

Government PG College, Ambala Cantt Course

File(Session 2023-24)

Name of Faculty :Dharmvir Singh

Course BAMC , EVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

- PO1-** Acquire knowledge related to the discipline under study.
- PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

- PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2 –** Learn communication and professional skills related to various fields of mass communication.
- PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.
- PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

(Sixth Semester)
Paper-XXVI
Print Production

Time: 3 Hrs.

Theory Marks: 50
Practical: 30
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

Unit-I

Design concept & importance

Basic principles of layout designing , Tools of layout designing, Terms in layout planning : Press layout, page layout, dummy, cover layout, make up,4 model, story board, Stages in layout, Types of layout , Principles of design

Unit-II

Introduction to page maker and its features

Introduction to quark express and its applications

Introduction to In-design and its applications

Introduction to photoshop and its various applications

Desk Top Publishing

Unit-III

Visual importance and functions, Categories of visual, Selection and placement of photos

Introductions to Photoshop and its various applications , Photo cropping & caption writing.

Basic principles of photo editing

Unit-IV

Newspaper designing, design principles

Newspaper format, Various design elements, page make up, front page, editorial page, section page, colour pages

Process of Producing a Lab Journal, News letter, Newspaper, Magazine

Reference Books:

- Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
- Harold Evans, Newsmen's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design (*A Five-Volume Manual of English, Typography and Layout*) London: National Council for the Training of Journalists, 1984.

BAMCPaper- XXVI – Print Production

Course Objectives: The course is designed to teach the aesthetics of composition and development of print media. Students will go through the layout designing and basic principles of layout making and visual language.

Course Learning Outcomes:

After the completion of the course, the students:

1. will learn the various tools of layout designing.
2. will be able to work with softwares like quark express, In-design, desktop publishing
3. will be able to work with photoshop.

BAMC_SEMESTER _VI_ Print Production

15-01-2024 to 30-04-2024

Week 1	Designconcept&importance,Basicprinciples oflayoutdesigning
Week 2	Toolsoflayoutdesigning
Week 3	Termsinlayoutplanning: Presslayout,pagelayout,dummy,coverlayout,makeup,4model,
Week 4	Stagesinlayout,Typesoflayout,Principlesofdesign
Week 5	Introductiontopagemakeranditsfeatures
Week 6	Introductiontoquarkexpressandits applications
Week 7	IntroductiontoIn-designandits applications
Week 8	Introductiontophotoshopanditsvariousapplications,DTP
Week 9	Visualimportanceand functions,
Week 10	CategoriesofvisualSelectionandplacementofphotos
Week 11	HoliVacations
Week 12	CategoriesofvisualSelectionandplacementofphotos
Week 13	IntroductionstoPhotoshopanditsvariousapplications
Week 14	Photocropping&captionwriting. Basicprinciplesofphotoediting
Week 15	Newspaperdesigning,designprinciples,Newspaperformat,
Week 16	Revision
	ExamStarts01-05-2024

