing software, audio editing workflow, audio files and formats, mono, stereo, 5.1, sample rate, bit depth, channels.

UNIT 4

VIDEO EDITING APPLICATIONS 15 HOURS

Introduction to video: aspect ratio, resolution, file formats. Introduction to video editing software, Understanding video editing workflow: importing videos, assembling and cutting, speed, video effects, transitions, titles and subtitles, dialogues and audio track control, exporting video.

CONTENT OF PRACTICAL COURSE

COURSE TITLE: COMPUTER APPLICATIONS FOR MEDIA (PRACTICAL)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 15	Duration of ESA/Exam: NA
	Summative Assessment Marks: 35

LIST OF EXERCISES TO BE DONE:

1. Designing logos
2. Designing a magazine cover
3. Designing a dummy newspaper page
4. Studio sound recording
5. Outdoor sound recording
6. Audio editing
7. Importing, editing and exporting videos
8. Titling and subtitling (closed captioning)
9. Chroma key and green screen

Minor Project: At the end of the semester students shall submit **a media project with three segments**, using their (1) image editing and layout skills, (2) audio recording and editing skill, and (3) video editing skills.

REFERENCES

1. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles* by Amy Graver, Ben Jura. Rockport Publishers 2012
2. Illustrator Tutorials, <https://helpx.adobe.com/in/illustrator/tutorials.html>, Adobe (October 2021)
3. InDesign Tutorials, <https://helpx.adobe.com/in/indesign/tutorials.html>, Adobe (October 2021)
4. *Irwing K, David: Producing and Directing a Short Film and Video*
5. *Robert Goodman, Patrick McGrath: Editing Digital Video: The complete creative and technical guide (Digital Video and Audio)*
6. Karel Reisz: Techniques of Film Editing
7. Walter Murch: Blink of an eye
8. Gabriel Aoldham: First cut – Conversations with Film Editors
9. *James Monaco: How to Read a Film (4th Edition)*
10. *Logo Design Love: A guide to creating iconic brand identities (Voices That Matter)* by David Airey. Peachpit Press; 2nd edition 2014
11. Photoshop Tutorials, <https://helpx.adobe.com/in/photoshop/tutorials.html>, Adobe (October 2021)
12. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
13. Sunder, R., 2000. Computers Today Ed.2, John Wiley.

