

Proposed Syllabus 2017

M.A New Media Content Design



Department of New Media Technology

Makhanlal Chaturvedi National University of Journalism and Communication

B-38, Vikas Bhawan, Press Complex, M.P.Nagar, Zone-I,

Bhopal – 462011 website- www.mcu.ac.in

Antsar

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1. Course Objectives

Human world is becoming more and more digital. The nature and functioning of digital media is fundamentally different from traditional media of print and telecasting. Not only the variety is infinite the scope for creativity and innovation is also unprecedented. At no time in the past the humans were so intensely connected. To create, manage and sustain new platforms of media a very large number of resource persons are required who are not only new media technology experts but also have creative skills of language and visuals. This need of human resource need to be handled at college and university levels. M.A New Media Content Design of MCU will fulfill this current and future need.

The course structure and the content are framed such that , MA New Media Content Design will provide an environment for students, to create, deliver and present contents for variety of mediums.

2. Eligibility Criteria

The eligibility for the 2 Year Post Graduate course - MA New Media Content Design is Graduate in ANY subject

3. Modular based Credit structure

The course is designed to be implemented as Modular based Credit structure. Each semester to have 5 modules and last semester is dedicated to do an industry based project work.

In the semester pattern, teaching of the paper or module is completed in 16 weeks, with any or all of the three components Lecture (L), Tutorial (T) and Practical (P).

L: 2 hours / week amounting to 2 credits of learning per semester by a student in a module

T: 2 hours / week amounting to 1 credit of learning per semester by a student in a module

P: 2 hours / week amounting to 1 credit of learning per semester by a student in a module

For example, The distribution of 2 credits for L, 1 credit for T, and 1 credit for P defines the values of 2+1+1 = 4 credits for the paper.

4. Career Opportunities

Social media is going to be one of the largest business and industry in coming years and this business will be free of national boundaries. All www and mobile based business will grab this trained human resource. But the young boys and girls who pass this course will also be ready to create their own profit systems and service agencies. In this manner they will create jobs also. This course can also be seen as a step towards achieving the national mission of Skilled India. More important is that this course provides a lifelong opportunity to youngsters to fulfill their creative and innovative urges.



Sem.	CORE COURSES (CC) Compulsory (6 Credits Each)	Elective (Soft Core) & communication (6 Credits)	Open Elective (3 Credits Each)	Total Credits
1	1. Introduction to Interpreting Media 2. Introduction to contextual Information 3. Content Production	1. Introduction to Media and Language	1. Challenges and opportunities of Media 2. Content Aggregation, Ethics and Practice 3. Gamification through Content 4. Video game design	27
2	4. Editing of Media 5. Visual content design for media 6. Elements of Design	2. Psychology and Media		27
3	7. Layout Design 8. Multipatform publishing for different Media 9. Virality and Monetization of Different Platforms and Media	3. Publishing on Social Media		27
4	10. Project Work 11. Project Portfolio Management 12. Data Visualisation and Analysis	5. Internet of things		27
TOTAL CREDITS				108




SEMESTER -1

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours				Marks		
				L	T	P	Th.	P	IA	Total
1MA(NMCD)1	Introduction to interpreting New media	4936	6	5	1	0	80	-	20	100
1MA(NMCD)2	Introduction to contextual Information	4937	6	5	1	0	80	-	20	100
1MA(NMCD)3	Content Production	4938	6	4	0	4	50	30	20	100
1MA(NMCD)4	Introduction to media and language	4939	6	5	0	1	50	30	20	100
1MA(NMCD)5	OE	Select any one subject From open elective								

SEMESTER -2

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours				Marks		
				L	T	P	Th.	P	IA	Total
2MA(NMCD)1	Editing of media	4944	6	4	0	4	50	30	20	100
2MA(NMCD)2	Visual content design for new media	4945	6	4	1	2	50	30	20	100
2MA(NMCD)3	Elements of Design	4946	6	5	1	0	80	-	20	100
2MA(NMCD)4	Psychology and media	4947	6	5	1	0	80	-	20	100
2MA(NMCD)5	OE	Select any one subject From open elective								

SEMESTER -3

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours						Marks		
				L	T	P	Th.	P	IA	Total		
3MA(NMCD)1	Layout Design	4948	6	4	1	2	50	30	20	100		
3MA(NMCD)2	Multipiatform publishing for different media	4949	6	4	1	2	50	30	20	100		
3MA(NMCD)3	Viralilty and Monetization of different platforms and media	4950	6	5	1	0	80	-	20	100		
3MA(NMCD)4	Publishing on Social Media	4951	6	4	1	2	50	30	20	100		
3MA(NMCD)5	OE	Select any one subject From open elective										

SEMESTER -4

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours				Marks			
				L	T	P	Th.	P	IA	Total	
4MA(NMCD)1	Project work	4952	6	-	3	6	-	80	20	100	
4MA(NMCD)2	Project Portfolio Management	4953	6	-	3	6	-	80	20	100	
4MA(NMCD)3	Data Visulation and Analysis	4954	6	5	1	0	80	-	20	100	
4MA(NMCD)4	Internet of things	4955	6	4	1	2	50	30	20	100	
4MA(NMCD)5	OE	Select any one subject From open elective									

Open Elective (Any One in each Semester)

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
MA(NMCD)5	Challenges and opportunities of New media	4940	3	3	0	0	40	-	10	50
MA(NMCD)5	Content aggregation, ethics and practice	4941	3	2	1	0	40	-	10	50
MA(NMCD)5	Gamification through content	4942	3	2	1	0	40	-	10	50
MA(NMCD)5	Video Game Design	4943	3	2	1	0	40	-	10	50

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Course	Subject	Marks			Credits
1MA(NMCD)	Introduction to interpreting New Media	T	P	I	6
		80	-	20	
Objective					
• Knowledge about New Media • Understanding Information for New Media • To understand the basics concepts related to new media					
UNIT 1:Introducing different media					
• Introduction to multiple media platforms • Concepts and evolution of Print media • Concepts and trends of Radio • Concepts, format, and transformation of Television • Basic Concepts, format, tools and trends of internet based media					
UNIT 2:Understanding New Media					
• Basics of CrossplatformMedia content creation • Levels of Crossplatform Media content • Interpretation and analysis of cross media content • Approach to the theories and concepts associated to cross media content • Multi Platform and Convergence					
UNIT 3:Representation of information					
• Information in different mediums • Format and storage of information • Information Visualization • Content based modeling					
UNIT 4:Understanding media as extension					
• Spoken word and written word • Print , comics • Photograph, movies • Radio, Television • Automation					
UNIT 5:Case Studies					

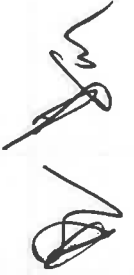


• Newspaper, Magazine • Radio • Television • Internet based media	
Assignment	
• Writing content for various media. • Any assignment given by the concerned faculty	
<u>Text and Reference books</u> 1. The language of New Media, Lev Manovich, MIT Publications ISBN: 9780262133746 2. Handbook of New Media: Social Shaping and Consequences of ICTs, LA Lievrouw, S. Livingstone, , Sage 2002, ISBN: 9781412918732 3. New Media: A Critical introduction, Martin Lister, , Routledge, 2009,ISBN-10: 0415223784 4. New Media: An Introduction, Flew, Terry, Oxford Higher Education, 3rd, 2007,2007 ISBN-10: 0195551494	




Course	Subject	Marks			Credits
1MA(NMCD)	Introduction to Contextual Information	T	P	I	
		80	-	20	6
Objective - Knowledge of Contextual Information - Introduction to Smart Devices - To learn about various digital devices and their application					
UNIT 1:Nature of Context - What is information? - What is Contextual information? - Nature of contextual Information - Way of collecting information : Technologies/methodologies - Significance of such Information					
UNIT 2:Introduction to smart devices - Why Smart? - Characteristics of smart devices - Mobile Devices - Network Devices - Digital Devices - Human Computer interface Interaction - Context aware Devices					
UNIT 3:Utilizing smart services - Smart Homes/Environments - Smart Devices and Services - Smart service model - Information Appliances versus Smart Devices					
UNIT 4:Utilizing smart services - Smart devices with sensors, interactive I/O, User Interface - Teaching/Learning with Smart Phones - Smart services to automate business - Create a smart TV activity					
UNIT 5:Case studies - Google Maps - Google glasses					

• Smart homes • Self driving cars • Virtual Reality Consumer Products
Assignment • Practical assignment related to latest technologies used for smart devices • Creating a smart TV activity • Case study on any current issue related to smart devices
Text and Reference books 1. An Introduction to Multimedia, John Villamil- Casanova, Louis Molina. ISBN 1575765578 / ISBN 9781575765570. 2. Designing Interactive Multimedia Systems, Mohammad Dastbaz. ISBN: 9780077098636 3. Multimedia Networking, Bohdan O. Szuprowicz. ISBN-978-0070631083




Course	Subject		Marks			Credits
1MA(NMCD)	Content Production		T	P	I	6
			50	30	20	
Objective						
• Introduction to Content Creation • Overview and exposure to content production						
UNIT 1: Understanding Content production for Media						
• Content Creation for different mediums • Stages of script Development and Describing: Sight, Sound and Innovations • Basics of Newspaper production, television and film production, radio production • Digital media content production						
UNIT 2: Context affecting content on different mediums						
• Media Content and effects • Analyzing the patterns of Media Content • Social science context • Focus on the individual, audience and effects • Process and trends						
UNIT 3: Influences of content						
• Hierarchy of influence model • Levels of influence • Influence on individual, routines, organization • Influence on extra-media (institutional) • Influence on ideological (socio-cultural)						
UNIT 4: Learning camera techniques						
• Introduction to camera and its techniques • Basic principles • Framing/shot length • Camera angles and movement • Lighting techniques and special effects						
UNIT 5: 3D printing & printing techniques						
• 3D printing basics • 3D printing technology • 3D printing processes • 3D printing applications						



Assignments

- Design content to display for different platforms
- Writing articles for blog and websites

Text and Reference books

1. Android Studio New Media Fundamentals Content Production of Digital Audio/Video, Illustration and 3D Animation Authors:
Jackson, Wallace



Course	Subject	Marks			Credits
1MA(NMCD)	Introduction to Media and Languages	T	P	I	6
		50	30	20	
Objective					
• Definition and concepts of Media, Language and Society • To learn the language for various new media platforms					
UNIT 1:Understanding Media					
• Concept of media • Hot and Cold Media • Media as an Extension to man: Discussion • How media Effects us: case studies					
UNIT 2:Evolution of media towards new media					
• Evolution of Media : Examples • Need for evolution of Media : Case studies • Affects of evolution • Properties of New Media : Manipulated, Networkable, Dense, compressible and Interactive • Cyber Culture : Social Phenomenon associated with New Media					
UNIT 3:New media theory					
• Historical Foundation of New Media - What is Technology? • What is "New" about New Media - Digitization, remediation and convergence • Theories of Media Technology - Technological Determinism, Social Construction of Technology, Social and Technical Affordances, Diffusion of Innovation					
UNIT 4:New media Society					
• Information Society • Network Society • Networked Individualism • Social Networks					
UNIT 5:Evolution of language					
• Need and Origin • Development of a language • Documentation of languages : Scripts • Iconography					

Assignment

- Writing articles on new media platforms.
- Case study on any current issue describing the impact of media on society

Text and Reference books

1. Media Studies: An Introduction 1st Edition by Robert Kolker(Author)

Open Elective										
Select any one subject from open elective Refer Page No 47 . for detail syllabus										
Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
MA(NMCD)5	Challenges and opportunities of New media	4940	3	3	0	0	40	-	10	50
MA(NMCD)5	Content aggregation, ethics and practice	4941	3	2	1	0	40	-	10	50
MA(NMCD)5	Gamification through content	4942	3	2	1	0	40	-	10	50
MA(NMCD)5	Video Game Design	4943	3	2	1	0	40	-	10	50

Course	Subject	Marks			Credits
2MA(NMCD)	Editing of Media	T	P	I	6
		50	30	20	
Objective					
- To understand different Editing Techniques - To understand Editing Techniques for different Media Platforms - To get an overview of different Editing Software's					
UNIT 1:Text editing translations and transliteration practices					
- Basic of word Processing text standards, Font and points - Text editors Open source Vs Proprietary Text format - Text translations- Multilingual and bilingual - Transliteration - case study - Introduction to translation software(Online Vs Offline)					
UNIT 2:Audio editing using Adobe Sound booth					
- Basics of Sound: Characteristics, Nature & elements - Introduction to digital audio and Audio editing - Adobe sound booth : Interface and tools - Audio recording and editing - Standard Audio formats					
UNIT 3:Video editing using Adobe premiere pro and after effects					
- Basics of Video editing :Linear and Non-linear editing - Adobe premiere pro : Interface and Tools and Editing - Adobe After effects: Interface, Tools and Editing - Standard video format import and export					
UNIT 4:2D Animation using Adobe Flash					
- Introduction to Animation : 2D Vs 3D, Character animation - Adobe Flash : Interface and Tools - Creating 2D Animation, effect - Standard Animation format import and export					
UNIT 5:3D Animation using Maya/Max					



• Basics of 3D Animation using Maya and 3D MAX • Maya : Interface, Tools and character designing • Maya : Material, Texturing, Light, camera, Animation, Rigging, Render and Standard format • 3D MAX : Interface, Tools and Model designing • 3D MAX : Material, Texturing, Light, camera, Animation, Rigging, Render and Standard format
Assignments • Create a project proposal for production of a Video/Animation film. • Other assignment given by the concerned faculty
Text and Reference books 1. Magazine EditingContributors:John MorrishPublisher:Routledge, 1996Subjects: Journalism--Editing 2. Selected Takes: Film Editors on EditingContributors:Vincent LoBruttoPublisher:Praeger Publishers, 1991Subjects: Motion Pictures--Editing



Course	Subject	Marks			Credits
		T	P	I	
2MA(NMCD)	Visual Content Design for New Media	50	30	20	6
Objective					
Overview and exposure to Visual Content Design for New Media					
UNIT 1:Representation of content on different mediums					
- Basics of visual contents - Visual storytelling, structure ,story building - Introduction to aesthetics (Indian and western) - Visual contents and media formats for mobile , tablets ,desktop, smart devices(smart watch)					
UNIT 2:Web design					
- Principles of web content composition - Symmetrical and asymmetrical layout - Content visualization for dynamic and interactive media - Evaluation factors and impact of web design					
UNIT 3:Mobile design					
- Principles of mobile content composition - Structure and display of information - Info graphics for mobile - Evaluation factors and impact of mobile content					
UNIT 4:Design for traditional mediums					
- Visual content structure for print and Television - Creating storyboard - Information visualization and interpretation - Evaluation factors and impact of content in traditional mediums					
UNIT 5:Introduction to user interface and user experience design					
- Interface design for different platforms - human factors in interaction design - Interface design and detailing - Trends in interactive technology					
(The above topics are based on group discussions in class room)					
Assignments					
- Writing articles for blogs and websites - Writing promotional posts and tweets for Facebook and Twitter					

- Writing product review with visuals and graphics for new media
- Create an interactive ad for Web medium.
- Create an interactive ad for Mobile.
- Create an ad for Print/ TV
- Other assignment given by the concerned faculty

Text and Reference books

1. Los Logos7, Gestalten, ISBN: 978-3-89955-546-2
2. The Elements of Graphic Design, Alex W. White, ISBN-10: 1581157622
3. Typography Workbook (English), Samara Timothy, Rockport Publications, ISBN-13: 978-1592533015
4. Package Design Workbook- The Art and Science of Successful Packaging, Steven DuPuis, John Silva, ISBN-10: 1592537081
5. Art and print production N.N.Sarkar, ISBN-13: 978-0195692242.



Course	Subject	Marks			Credits
		T	P	I	
2MA(NMCD)	Elements of Design	80	-	20	6
Objective					
Fundamentals and principles of design					
UNIT 1:Fundamental elements of design					
- Basics of design - Elements of design - Two and three dimensional form - Examples of design - Creativity and design process					
UNIT 2:Principles of design					
- Importance of design - Use of vocabulary in design - Syntax in design - Basic approaches in creating a design					
UNIT 3:Basics of graphic design					
- Principles of Graphic Design - Drawing and sketching - Colour models/schemes - Using Typography - Introduction to Calligraphy					
UNIT 4:Basics of multimedia design					
- Understanding multimedia elements - Visual design fundamentals - Digital imaging fundamentals - Instructional design for multimedia - Concept development for social media					
UNIT 5:Applications of Design					
- Role of a graphic designer - Aesthetics in design - Problem solving and design process - Colour theory - Product design process					




• Creating portfolio
Text and Reference books 1. The Elements of Design - Thames & Hudson 2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships (Design Briefs) by Gail Greet Hannah




Course	Subject	Marks			Credits
		T	P	I	
2MA(NMCD)	Psychology And Media	80	-	20	6
Objective					
Understanding Psychology for New Media Production					
UNIT 1:Colour psychology					
- Basic and functions of Colour - Colour Vision - Our responses to Colour - Colour combination and reproduction of Colour - Case study-hot and cool colors					
UNIT 2:Ergonomics					
- Basic of ergonomics - Domain of specialization in ergonomics - Product ergonomics and visual ergonomics - Case study of ergonomics (pen/glasses/chair/pamphlets/advertisement)					
UNIT 3:Fonts					
- Origin of the symbol - Features of symbol - Design of the symbol - Font dimensions and pattern - case study -Indian rupee symbol					
UNIT 4:Visual design					
- Telecommunication case study (serials,news,documentary and animated movies) - Mobile case study (E-App, Msg. App, Smart alerts) - SMS, MMS, visual symbol for mobile App - Creativity use for visual design - case study – TV & Mobile					
UNIT 5:Visual design Application					

- E-Governance
- E- Commerce
- M(mobile) Commerce
- Social media sites
- case study – Web design

Text and Reference books

1. Reading Images: The Grammar of Visual Design, Kress, G and VSanLeeuwen, T., Routledge, London. ISBN-13: 978-0415319157.
2. The language of New Media, Lev Manovich, MIT publications, ISBN: 9780262133746
3. Media, Messages & Language: The World as Your Classroom, Eric McLuhan, Kathryn Hutcheon, and Marshall McLuhan, ISBN-13: 978-0844252476.
4. Writing for New Media: The Essential Guide to Writing for Interactive Media, CD-ROMs, and the Web (Wiley Books for Writers Series) 1st Edition Andrew Bonime, Ken C. Pohlmann, ISBN-13: 978-0471170303.

Open Elective

Select any one subject from open elective
Refer Page No . for detail syllabus

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours				Marks			
				L	T	P	Th.	P	IA	Total	
MA(NMCD)5	Challenges and opportunities of New media	4940	3	3	0	0	40	-	10	50	
MA(NMCD)5	Content aggregation, ethics and practice	4941	3	2	1	0	40	-	10	50	
MA(NMCD)5	Gamification through content	4942	3	2	1	0	40	-	10	50	
MA(NMCD)5	Video Game Design	4943	3	2	1	0	40	-	10	50	

Course	Subject	Marks				Credits
3MA(NMCD)	Layout Design	T	P	I		6
		50	30	20		
Objective						
- Understanding Layout and Design - Understanding Color and Typography						
UNIT 1:Design basics						
- Design concepts - Idea, Thumbnails, dummy, master - Terminology, Emphasis - Fonts						
UNIT 2:Elements of Design						
- Point, Line , Form, shape, Space - Balance, Rhythm, Unity, Proportion, color - Pattern, Texture, Contrast, Proximity - Alignment, Repetition, Negative Space (White Space), print, digital & ubiquitous devices - Coherence, Flow (Eye movement)						
UNIT 3:Typography						
- Basic Typographic Rules for print, digital and cross media - Type setting - Fonts-Type and size - Space management - Encoding – ASCII ,Unicode						
UNIT 4:Using Color						
- Defining and Applying Color - Color Models - Color theory - Use of Colors - Significance of color in design						
UNIT 5:Orientation to Page Layout software for print and Digital and AV.						
Working with Text and images						

• First lead news, Multiple lead news • InDesign basics • Final Cut Pro • Layout for video- After effects
Assignment • Create a Poster on Elements of Design • Create a print ad using Typography and Colors
Text and Reference books 1. Web Content Management by Deane Barker 2. Layout Design Paperback – 11 Aug 2014 by Dopress Books

Course	Subject	Marks			Credits
3MA(NMCD)	Multipatform Publishing for different media	T	P	I	6
		50	30	20	
Objective					
Knowledge of Multiform publishing					
UNIT 1:Introduction					
- Basics of platforms - Principles of multiplatform - Meaning and Feature of cross platform (web,phone) - Integration services (API, embedding of media) - Multipatform providers					
UNIT 2:Digital publishing					
- Growth and Methods of content publishing - Multi channel consumers - Combining technology for different Media - Manage and change of digital content					
UNIT 3:Content publishing					
- Contents Model and work flow - Intelligent content publishing platform with Modern content CMS - Integrated content customization - Intelligent Content creation					
UNIT 4:Multipatform Categories					
- Framework for multiplatform - Multipatform categories – apps, website, browser - Web apps- Develop tool and technique - Mobile apps- Develop tools (Adobe digital publishing suite) - Cost of multiplatform					
UNIT 5:Case study					
- New online platforms - Multipatform future - Open source publishing - Ingentadrive- Case study					




E-book content – Case study
Assignment Creating project proposal for publishing content to Multiplatform for Social Media
Text and Reference books 1. The Multiplatform Publishing Strategy Handbook (Free Download): http://www.mequoda.com/free-reports/multiplatform-publishing/, Mequoda Handbooks 2. Intelligent Content: A Primer ₹ 1722/-, Ann Rockley, Charles Cooper, Scott Abel

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Course	Subject	Marks			Credits
3MA(NMCD)	Virality and Monetization of Different Platforms and Media	T	P	I	6
		80	-	20	
Objective Understanding Virality and Monetization of Different Platforms and Media					
UNIT 1:Introduction to Virality - Definition of virality - What makes content Viral? - Features of virality - Key assignment - Identify a Viral News beyond Social Media					
UNIT 2:Virality platform - What is viral Marketing? - Social Media platforms in context to viral Marketing - Pros & Cons of Virality - Sensitization of viral content					
UNIT 3:Monetization - What is monetization? - Different monetization models - Print, Games, Digital & Social Media and Video Content. - Basics of successful monetization strategy - Monetization models that go wrong					
UNIT 4:Hands on with Monetization - Freemium and premium strategy - Concept of pay per click, impressions & views - Monetization agreements - Monetization in India					
UNIT 5:Monetization & Viral Content: Legal & Ethics - Viral content - Legal & ethics - Monetization - Legal & ethics - Case study – You Tube - Case study - face book					
Assignment - Creation of Trolls & Meme, Publishing them on Social Media - Advance effects of social Monetization – Creating a Presentation					



Text and Reference books

1. Building the Digital Enterprise: A Guide to Constructing Monetization Models Using Digital Technologies, Palgrave Macmillan, 2015 edition, ISBN-10: 1137477709, ISBN-13: 978-1137477705
2. Viral Loop, Hodder & Stoughton, 2010 ISBN-10: 0340918691, ISBN-13: 978-0340918692



Course	Subject	Marks			Credits
3MA(NMCD)	Publishing on Social Media	T	P	I	6
		50	30	20	
Objective					
Understanding The social media publishing tool ,online publishing and promotions					
UNIT 1:Principles of Social Media					
- Need and origin of social media - Principles of multiplatform social media - Features of social media - Understanding of Social media issues					
UNIT 2:Social media publishing tools					
- Introduction of publishing tools - Types of publishing tools - Use of publishing tools - Controlling and increasing social media traffic (using effective keywords)					
UNIT 3:					
Social media content publishing					
- Collaboration, crowd sourcing - Monitoring social media - Social media analytics - Feedback strategies					
UNIT 4:Publishing for marketing & promotion					
- Concept of marketing and promotion - Promoting cross-owned, earned and paid media - Promoting tweets , facebook Ads, instagram, whatsapp - Content promotion on blogs					
UNIT 5:Forms of social media publishing					
- Websites, newsrooms - Forums, chatrooms, FAQs, social book marking - Social media websites, instant message services					




memes, trolls, Wiki
Assignment - E Book: Creation of a 6 page e-book. - Article: Creation of a 2 page article for blog and Social Media. - Ad Making: Creation of a Ad for Blog, Micro Blog, Social Media Website & Instant Chat App.
Text and Reference books - PRACTICAL RESEARCH METHODS FOR MEDIA AND CULTURAL STUDIES: Making People Count : 2006, Máire Messenger Davies and Nick Mosdell - Understanding New Media: Augmented Knowledge and Culture : 2006, Kim H. Veltman - The Internet: An Introduction to New Media : 2010, Lelia Green - Handbook of new media : social shaping and social consequences of ICTs Updated student ed.: London: 2006, Leah A. Lievrouw& Sonia Livingstone

Open Elective									
Select any one subject from open elective Refer Page No 47. for detail syllabus									
Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours				Marks	
				L	T	P	Th.	P	IA Total
MA(NMCD)5	Challenges and opportunities of New media	4940	3	3	0	0	40	-	10 50
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MA(NMCD)5	Gamification through content	4942	3	2	1	0	40	-	10 50
MA(NMCD)5	Video Game Design	4943	3	2	1	0	40	-	10 50

Course	Subject	Marks			Credits
4MA(NMCD)	Project work	T	P	I	6
		-	80	20	

Guidelines for submission of M.A. (NMCD) Project

All the candidates of M.A. (NMCD) are required to do a project as part of their curriculum and submit a project report based on the work done by him/her during the project period.

THE GUIDE

The Guide for M.A. (NMCD) will be a faculty in New Media Technology with 3 years teaching experience.

PROJECT TIME / MAN-HOURS

- The M.A (NMCD) Projects would be approximately 450 man-hours (in a span of 5 months) and carries a total of marks (80 Pr + 20 IA)
- Project work should be based on topics in syllabus to identified situations.
- Number of students in a project group will be one only for MA (NMCD).
- Synopsis of the project work should be submitted within the first 15 days of the duration.
- Project report should be submitted 10 days before the final exam for evaluation.



PROJECT DEVELOPMENT:

The project work shall be evaluated on two different parameters.

- I. The Product
- II. The Process

I. The Product

The final product developed during the project work should meet the following minimum criteria as mentioned below.

1. The product developed should have a meaningful Concept implementing an idea with meaningful commentary
2. A project report in the specified format

II. The Process

The process shall be evaluated in the following areas:

1. Application of Production pipeline (Preproduction, Production, Postproduction)
2. Clarity in Need Identification/objectives (Converting this into Idea)
3. Idea - how to implement/Evidence for each idea like text, image, sound/ minimum platform required to implement the same
4. Design and Development - looking to the idea, storyboard/communication strategy , pedagogy, aesthetics/ Quality of Presentation of each piece of evidence Format , Technical Quality, Readability, Software used/ Data management
5. Validation
6. Ability to defend the ideas through questioning and Viva

Sample Topics for project work

1. Website design and Development
2. Game design and Development
3. Advertising and marketing
4. Mobile and tablet interface design
5. User experience design and planning

- 6. Graphic design
- 7. 3D Modeling and Animation for design

Project Evaluation Guidelines.

A.)To be done by the Internal Examiner : (20 marks)

The evaluation of Project will be done on the basis of following heads:

Synopsis/Internal Assessment	-	20% of total marks.
Product	-	30% of total marks.
Process and its in-process documentation	-	30% of total marks.
Final Project report and presentation	-	20% of total marks.

B.)To be done by External Examiner : (80 marks)

The evaluation of Project will be done on the basis of following heads:

Product	-	30% of total marks.
Process	-	20% of total marks.
Project report	-	20% of total marks.
Comprehensive Viva	-	30% of total marks.

SYNOPSIS

All students must submit a synopsis separately with the project report. Synopsis preferably should be of about 3-4 pages. The content should be as brief enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Objective and scope of the Project
- Process Description
- Hardware & Software to be used
- What contribution would the project make?
- Target Audience.

TOPIC OF THE PROJECT- This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

OBJECTIVE AND SCOPE: This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

PROCESS DESCRIPTION: The process of the whole content designing/development proposed, to be developed, should be mentioned in brief.

RESOURCES AND LIMITATIONS: The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

CONCLUSION: The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

The following suggested guidelines must be followed in preparing the Final project Report:

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms

➤ Top margin 2.54 cms

➤ Bottom margin 2.54 cms

➤ Page numbers - All text pages should be numbered at the bottom center of the pages.

Normal Body Text: Font Size: 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

Paragraph Heading Font Size: 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

Chapter Heading Font Size: 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

Coding Font size: 10, Courier New, Normal

Submission of Project Report to the University : The student will submit his/her project report in the prescribed format. The Project Report should include:

- One copy of the synopsis//abstract.
- Two hard Copy of the Project Report.
- Soft copy of the final product on CD in a thick envelope pasted inside of the back cover of the project report.
- The Project Report may be of maximum 100 pages

FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT

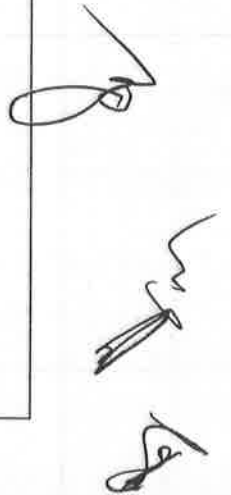
1. Cover Page as per format
2. Acknowledgement
3. Certificate of the project guide/Centre Manager as at Annexure III
4. Certificate of the Company/Organization
5. Synopsis of the Project

6. Main Report

- Objective & Scope of the Project
- Details of Hardware & Software used
- Production pipeline
- Product Validation
- Cost and benefit Analysis
- Conclusion

Annexure:

1. Brief background of the organization where the student has developed the project.
2. References

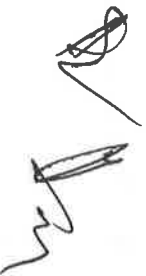
Handwritten signatures and initials in the bottom right corner of the page.

CERTIFICATE

This is to certify that this project entitled " xxxxxxxxxxxxxxxxxxxxxxxxxx xxx" submitted under partial fulfillment of the degree of MA(New Media Content Design) to the MakhanlalChaturvedi National University of Journalism and Communication, Bhopal, done by Mr./Ms. _____, Roll No. _____ is a project work carried out by him/her at _____ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Signature of the Guide



Title of the report

(Times New Roman, Italic, Font size = 24)

Submitted under partial fulfillment of the requirements
for the award of the degree of M.A. in New Media Content Design
(Bookman Old Style, 16 point, centre)

University Logo

Guide
(Guide Name)

Submitted by:
(Student's name)

Roll No.:

MakhanlalChaturvedi National University
of Journalism and Communication, Bhopal,

SELF CERTIFICATE

This is to certify that the project report entitled " _____ " is done by me is
an authentic work carried out for the partial fulfillment of the requirements for the award of the degree of MA in New Media Content
Design under the guidance of _____. The matter embodied in this project work has not been
submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student
Name of the Student

Roll No.

Study Centre Name



ACKNOWLEDGEMENTS

In the "Acknowledgement" page, the writer recognizes his indebtedness for guidance and assistance of the project advisor and other members of the faculty. Courtesy demands that he also recognize specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

References

1. D.L. Carney, J.I. Cochrane, "The SESS Switching System: Architectural Overview," AT&T Technical Journal, vol. 64 , no. 6 , July-August 1985, pp. 1339-1356.
2. A. Stevens, C++ Database Development, MIS Press, New York, 1992, p. 34.
3. J. Martin, Computer Data-base Organization, Prentice-Hall, Englewood Cliffs, NJ, 1977, p. 53.
4. [www. Ibm.com/in](http://www.Ibm.com/in)
5. www.intel.com/india9

Binding & Color code of the Report

MA (NMCD)

Hard Bound Report

Background of the cover page -Blue

Letters in spark



Course	Subject	Marks			Credits
		T	P	I	
4MA(NMCD)	Project Portfolio Management	-	80	20	6




Course	Subject	Marks			Credits
4MA(NMCD)	Data Visualization and Analysis	T	P	I	6
		80	-	20	
Objective - To familiarize a student with techniques used to communicate data - To understand information by encoding it as visual objects contained in graphics					
UNIT 1: - Basics of Data Visualization – Definition, Purpose, Usage - Classifications of Visualizations - Data Visualization Vs Infographics - Exploration Vs Explanation, Informative Vs Persuasive Vs Visual Art - Data visual forms - Sketching and Processing - Analyze Website visitor data example					
UNIT 2: - Stages of visualizing data - acquire, parse, filter, mine, represent, refine, and interact - Examine Data, Relationship between variables - Data Organization - Linear, Tabular, Hierarchical, Networked, Geographical, others - Need to be communicated - Checklist for Data visualization					
UNIT 3: - Data Visualization patterns - Independent quantities - Bar chart - Continuous quantities - Line graphs, stacked area charts - Proportions - Pie charts, Ring charts - Correlations - Scatter plots, Bubble charts - Hierarchies - Tree diagram - Networks - Diagram maps - Cartographic - Maps					

- Flows - Sankey diagram
- Combined visual pattern

UNIT 4:

- Revealing the data
- Design of individual elements
- Preattentive variables
- Information Aesthetics
- Data visualization tools

UNIT 5:

- Data analysis
- Data management
- Data transformations
- Statistical analysis
- Data mining
- Machine learning.

Text and Reference books

1. Visualizing Data - Exploring and Explaining Data with the Processing Environment, Ben Fry, O'Reilly Media, 20072. Designing Data Visualizations - Intentional Communication from Data to Display, Noah Iliinsky, Julie Steele O'Reilly Media, 2011
2. Visualization Analysis and Design, Tamara Munzner. A K Peters Visualization Series, CRC Press, 2014.



Course	Subject	Marks				Credits
4MANMCD	Internet of Things(IOT)	T	P	I		6
		50	30	20		
Objective • Understanding IOT • To learn IOT models • Understand potentials and key issues of IOT						
UNIT 1:Understanding IoT • IoT and Time for Convergence • Network connectivity • Computer capability • Sensors • Connectable devices • Definitions, Similar concepts • Origins and Applications						
UNIT 2:IoT Communication Models • Device-to-Device, • Device-to-Cloud, • Device-to-Gateway, • Back-End Data-Sharing						
UNIT 3:Potentials of IoT • Common interaction with the Internet • Passive engagement with connected objects • Active engagement with content						
UNIT 4:Keyissues in IoT • Security • Privacy • Interoperability and standards • Legal, regulatory, and rights • Emerging economies and development						
UNIT 5:Practices of IoT • IoT Strategic Research and Innovation Directions						

- IoT Applications
- Internet of Things related Future Internet Technologies

Text and Reference books

1. Getting Started with the Internet of Things: Connecting Sensors and Microcontrollers to the Cloud (Make: Projects) [Kindle Edition] by CunoPfister
2. Designing the Internet of Things (Nov 2013) by Adrian McEwen & Hakim Cassimally
3. Internet of Things: A Hands-on Approach (1 Jul 2015) by ArsheepBahga & Vijay Madiseti
4. The Internet of Things (The MIT Press Essential Knowledge series) [Kindle Edition] by Samuel Greengard
5. Development Best Practices for the Internet of Things by Vincent Zimmer
6. Getting Started with Netduino: Open Source Electronics Projects with .NET by Chris Walker
7. Designing the Internet of Things by Adrian McEwen
8. Internet of Things with Arduino: Build Internet of Things Projects With the Arduino Platform [Kindle Edition] by Marco Schwartz
9. Internet of Things with the ESP8266: Create Exciting Internet of Things Projects Using the ESP8266 WiFi Chip by Marco Schwartz
10. Enabling Things to Talk - Designing IoT solutions with the IoT Architectural Reference Model Editors: Alessandro Bassi, Martin Bauer, Martin Fiedler, Thorsten Kramp, Rob van Kranenburg, Sebastian Lange, Stefan Meissner (open access springer)
11. Internet of Things: Converging Technologies for Smart Environments and Integrated Ecosystems (River Publishers' Series in Information Science and Technology) (1 Jun 2013) Editors OvidiuVermesan & Peter Friess
12. Internet of Things: A Hands-On Approach , 2015, ArsheepBahga and Vijay Madiseti
13. The Internet of Things (Essential Knowledge) 2015, SamuelGreengard

Web resources:

<http://www.buildinginternetofthings.com/>
<http://postscapes.com/internet-of-things-books>
<http://www.internet-of-things-book.com/>
https://www.fer.unizg.hr/download/repository/iot_comic_book%5B1%5D.pdf

Handwritten signatures and initials in the left margin, including a checkmark and several stylized names.

Open Elective

Select any one subject from open elective
Refer Page No 47. for detail syllabus

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
MA(NMCD)5	Challenges and opportunities of New media	4940	3	3	0	0	40	-	10	50
MA(NMCD)5	Content aggregation, ethics and practice	4941	3	2	1	0	40	-	10	50
MA(NMCD)5	Gamification through content	4942	3	2	1	0	40	-	10	50
MA(NMCD)5	Video Game Design	4943	3	2	1	0	40	-	10	50

Course	Subject	Marks			Credits
MA(NMCD)	Challenges and Opportunities of New Media	T	P	I	3
		40	-	10	
Objective • Providing knowledge of different New Media Opportunities • To understand the scope of new media and the future challenges					
UNIT 1:Introduction • Media convergence and the transformed media environment • Media Convergence: Networked Digital Media in Everyday Life • Increased access to high-speed broadband internet • Digitisation of media products and services					
UNIT 2:Case studies - Medical Services over smart phones(PRACTO) • Convergence of media platforms and services • Globalisation of media platforms, content and services • Case studies - Medical Services over smart phones(PRACTO)					
UNIT 3 Activity • Activity- Setting up scenario to propose a smart solution for Indian Railways • Blurring of public/private and age-based distinctions					
UNIT 4:Case studies • Acceleration of innovation • Rise of user-created content • Greater media user empowerment • Case studies- smart devices for lifestyle					



UNIT 5:Activity	
•	Activity - Building smart prototypes (play lab)
Assignment	
•	Case study MOOCs
•	Any assignment given by the concern faculty
<u>Text and Reference books</u>	
1.	New Media By Nicholas Gane; David BeerBerg, 2008
2.	Understanding New Media: Augmented Knowledge and Culture By Kim H. VeltmanUniversity of Calgary Press, 2006




Course	Subject	Marks			Credits
MA(NMCD)	Content Aggregation, Ethics and Practices	T	P	I	3
		40	-	10	
Objective					
To teach basic elements of Content Aggregation and Ethics					
UNIT 1:Content aggregation- 1					
- Definition of Content Curation, Content Aggregation and Content Creation - Content Curation Vs Content Aggregation - Types of aggregators - Content aggregation tools & examples					
UNIT 2:Content aggregation- 2					
- Benefits of content aggregation - Content aggregation challenges - Content aggregation features - Content management system - Content curation tools & platforms					
UNIT 3:Media ethics for different medium- 1					
- Ethics of journalism & mass communication - Contexts of media ethics - Issues in media ethics & laws - Codes and guidelines of media ethics					
UNIT 4:Media ethics for different medium- 2					
- Introduction to media laws - Copyright and IPR act - Right to information act - Information technology act - Creative commons and fair use					

UNIT 5:Case Studies

- Case study- Social media content aggregation
- Activity- classroom production on current events

Assignment

1. Case study of any current ethical issue
2. Making a report on ethical problems

Text and Reference books

1. Web Content Management by Deane Barker
2. E-STEM: Comparing Aggregator and Publisher E-Book Platforms Tara Tobin Cataldo

Course	Subject	Marks			Credits
MA(NMCD)	Gamification through Content	T	P	I	3
		40	-	10	
Objective					
Knowledge of Game Design and Applications					
UNIT 1:Introduction to Gamification					
• Understanding Gamification • Principles of Game Design • Anatomy of Game Design • Techniques, Categories and Applications					
UNIT 2:Elements of Game					
• Formal elements of Game • Story, Model and Structure • Perspective, Entertainment and Interaction • Image, Audio and video, Simulation					
UNIT 3:Game Machines and Dimension					
• Introduction of Game Machine, Type of Game Machines • The Dimensions of a Game World, Progress mechanics • Narrative, Player control, Immediate feedback • Opportunities for collaborative problem solving • Scaffold learning with increasing challenges, • Opportunities for mastery, and leveling up, Social connection, Fun, Challenges.					
UNIT 4:Gamification Process and Game Play					
• Gamification Content Process, • Implicit Vs Explicit Gamification, • Creating the User Experience • Game play Worksheet and Language,					



• Gamification Community • Case Study: Human Interaction, User Interface UNIT 5: Gamification Market and Law • Gamification of marketing: Use Cases • Gamification law and Consumer protection • Gamification market effects
Assignment: 1. Create game element 2. Case Study: Online Gamification Project, Popular flight simulation model 3. Create a Gamified education product
Text and Reference books 1. The Gamification of Learning and Instruction: Game-Based Methods and Strategies for Training and Education; by Karl M. Kapp: ISBN: 118096347 (ISBN13: 9781118096345) 2. Gamification by Design, by Gabe Zichermann, Christopher Cunningham, ISBN: 1449397670

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Course	Subject	Marks			Credits
		T	P	I	
MANMCD	Video Game Design	40	-	10	3
Objective: - To Learn the Process of Video Game Creation - To Learn the Elements of Game Design Process - To Learn the Process of Game Design Document Creation - To Learn & Understand the Steps to Enhance the End User Experience					
UNIT 1:Video Game Design: Introduction - History and Evolution of Video Games & Gaming Industry - Video Game Theory & Gamer Interaction Theory - Video Game Genres & Linear or Nonlinear Storylines - Gameplay Views – 1st Person, 3rd Person, Isometric, Open World, God View - Game Design for Small Devices, Game Design for Consoles and PC					
UNIT 2:Elements of Game Design - Types of Game Play & Control Mechanics Design - Powers & Weapons Design, Game & Level Progression Design - Scoring System & Reward-Achievement System Design - Dimensions of Video Game Design, Game and Level Difficulty Balancing - Game User Interface Design, User Experience Aspect of Video Game					
UNIT 3:Process of Idea Generation - Market Research and User Feedback Analysis - Story Telling Art of Game, Rough Draft Creation of Game Story, Concept Story Creation Process - Process of Concept Art Creation of Character, Prop & Level - Cut Scene Storyboard Creation - Level Design Storyboard Creation - Music & Sound Design Process					
UNIT 4:Game Design Document Creation Process - Creation of One Pager & Three Pager Concept Document, Dialogue Writing for Cut Scenes - Standard Formats of Game Design Documents - Standard Formats of Flowcharts for Control Mechanics & Gameplay - Standard Formats of Sound Design & Event Location Documents					

• Standard Formats of Level Design Documents & Game Progression Documents • Standard Formats of Game Design Check List & Sound Design Checklist UNIT 5: Case Study • Nintendo & Shigeru Miyamoto – Case Study • Future of Gaming in Virtual Reality – Case Study
Assignments 1. Creation of Concept Art & Story Board for a Game 2. Creation of Game Design Document in Standard Format
Text and Reference books 1. The Ultimate Guide to Video Game Writing and Design, Lone Eagle, ISBN-10: 9781580650663, ISBN-13: 978-1580650663 2. Level Up! The Guide to Great Video Game Design, Wiley, ISBN-10: 8126551011, ISBN-13: 978-8126551019 3. Video Game Design: Principles and Practices from the Ground Up, Bloomsbury Academic, ISBN-10: 147256748X, ISBN-13: 978-1472567482

