

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 14/Sept/2021, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum

A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for the session 2021-22, Academic calendar, as per UGC guidelines.


B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.

C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, in consultation with all teachers of the Department.

D. It was decided that each Department would design its own format; and could follow a blended mode of instruction.

E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.

F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


14/09/21

Co-ordinator
IQAC
Vivekananda College
Kolkata-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No.

Date 21/9/21

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2021- 22.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

tkp
21/9/21

Principal
Vivekananda College
Thakurpukur, Kol-63

Notice

Dt: 24/09/2021

All the teachers of Journalism and Mass Communication Department are requested to attend the departmental meeting for discussion regarding the Add on course to be conducted by the department for the session 2021-22 on 01/10/2021 at 2.45pm.

Ashwari
24/9/21
Head

Department of Journalism & Mass Communication

The teachers of Department of Journalism & Mass Communication have agreed to run a new Add-on-Course for the session 2021-22 which will be a new initiative of the Department. The resolution has been taken in the meeting on 01/10/2021

1. The Add-on-Course will be offered on Ad Film Making, which will be open for Journalism Honours students.
2. Prof. Aakash Shew will be the Course Coordinator and other faculties will support him to run the Add on Course successfully.
3. The course will commence from 13/11/2021 and it will be of 32 hours course.
4. The classes will be conducted on Saturdays 3-5 P.M. by internal teaching faculties and resource persons of the field.
5. The syllabus and curriculum will be taken care of Prof. Aakash Shew.
6. A certificate will be awarded after completion of the course with Grades, duly signed by Course Coordinator and Principal of the College.

The teachers present in the meeting.

Ashwini 1/10/2021

Shreshthi Dhar 1/10/21

Sumana Saha Das

01/10/21

Vivekananda College

Department of Journalism and Mass Communication Course Curriculum for ADD-ON Course on "AD FILM MAKING"

Objective: The paper seeks to provide a platform for students to understand the production process of advertisements films, and in turn enhance their experience of using mass media production tools.

Learning Outcome: Students would be able to comprehend the advertising industry by being familiarized with the fundamentals of the art, style, intention and execution of various needs and approaches. Students would be able to equip themselves with the techniques and practices of Audio-Visual Advertisements Film

Sl. No.	Course Content	Duration
Module 1	Basics concepts of Advertising Basic concepts of Advertising; Advertising Agency Structure and functions of departments	2 Hours
Module 2	Overview of Advertisement Film Historical evolution and key milestones; Importance and impact of advertisement films	2 Hours
Module 3	Understanding the Creative Brief Meaning of Creative brief; Contemporary Ideas of creative brief and its utility; Interpreting client briefs; Identifying target audience and market preferences; Defining objectives and key messages.	3 Hours
Module 4	Pre-production : Research & Planning Concept development, research and planning, stages of pre - production Storyboarding techniques; Scriptwriting essential; Budgeting	4 Hours
Module 5	Filmmaking Equipment and Technology Overview of cameras, lighting, and sound equipment; Understanding different shooting formats and resolutions; Introduction to editing software	2 Hours

Module 6	Directing Techniques Role of a director in advertisement film making; Working with actors and models; Blocking, framing, and composition;	2 Hours
Module 7	Cinematography and Visual Storytelling Lighting techniques for advertisement films; Camera movement and angles ; Color theory and aesthetics; Creating a visually compelling narrative	3 Hours
Module 8	Sound Design and Music Importance of sound in advertisement films; Choosing and integrating music ; Sound effects and voice-overs	2 Hours
Module 9	Post-production and Editing Overview of the editing process: Editing software demonstration; Audio-Visual editing practices	3 Hours
Module 10	Case Studies and Analysis Analyzing successful advertisement films; Learning from both successful and unsuccessful campaigns and Extracting key takeaways for future projects	3 Hours
Module 11	Ethics in Advertisement Film Making Understanding ethical considerations; Balancing creativity with responsibility; Case studies on ethical dilemmas in the industry	2 Hours
Module 12	Final Project and Presentation Students work on a final advertisement film project Presentation and critique session Feedback and improvement suggestions	4 Hours
	TOTAL	32 Hours

Abrar

Course Co-ordinator

ADD-On Course on Ad. Film Making