

Proposed Syllabus 2017

M.Sc. (New Media)

Proposed Semester Wise Credit Distribution Scheme under CBCS



Department of New Media Technology

Makhanlal Chaturvedi National University of Journalism and Communication

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Course Objectives

Makhanlal Chaturvedi National University of Journalism and Communication (MCU), Bhopal play on its own strength to create technology enabled media persons who can play a strong role in engaging audiences through new media technology applications. Thus creating its own strong brand of M.Sc New Media course. The course structure and the content are framed such that, M.Sc New Media will provide an environment for students, Understanding of New Media, Knowledge of Multiform publishing, knowledge about cyber security and related issues, Understanding Virality and platforms etc. The increasing scope of New Media in the fast emerging digital world and the new media organizations requirement for online media specialists to engage audiences leads to the need for shaping up of a New Media course in Media education.

The subjects of the course are based on Science of human communication , Trends in New Media , Fundamentals of Multimedia, Basics of Web Communication, Video Production for Mobile devices, Art and Craft of Online Writing, Visual Content Design for New Media, Colour science & Management, .Application Designing for small devices, Script Writing and Story Boarding for new media, Understanding & Analysis of big data, Internet of things, Cyber Security, Entrepreneurship in new media, Video Production, Digital printing process, Publishing on Social Media, Data Visualization and Analysis, Gamification through content, New Media Research, Content aggregation ethics & practice, Virality and Monetization of Different Platforms and Medi and Major

2. Eligibility Criteria

The eligibility for the 2 Year Post Graduate course - M.Sc. New Media is Graduate in any subject.

3. Career Opportunities

The course enables the student to use technology for New Media production independently, integrating the content for different mediums and marketing for distribution. With these skills, the student can excel as an employee or entrepreneur for his own business platform. On completion of the course, the student will have multiple opportunities to work in both the private and public sectors as **Online news producer, Content writer, Graphic designer, Online journalist, Technical editor, Social media content generator, Data analyzer, Data Visualizer, New media researcher UX designer, UI designer** . As an entrepreneur, there is no limitation for the creativity and innovative thoughts as a new media person for the students.

MakhanlalChaturvedi National University of Journalism and Communication, Bhopal

Proposed Semester wise Credit Distribution Scheme under CBCS

M.Sc. (New Media)

(Offered by NEW MEDIA TECHNOLOGY DEPARTMENT)

Se m	CORE COURSES (CC) Compulsory (6 Credits Each)	Elective (soft core) & communication, E1 & E2 (6 Credits)	Open Elective (3 Credits Each)	Total Credits
1	1. Science of human communication 2. Fundamentals of Multimedia 3. Web Communication	E1 - 1. Trends in New Media E2- 1. Elements of design	1. Video Production for Mobile devices 2. Script Writing and Story Boarding for new media 3. Application Designing for small devices	27
2	4. Production Pipeline 5. Art and Craft of Online Writing 6. Visual Content Design for New Media	E1- 2. Cyber Security & Ethical Practices E2- 2. Colour science & Management	4. Animation Technology 5. Digital Printing Process 6. Video Game design 7. Publishing on Social Media	27
3	7. Integration of New Media 8. Data Visualization and Analysis 9. Understanding & Analysis of big data	E1- 3. Internet of Things (IOT) E2- 3. Advertising for new media	8. Gamification through content 9. Content aggregation ethics & practices	27
4	10. Virality and Monetization of Different Platforms and Media 11. Major Project 12. Project Portfolio Management.	E1- 4. New Media Research E2- 4. Entrepreneurship in new media		27
TOTAL CREDITS				108

SEMESTER -1

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours				Marks			
				L	T	P	Th.	P	IA	Total	
1MSc(NM)1	Science of human communication	4966	6	5	1	0	80	-	20	100	
1MSc(NM)2	Fundamentals of Multimedia	4967	6	4	1	2	50	30	20	100	
1MSc(NM)3	Web Communication	4968	6	4	1	2	50	30	20	100	
1MSc(NM)4	(a) Trends in New Media	4969	6	4	2	0	80	-	20	100	
	(b) Elements of design	4970	6	4	2	0	80	-	20	100	
1MSc(NM)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
2MSc(NM)1	Production Pipeline	4980	6	4	1	2	50	30	20	100
2MSc(NM)2	Art and Craft of Online Writing	4981	6	4	1	2	50	30	20	100
2MSc(NM)3	Visual Content Design for New Media	4982	6	5	1	0	80	-	20	100
2MSc(NM)4	(a) Cyber Security & Ethical Practices	4983	6	4	2	0	80	-	20	100
	(b) Colour science & Management	4984	6	4	2	0	80	-	20	100
2MSc(NM)5	OE	Select any one subject From open elective								

SEMESTER -3

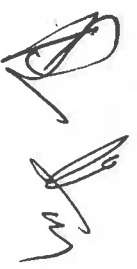
Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
3MSc(NM)1	Integration of New Media	4985	6	5	1	0	80	-	20	100
3MSc(NM)2	Data Visualization and Analysis	4986	6	4	1	2	50	30	20	100
3MSc(NM)3	Understanding & Analysis of big data	4987	6	4	1	2	50	30	20	100
3MSc(NM)4	(a) Internet of Things (IOT)	4988	6	4	2	0	80	-	20	100
	(b) Advertising for new media	4989	6	4	2	0	80	-	20	100
3MSc(NM)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
4MSc(NM)1	Virality and Monetization of Different Platforms and Media	4990	6	4	1	2	50	30	20	100
4MSc(NM)2	Major Project	4991	6	-	3	6	-	80	20	100
4MSc(NM)3	Project Portfolio Management	4992	6	-	3	6	-	80	20	100
4MSc(NM)4	(a)New Media Research	4993	6	5	1	0	80	-	20	100
	(b)Entrepreneurship in new media	4994	6	5	1	0	80	-	20	100
4MSc(NM)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
MSc(NM)5	(a) Video Production for Mobile devices	4971	3	2	1	-	40	-	10	50
	(b) Script Writing and Story Boarding for new media	4972	3	2	1	-	40	-	10	50
MSc(NM)5	(a) Application Designing for small devices	4973	3	2	1	-	40	-	10	50
	(b) Animation Technology	4974	3	2	1	-	40	-	10	50
MSc(NM)5	(a) Digital Printing Process	4975	3	2	1	-	40	-	10	50
	(b) Video Game design	4976	3	2	1	-	40	-	10	50
	(c)Publishing on Social Media	4977	3	2	1	-	40	-	10	50
MSc(NM)5	(a)Gamification through content	4978	3	2	1	-	40	-	10	50
	(b) Content aggregation ethics & practice	4979	3	2	1	-	40	-	10	50




Course	Subject		Marks			Credits
1M.Sc NM	Science of Human Communication		T	P	I	6
		80	-	20		
Objective <ul style="list-style-type: none"> • Definition and elements of human communication • Types of communications • Communication Barriers and Modes of Communication • Communication theories and models 						
UNIT 1:Communication <ul style="list-style-type: none"> • Introduction to communication , the fact of communication • Communication-Definition, nature, scope, purpose, process of communication • Functions of communication, communication and information, communication and languages • Evolution of social groups and organic structure of society • Essentiality of communication in social groups 						
UNIT 2:Human Communication <ul style="list-style-type: none"> • Definition and elements of human communication • Socialization and role of communication in socialization • Types of communication, intrapersonal communication, interpersonal communication • Focused and unfocused interactions, group communication, mass communication • Interactive communication, public communication, corporate communication 						
UNIT 3:Types of Communication <ul style="list-style-type: none"> • Verbal communication, non verbal communication • Importance of body language, appropriate body postures • Oral communication, written communication, visual communication, signs, symbols and Code system • Communication skills, mannerism, accent and etiquettes, listening- important and art of developing listening habits. 						
UNIT 4:Communication Barriers & Modes <ul style="list-style-type: none"> • Different Barriers of communication • Removal of Barrier, 						

- Traditional modes of communication, Fax Communication, Telephone communication, Mobile communication, Television communication, Satellite communication, Internet, Multimedia communication.

UNIT 5: Communication (Theories & Models)

- Brief introduction to Communication theories & Models,
- Different Communication theories (Multistep Theory, Selective Exposure, Selective Perception, Selective Retention, Play Theory, Uses & Gratification Theory, Cultivation Theory, Agenda Setting Theory),
- Different Models (SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Sadharanikaran Model of communication)

Text and Reference books

1. Mass communication in India by Keval J. Kumar - A Jaico Book, ISBN-10: 8172243731
2. Communication Mosaics: An Introduction to the Field of Communication, 2001, By Wood, Julia T, Wadsworth, ISBN-10: 0495794155
3. Effective Communication, John Adair, Pan Publishing, ISBN-0330530844, 9780330530842
4. Communication by C.S. Raide, Himalaya Publishing House, ISBN-13, 9788184881325
5. Specification of Functional Aspects of communication Skills, P. Prasad, ISBN 13: 97893350141656

Course		Subject		Marks			Credits	
1M.Sc NM		Fundamentals of Multimedia			T	P	I	6
		50	30	20				
Objective								
<ul style="list-style-type: none">• Knowledge of multimedia software and hardware• Art and aesthetics of photography• Basics of image and sound editing• Overview of multimedia system development								
UNIT 1 Basics of Multimedia								
<ul style="list-style-type: none">• Multimedia elements and applications• Hardware software tools used in multimedia• Multimedia data storage• File formats and compression techniques								
UNIT 2 Photography								
<ul style="list-style-type: none">• Art and aesthetics of photography• Basics of camera, lens and lighting techniques• Types of cameras and their settings• Outdoor / indoor photography equipments• Photo capture, storage and file formats								
UNIT 3 Image Editing & Graphic Design								
<ul style="list-style-type: none">• Basics of digital images, bit map and vector images• Image capturing and storage, file formats• Color corrections, background removal, cropping resizing, filtering• Masking, working with multiple layer, light mode, color mode• Editing using Adobe Photoshop• Elements and Principles of graphics design• Vector and Raster Graphics								
UNIT 4								
Sound Editing								
<ul style="list-style-type: none">• Digital audio- capturing, recording, storage and file formats• Analog to digital conversion, Sample rate, sample size								

- Recording & editing: trimming, splicing and assembly, volume adjustments, format conversion, re-sampling or downloading, fade-ins and fade-outs, equalization, time stretching, digital signal processing, reverting sound. Special effects
- Convert mono to stereo, looping. Finalize files: Burning the audio CD, mp3, making the remix sound track, audio player
- Editing using Sound forge

UNIT 5

Multimedia System Development

- Overview of multimedia system development
- Defining the system, system design
- Tools selection
- Authoring rendering
- Testing

Assignments

- Graphics for web, print and video
- Create portfolio using coral draw
- Image editing project using 2 images
(Color correction, Background removal, Use of filters, Use of layer styles)
- Logo animation in .GIF using 2 images
(Using Ps animation slider and time based animation in multiple layers and frames)
- Wallpaper making with multiple images
(Understanding of various resolutions, Using multiple images in one canvas, Colour editing)
- Text animation in .GIF using 2 images
(Character options, Text styles and effects, Ps animation slider and time based animation in multiple layers and frames)

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
4. Multimedia on the Web, Stephen McGoughlin.
5. Adobe Photoshop CS6 Bible, Lisa DanaeDayley , Brad Dayley, Wiley publication. ISBN: 978-1-118-12388-1
6. Photoshop CS6 in Simple Steps, Kogent Learning Solutions Inc. ISBN 9789350045879
7. CorelDRAW X7: The Official Guide, Gary David Bouton, Corel press. . ISBN-10: 0071833145.
8. Sound Forge 9.0 in Simple Steps, Kogent Solutions Inc., Dreamtech Press, ISBN-13: 978-8177228649

Course	Subject	Marks			Credits
		T	P	I	
1M.Sc NM	Web Communication	50	30	20	6
Objective <ul style="list-style-type: none"> • Introduction to Web • Practical knowledge of HTML and Web searching • Basics of streaming, multi platform streaming 					
UNIT 1:Introduction to Web <ul style="list-style-type: none"> • W3C standards • Web browsers-web pages, websites, portals, cookies, extensions and Plug-ins, internet protocols. • Creating simple web page, uploading web page, portals • Obtaining domain name, hosting services, ISP 					
UNIT 2:HTML <ul style="list-style-type: none"> • Basics of HTML • Multimedia elements using HTML- image, audio, video • HTML Forms- Form elements • Cascading style sheets (CSS) 					
UNIT 3:Web Searching <ul style="list-style-type: none"> • Basics of searching, keywords, patterns, wild cards • Search engines • Multimedia search, customize search • Google analytics, searching automatically with Google alerts 					
UNIT 4:Streaming <ul style="list-style-type: none"> • Basics of streaming, multi platform streaming • Streaming media players • Types of content • Streaming channels, YouTube, media server • Streaming content storage • Streaming through android apps 					

- Google Polymer

UNIT 5: Data Communication

- Types of data - plain text through SMS
- Semi structured through E-mails and social networking applications, WhatsApp
- Structured data through tables, database
- Data storage

Assignments

- Display your family information with background and other formatting.
- Design a web page to display your University website with hyperlink
- Design web page to display multimedia content (Image Audio, video)
- Compare different Search Engines

Text and Reference books

1. HTML5, Matthew MacDonald, Sirroff Publications, ISBN-10: 1449363261.
2. PHP 6 and MySQL, Bible, Steve Sueheing, Tim Converse, Joyce Park, Wiley India Pvt. Ltd. ISBN 978-0-470-38450-3.
3. SQL,PL/SQL, Ivan Bayros, BP, ISBN-13: 978-8176569644
4. Voice & Data Communication Handbook, Regis J.'Bud' Bates & Donald W. Gregory, TMH, ISBN-13: 978-0072263350
5. Google Secrets, Yvette Davis, Wiley India Pvt. Ltd, ISBN-13, 9788126533503

Course	Subject	Marks			Credits
		T	P	I	
1M.Sc NM	Trends in New Media	80	-	20	6
Objective <ul style="list-style-type: none"> • Knowledge about new media • Understanding New media and new media for web • Online broad casting and internet of things 					
UNIT 1 :Introduction to New Media <ul style="list-style-type: none"> • Themes of New Media theory • Principles- numerical representation, modularity, automation, variability, transcoding • New media and mass communication • New Media in everyday life- cyberspace, media house • Identity of media content 					
UNIT 2 :Understanding New Media <ul style="list-style-type: none"> • Understanding New Media communication, platform and applications • Media convergence • Encoding and compression standards • Free and open source media software • New media devices- smart devices 					
UNIT 3:New Media for Web <ul style="list-style-type: none"> • Understanding online communication- browsers, websites, portals • Web 2.0,3.0, Blogs, Micro Blogs, Wikis, social networking applications • Building online communities, pages & channels • E-book, E-pub, Wikipedia, on short , crowdsourcing and crowdfunding, crowdseeding 					
UNIT 4 :Online Broadcasting <ul style="list-style-type: none"> • Video conferencing- online chat, radioIP, IPTV • Webcasting through server, Skype, Hangouts • MOOCS, CMS, LMS 					

- You Tube channels

UNIT 5:Internet of Things

IoT overview, applications

- IoT potential & challenges, architecture
- IoT examples, case studies
- Meshable devices

1. Text and Reference books


2. The language of New Media, Lev Manovich, MIT Publications ISBN: 9780262133746
 3. Handbook of New Media: Social Shaping and Consequences of ICTs, LA Lievrouw, S. Livingstone, , Sage 2002, ISBN: 9781412918732
 4. New Media: A Critical introduction, Martin Lister, , Routledge, 2009,ISBN-10: 0415223784
 5. Internet of Things (A Hands-on-Approach), Vijay Madiseti and ArshdeepBahga, 1st Edition, VPT, 2014. ISBN-13: 978-1494435141
 6. Rethinking the Internet of Things: A Scalable Approach to Connecting Everything, Francis DaCosta 1st Edition, Apress Publications, 2013, ISBN-13: 978-1430257400
- New Media: An Introduction, Flew, Terry, Oxford Higher Education, 3rd, 2007,2007 ISBN-10: 0195551494

Course	Subject	Marks			Credits
		T	P	I	
1M.Sc NM	Elements of Design	80	-	20	6
Objective					
<ul style="list-style-type: none"> • Fundamentals and principles of design • Basics of graphic and multimedia design • Applications of design 					
UNIT 1:Fundamental elements of design					
<ul style="list-style-type: none"> • Basics of design • Elements of design • Two and three dimensional form • Examples of design • Creativity and design process 					
UNIT 2:Principles of design					
<ul style="list-style-type: none"> • Importance of design • Use of vocabulary in design • Syntax in design • Basic approaches in creating a design 					
UNIT 3:Basics of graphic design					
<ul style="list-style-type: none"> • Principles of Graphic Design • Drawing and sketching • Colour models/schemes • Using Typography • Introduction to Calligraphy 					
UNIT 4:Basics of multimedia design					
<ul style="list-style-type: none"> • 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




Open Elective

Select any one subject from open elective
Refer Page No .57 for detail syllabus

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
MSc(NM)5	(a) Video Production for Mobile devices	4971	3	2	1	-	40	-	10	50
	(b) Script Writing and Story Boarding for new media	4972	3	2	1	-	40	-	10	50
	(a) Application Designing for small devices	4973	3	2	1	-	40	-	10	50
MSc(NM)5	(b) Animation Technology	4974	3	2	1	-	40	-	10	50
	(a) Digital Printing Process	4975	3	2	1	-	40	-	10	50
	(b) Video Game design	4976	3	2	1	-	40	-	10	50
MSc(NM)5	(c)Publishing on Social Media	4977	3	2	1	-	40	-	10	50
	(a)Gamification through content	4978	3	2	1	-	40	-	10	50
	(b) Content aggregation ethics & practice	4979	3	2	1	-	40	-	10	50

Course	Subject	Marks			Credits
2M.Sc NM	Production Pipeline	T	P	I	6
		50	30	20	
Objective					
<ul style="list-style-type: none"> To impart project planning and execution To learn pre production, production & post production To learn animation production					
UNIT 1:Conceptualization					
<ul style="list-style-type: none"> Idea generation, research, defining scope, key features, target audiences Technical platforms Design approach Budgeting – staff, technical needs, duration, task scheduling Proposal design 					
UNIT 2:Pre-Production					
<ul style="list-style-type: none"> Creating blue-print (Information architecture) User interface/User experience (UI/UX) Layout and content development Script writing, story boarding, cost benefit analysis Concept art, character designing, clay modeling, sand animation 					
UNIT 3:Production: Video					
<ul style="list-style-type: none"> Production management, scheduling News production process, documentary production process Fiction film production process Assigning job responsibility to crew members, outdoor/indoor shooting 					
UNIT 4:Production: Animation					
<ul style="list-style-type: none"> Animation film production process Modeling, texturing, lighting, Voice-over, rigging, animation-2D and 3D, 					




- Paint effects, dynamics, rendering, sequential file rendering / generation.
- Basics of Mel and Python script

UNIT 5:Post-Production, Testing and Delivery

- Voice-over recording and editing, video editing,
- Film compositing, special effects, chroma cutting, rotoscopy, color correction,
- VFX-particle effects for animation
- Functionality and platform testing of the product
- Presentation, delivering product in required format/uploading

Wire removal

Assignments

- Create a project proposal for production of a Video/Animation film.
- Other assignment given by the concerned faculty

Text and Reference books

1. Principles of Multimedia, Ranjan Parekh, McGraw Hill, ISBN-10: 0070588333, ISBN-13: 9780070588332
2. Fundamentals of Multimedia, Ze-Nian Li & Mark S. Drew, PHI, ISBN-10: 0130618721, ISBN-13: 978-0130618726
3. Multimedia-An Introduction, John Villamil-Casanova, Louis Molina, PHI, ISBN-10: 1575765578 ISBN-13: 978-1575765570
4. Production Management for Film and Video, Richard Gates, CRC Press, ISBN 9781138173699

Course	Subject	Marks			Credits
		T	P	I	
2M.Sc NM	Art and Craft of Online Writing	50	30	20	6
Objective <ul style="list-style-type: none"> Understand online language Writing and presentation for online platform Online writing ethics & feedback analysis 					
UNIT 1:Online Language <ul style="list-style-type: none"> Media language Online platforms Identifying the reader /target audience Identifying visual trends 					
UNIT 2:Writing and Presentation for Online Platforms <ul style="list-style-type: none"> Issues in writing for online media Point of view, writing style, dialogues Planning versus spontaneity Tools available for online presentation Authenticity of content 					
UNIT 3:Online Visual and Text <ul style="list-style-type: none"> Content using interactive elements Use of photos and illustrations Typography for online media Use of videos Writing for blogs and micro blogs 					
UNIT 4:Multilinguality <ul style="list-style-type: none"> Multilingual content Online translation, transliteration Using Unicode Localization 					
UNIT 5:Ethics, Feedback Analysis <ul style="list-style-type: none"> Self regulation for online writing 					

- Intellectual property rights (IPR)
- Discussions
- Creative commons
- Plagiarism checker tools

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
- Writing for online ads and designing content for ads

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.

Course	Subject	Marks			Credits
		T	P	I	
2M.Sc NM	Visual Content Design for New Media	80	-	20	6
Objective					
<ul style="list-style-type: none"> To learn elements of visual design To learn color and typography Overview and exposure to Visual Content Design for New Media 					
UNIT 1:Elements of Design:					
<ul style="list-style-type: none"> Elements of visual design- Line, Shape, Size ,Texture, Space, Style Principles of design- Balance (formal balance, informal balance) rhythm, proportion Visual design process Aspects of design- Visual communication, function and information 					
UNIT 2:Color					
<ul style="list-style-type: none"> Basic of color and color wheel Color models Emotions with color Color palettes 					
UNIT 3:Typography					
<ul style="list-style-type: none"> Fonts- style, type and size, space management Encoding standards Basic typographic rules for print and new media 					
UNIT 4:Design for New Media					
<ul style="list-style-type: none"> Visual content for web Visual content in social media Visual content for Mobile apps Visual content for TV 					
UNIT 5:Visual Content Design					
<ul style="list-style-type: none"> Visual content formats Facebook promotional posts 					

- E-book design
- Corporate identity design

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
2M.Sc NM	Cyber Security and Ethical Practices	T	P	I	6
		80	-	20	

Objective

- To acquire the impart knowledge of cyber security and related issues
- Exploration of the legal and policy developments in India.

UNIT 1

Cyber Security Concepts

- Introduction to Cyber World
- Need for Cyber Security
- Understanding Cyber Security
- Challenges of cyber security
- Overview of Security threats
- Types of Cyber Attacks
- Security issues in different business sectors

UNIT 2

Security Technologies

- Introduction to Cryptography
- Digital Signatures.
- Security Architectures and Models
- Desktop security, OS Security, Access Control and Intrusion Detection
- Identification and Authorization techniques
- Intrusion Detection Systems and Intrusion Prevention Systems
- Overview of Firewalls, Types of Firewalls, Security in Multimedia Networks, Antivirus Softwares, Ethical Hacking Techniques

UNIT 3

Security Management

- Overview of Security Management
- ISMS framework and its necessity

- Information Classification Process
- Security Policy
- Risk Management
- Risk assessment ,Security Procedures and Guidelines
- Business Continuity and Disaster Recovery

UNIT 4

Laws And Ethical Practices

- Introduction to Cyber Laws: Overview and Historical Perspectives
- Cyber Ethics
- Values and Cyber Media
- Information Technology Act
- Introduction to Intellectual Property Law
- Introduction to copyright act

UNIT 5

Case Studies

- Case study of Cyber security in social media(identity theft- fake account assuming identities of public figures for e.g before elections presidential candidate Donald Trump)
- Case study of banking applications(a breach in debit card networks in 2016)
- Case study of cyber security setup in an enterprise.

Text and Reference books

1. William Stallings "Cryptography and network security, principles and practices", Pearson
2. Nina Godbole, —Information System Securityl, Wiley India Pvt.Ltd., ISBN978- 81-265-1692-6
3. Information Security Management Handbook by Harold Tpton&Micki Krause (Auerbach Publications)
4. Christopher M. King, Curtis Patton and RSA press "Security architecture, design deployment and operations".
- 5.PavanDugal , "Cyber law- the Indian perspective",Saakshar law publications..

Course	Subject	Marks			Credits
		T	P	I	
2M.Sc NM	Colour Science and Management	80	-	20	6
Objectives: <ul style="list-style-type: none"> To teach basic elements and process of color science To understand various attributes and principles on color science To describe main objectives of measurement of color To explain color management its science and technology To describe various theories related to color inspiration 					
UNIT 1:Introduction Color definition, Color Theory, color to introduce several disciplines of science, Applied Color Science, Color Applications , Development of theories of color vision, Nonstandard color perception, Color constancy, Spectral colors and color reproduction, Additive coloring, Subtractive coloring, Structural color, relation of chemical structure and color, Light and color, Physical principles of visual sensation.					
UNIT 2:Principles of Color Science Photometry , Vision and color vision, origin of visual sensation, psychophysical attributes of color, Image Acquisition, Color originals for reproduction, reproduction objectives, color reproduction, photography, printing, display devices; Color printing, Color separation techniques, Screen angles and more patterns.					
UNIT 3:Objective Measurement of color Color Order Systems , Additive and subtractive color synthesis, Properties and evaluation of color image, Rendering intent -Absolute colorimetric, Relative colorimetric, Perceptual and Saturation, color Mixing.					
UNIT 4:Color Management management module, Color profiles - Embedding, Working spaces, Color transformation, Colorants, classification of colorants ,Color photography, Color Science and Technology, Display					
UNIT 5:Theory of color inspiration Color of objects, color effects in nature, color process, color expression, color harmony, variation of contrast , Mentions of color in social media, Degradation of colorants and color layers, bleaching, International Color Consortium.					
Assignment 1. Case studies of application of color theory and colorimetry in analysis of objects of cultural heritage.					

2. Case studies of Color Science Laboratory (industrial cases studies).

Text and Reference books

1. HUNT, R W G. *Measuring Colour*. New York: Wiley, 2011. 300 p. ISBN 978-1-119-97537-3.
2. JOHNSTON-FELLER, R. *Color Science in the Examination of Museum Objects: Nondestructive Procedures (Tools for Conservation)*. Los Angeles: Getty Conservation Institute, 2001. 360 p. ISBN 0-89236-586-2.
3. GREEN, P. *Colour Management in Heritage Photography*, in *Digital Heritage* (edited by L. MacDonald). Amsterdam: Elsevier, 2006. 25 p. ISBN 978-0-75-066183-6.
4. JACOBSON, R. -- MACDONALD, L. *Assessing Image Quality in Digital Heritage* (edited by L. MacDonald). Amsterdam: Elsevier, 2006. 25 p. ISBN 978-0-75-066183-6.
5. R. S. Berns, Billmeyer and Saltzman's *Principles of Color Technology*, 3rd ed., Wiley-Interscience (2000).
6. N. Ohta and A. Robertson, *Colorimetry: Fundamentals and Applications*, Wiley (2005).
7. R. W. G. Hunt and M. R. Pointer, *Measuring Colour*, 4th ed., Wiley (2011).
8. D. Malacara, *Color Vision and Colorimetry: Theory and Applications*, 2nd ed., SPIE (2011).
9. *Real World Color Management* - by Bruce Fraser(Author),Chris Murphy(Author),Fred Bunting(Author) ISBN-13: 978-0321267221,ISBN-10: 0321267222

Open Elective

Select any one subject from open elective
Refer Page No .57 for detail syllabus

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
MSc(NM)5	(a) Video Production for Mobile devices	4971	3	2	1	-	40	-	10	50
	(b) Script Writing and Story Boarding for new media	4972	3	2	1	-	40	-	10	50
	(a) Application Designing for small devices	4973	3	2	1	-	40	-	10	50
MSc(NM)5	(b) Animation Technology	4974	3	2	1	-	40	-	10	50
	(a) Digital Printing Process	4975	3	2	1	-	40	-	10	50
MSc(NM)5	(b) Video Game design	4976	3	2	1	-	40	-	10	50
	(c)Publishing on Social Media	4977	3	2	1	-	40	-	10	50
	(a)Gamification through content	4978	3	2	1	-	40	-	10	50
MSc(NM)5	(b) Content aggregation ethics & practice	4979	3	2	1	-	40	-	10	50




Course	Subject	Marks			Credits
		T	P	I	
3M.Sc NM	Integration of New Media	80	-	20	6
Objective <ul style="list-style-type: none"> • Understanding & Need for Integration of New Media • To impart knowledge of Integration approach, strategies and techniques. • To learn various content integration process and content integration model. 					
UNIT 1 Introduction <ul style="list-style-type: none"> • Understanding integration of New Media • Overview of integration of New Media • Need for integration of New Media • Integration of New Media and its global impact • Scope and importance of integration of New Media 					
UNIT 2 Integration of Content and Technology <ul style="list-style-type: none"> • Types of content • Using Existing Content • Integration of content in New media • Category of New Media Technologies • Identifying Compatible formats for Integration 					
UNIT 3 Interactive Content Creation Process <ul style="list-style-type: none"> • Content Creation • Tools and Creation techniques • Pre Production Process: Interactivity Research • Brain Storming • Content Gathering GUI & Graphics 					



- Creating Graphics Using Interactive Multimedia Elements.
- Improvements in Old Content: Old Content Conversion to Interactive Content.

UNIT 4

New Dimensions of Integration

- Social Dimension and Social Media
- Digital museum collections
- Virtual exhibitions
- Mapping technologies
- Digital interactive
- Collections-based interpretation

UNIT 5

Various Techniques of Content integration

Wikis, Google Books, Storify.

Text and Reference books

1. Integration of Cloud Technologies in Digitally Networked Classrooms and Learning Community; edited by Gurung, Binod, Limbu, Marohang:
2. New New Media: Book by Paul Levinson: 2009
3. New Media: An Introduction: Terry Flew: 2002




Course	Subject	Marks				Credits
		T	P	I		
3M.Sc NM	Data Visualization and Analysis	50	30	20		6

Objective

- To learn visualizing data
- To understand and analyze data
- To learn different data visualization patterns

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.

Assignment

- Analyze website visitor data for E-commerce site(Amazon, Flipkart)
- Analyze Website visitor data for Academic institution
- Different type of charts to visualize election results.
- Use different types of charts and graphs to represent weather forecast
- Use Google map to represent your institution.
- Analyze "The daily routines of famous creative peoples" for interactiveness, color Usage and global sense of data.
- Use data visualization with animation (Refer to "Percent of U.S Population by age group")
- Use data visualization tool to reveal trends (refer to "The year in News")

Text and Reference books

1. Visualizing Data - Exploring and Explaining Data with the Processing Environment, Ben Fry, O'Reilly Media, 2007
2. Designing Data Visualizations - Intentional Communication from Data to Display, Noah Iliinsky, Julie Steele O'Reilly Media, 2011
3. Visualization Analysis and Design, Tamara Munzner. A K Peters Visualization Series, CRC Press, 2014.

Course	Subject	Marks				Credits
		T	P	I		
3M.Sc NM	Understanding and Analysis of Big Data	50	30	20		6
Objective <ul style="list-style-type: none"> Identify and distinguish big data analytics applications Describe big data analytics tools Explain big data analytics techniques 						
UNIT 1:Introduction to Multimedia and big data <ul style="list-style-type: none"> Media data - Introduction actual data representing images, audio, video & text Types and Formats for Analog and Digital Audio, Image and Video. Multimedia Data structure, Data storage, Memory allocation, Database Systems vs. File Systems Relational and non relational database , Entity Relationship Model. Data retrieval mechanisms, Basic applications for Data retrieval, Multimedia Access methods Database system in big data 						
UNIT 2:Introduction and terms of Big Data <ul style="list-style-type: none"> Introduction –Volume ,velocity ,variety and Veracity , sources of big data, Introduction to BigData Platform ,Traits of Big data , Challenges of Conventional Systems , Web Data , Generation of Big data 						
UNIT 3:Analysis of and application of big data <ul style="list-style-type: none"> Evolution Of Analytic -Analytic Processes and life cycle , Analysis vs Reporting , Statistical Concepts: Sampling Distributions - ReSampling - structured and multi structured data analysis , major components of bigdata analytics, introduction to big data analysis tools (hadoop ,mapReduce,hive,pig,etc) Application of big data –big data in media and entertainment ,big data in social media 						

UNIT 4:privacy-

- Re identification of Anonymous People – Why Big Data Privacy is self regulating?
- Ethics , Ownership , Ethical Guidelines ,
- Big Data Security , Organizational Security, Steps to secure big data ,
- Classifying Data , – Intellectual Property Challenge

UNIT 5:Case study

Election result analysis

Assignment :-case study of adhar card

Text Reference Books:

1. AnandRajaraman and Jeffrey David Ullman, Mining of Massive Datasets, Cambridge University Press, 2011. Ron Bekkerman, Mikhail Bilenko and John Langford, Scaling up Machine Learning: Parallel and Distributed Approaches, Cambridge University Press, 2011.
2. Tom White, Hadoop: The Definitive Guide, O'Reilly Media, Third Edition, 2012.
3. Bill Franks, Taming The Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics, Wiley, 2012.
4. Michael Minelli, Michele Chambers, and AmbigaDhiraj, Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses, Wiley, 2013.
5. Frank J. Ohlhorst, Big Data Analytics: Turning Big Data into Big Money, Wiley, 2012. 6. ArvindSathi, Big Data Analytics: Disruptive Technologies for Changing the Game, MC Press, 2012
- 6 V S Subramanian, "Principles of Multimedia Database Systems", Harcourt India Pvt Ltd.
7. Christos Faloutsos, Searching Multimedia Databases by Content, Kluwer Academic Press, 1996

Course	Subject	Marks			Credits
		T	P	I	
3M.Sc NM	Internet of Things(IoT)	80	-	20	6
Objective <ul style="list-style-type: none"> • Understanding IOT • To learn IOT models • Understand potentials and key issues of IOT 					
UNIT 1:Understanding IoT <ul style="list-style-type: none"> • IoT and Time for Convergence • Network connectivity • Computer capability • Sensors • Connectable devices • Definitions, Similar concepts • Origins and Applications 					
UNIT 2:IoT Communication Models <ul style="list-style-type: none"> • Device-to-Device, • Device-to-Cloud, • Device-to-Gateway, • Back-End Data-Sharing 					
UNIT 3:Potentials of IoT <ul style="list-style-type: none"> • Common interaction with the Internet • Passive engagement with connected objects • Active engagement with content 					
UNIT 4:Keyissues in IoT <ul style="list-style-type: none"> • 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 CunoPflister
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 ArshdeepBahga& 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 OvidiuVernesan& 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

course	Subject	Marks			Credits
		T	P	I	
3M.Sc NM	Advertising for new media	80	-	20	6
Objective <ul style="list-style-type: none"> • Knowledge of Advertising • To learn online advertising • Understand social media advertising 					
UNIT 1:Introduction to Advertising <ul style="list-style-type: none"> • Definition, need, role and Importance • Types and Classification of Advertising • Advertising Media • Types of Appeals and Advertising Messages • Layouts of advertisements, Elements • Advertising campaigns. 					
UNIT 2:Introduction to Online Advertising <ul style="list-style-type: none"> • Defining Online Advertising: Evolution and Current Status • Online Media Landscape • Online Media Integration across Advertising, Market Research, Activation etc. • Advent of Hybrid Advertising (Online merging with Offline) • Advantages of Online Advertising 					
UNIT 3:E-Mail, Search Engine and Mobile Advertising <ul style="list-style-type: none"> • Types of E-mail Advertising - Email Newsletters, Transactional Emails, Direct Emails • Collecting e-mail addresses, Design e-mail Ad campaign, design look and feel of promotional e-mails, Track and evaluate e-mail ad campaign • Search Engine Advertising (SEA): Definition, Objectives; Search Engine Optimisation (SEO) - Paid Search and Organic Search, Content Marketing, Google AdWords, Bing Ads , SEA Platforms • Posting models - CPC, CPA, CPM, Cost per call • Digital Media Integration across Advertising, Market Research, Activation etc. 					



- Elements of Mobile advertising, Advantages
- Mobile ad types, Rich media, Planning a mobile ad campaign

UNIT 4: Social Media Advertising (Facebook, Twitter and YouTube)

- Creating a Facebook Page, creating strategy for Facebook Ads, setting S.M.A.R.T. goals,
- Choosing target audience and ad spend, Choosing ad look, Creating Facebook ads report
- Introduction to Twitter Advertising, Promoted Tweets vs. Promoted Accounts
- Selecting Primary Targeting Criteria, Creating Tweets
- Introduction to YouTube Advertising, Video Marketing
- Designing a YouTube Ad Campaign
- Setting YouTube Account and Uploading

UNIT 5: Measuring effectiveness of Online Advertising

- Factors affecting Online Advertising
- Web Analytics: Introduction, Types, Metrics
- Websites to track website traffic
- Traffic cost

Assignments:

- Prepare an e-mail advertising campaign.
- Prepare a Facebook advertising campaign for admissions in an academic institution.
- Prepare a twitter/YouTube advertising strategy for an academic institution.

Text Book References

- Know Online Advertising: All Information about Online Advertising at One Place; Avinash Tiwary; Partridge India; ISBN-10: 1482872498, ISBN-13: 978-1482872491, (30 July 2016)
- Learning Google AdWords and Google Analytics; Benjamin Mangold; Loves Data; ISBN-10: 0994390408, ISBN-13: 978-0994390400, 8 September 2015
- Online Advertising; Ehsan Zarei; Lulu.co; ISBN-10: 1291728368, ISBN-13: 978-1291728361, 20 February 2014
- Internet Advertising: Learn New Things About Internet Advertising; John Wright; CreateSpace Independent Publishing Platform; ISBN-10: 1505817129, ISBN-13: 978-1505817126, 29 December 2014
- Beginners Guide to Digital Marketing: How to Flood Your Website With Traffic in 30 Days; Romuald Andrade; CreateSpace Independent Publishing Platform; ISBN-10: 1514263734, ISBN-13: 978-1514263730, 17 May 2015
- Ways of Internet Advertising: Learn the Different Tactics of Online Advertising; Tim Deavin, CreateSpace Independent Publishing Platform; ISBN-10: 1505817412, ISBN-13: 978-1505817416, 29 Dec 2014
- Internet Advertising: Theory and Research (Advances in Consumer Psychology); Shelly Rodgers (Editor), Esther Thorson (Editor); Psychology Press; ISBN-10: 0805851097, ISBN-13: 978-0805851090, 25 June 2007

Open Elective

Select any one subject from open elective
Refer Page No .57 for detail syllabus

Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks			
				L	T	P	Th.	P	IA	Total
MSc(NM)5	(a) Video Production for Mobile devices	4971	3	2	1	-	40	-	10	50
	(b) Script Writing and Story Boarding for new media	4972	3	2	1	-	40	-	10	50
MSc(NM)5	(a) Application Designing for small devices	4973	3	2	1	-	40	-	10	50
	(b) Animation Technology	4974	3	2	1	-	40	-	10	50
MSc(NM)5	(a) Digital Printing Process	4975	3	2	1	-	40	-	10	50
	(b) Video Game design	4976	3	2	1	-	40	-	10	50
	(c)Publishing on Social Media	4977	3	2	1	-	40	-	10	50
	(a)Gamification through content	4978	3	2	1	-	40	-	10	50
MSc(NM)5	(b) Content aggregation ethics & practice	4979	3	2	1	-	40	-	10	50




Course	Subject	Marks				Credits
4M.Sc NM	Virality and Monetization of Different Platforms and Media	T	P	I		6
		50	30	20		
Objective						
<ul style="list-style-type: none"> Understanding Virality and platforms To learn Monetization Platforms and process 						
UNIT 1:Introduction to Virality						
<ul style="list-style-type: none"> Various Models of Virality and their Principles. Impact on Social Media & Internet. Monetization Process of Viral Content. Content Promotion & marketing through Virality. 						
UNIT 2:Virality platforms						
<ul style="list-style-type: none"> Viral content Platform Study - Facebook, YouTube, Instagram, WhatsApp, Blog & Other Internet mediums. Viral content Medium Study - Video, Image, Troll, Meme, Audio & other mediums. Viral messaging capabilities, virality functions. Sensitization on virality of content. Ethics of viral content, Creation & Legal Processing. 						
UNIT 3:Introduction to Monetization						
<ul style="list-style-type: none"> Various Models & methods of Monetization and their Principles. Study of Various Monetization Models. Functions, effects & Monetization relationship. Monetization services and Tricks & tips 						
UNIT 4:Monetization platform and process						
<ul style="list-style-type: none"> Freemium vs. Premium Services Cycle of freemium applications Online platform and Monetization Process Monetization agreements & Legal Process 						
UNIT 5:Case Study						
<ul style="list-style-type: none"> Viral Content on New media -- Case Study 						

- Monetization Model Study of YouTube/Facebook/Google AdSense – Case Study

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
1. 2. Viral Loop, Hodder& Stoughton, 2010 ISBN-10: 0340918691, ISBN-13: 978-0340918692



Course	Subject	Marks			Credits
4M.Sc NM	Project Work	T	P	I	6
		-	80	20	

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

THE GUIDE

The Guide for MSc (NM) will be a faculty in New Media Technology with 3 years teaching experience.

PROJECT TIME / MAN-HOURS

The M.Sc (NM) Projects would be approximately 450 man-hours (in a span of 5 months) and carries a total of marks (Pr 80+ IA 20)

- Project work should be based on topics in syllabus to identified situations.
- Number of students in a project group will be one only for MSc (NM).
- 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.

Guidelines for submission of MSc (NM) Project

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 planing
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:	20% of total marks.
Synopsis/Internal Assessment	30% of total marks.
Product	30% of total marks.
Process and its in-process documentation	-

Final Project report and presentation

20% of total marks.

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

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



CERTIFICATE

This is to certify that this project entitled " xxxxxxxxxxxxxxxxxxxxxxxxxx xxx" submitted for the partial fulfillment of the degree of MSc(New Media) 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 _____ 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 MSc in New Media

(Bookman Old Style, 16 point, centre)

University Logo

Guide
(Guide Name)

Submitted by:
(Student's name)



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 MSc in New Media

(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 entitled " _____ " has been created by me and it is an authentic work carried out for the partial fulfillment of the requirements for the award of the degree of "MSc in New Media" under the guidance of _____. The matter embodied in this project work has not been submitted earlier for award of either any degree or diploma to the best of my knowledge and belief.

Signature of the student
Name of the Student

Roll No.

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
5. www.intel.com/india9

Binding & Color code of the Report

MSc (NM)

Hard Bound Report

Background of the cover page -Blue

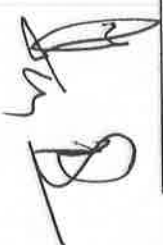
Letters in spark



Course	Subject	Marks			Credits
		T	P	I	
4MS.C(NM)	Project Portfolio Management	-	80	20	6




Course	Subject	Marks			Credits
4M.Sc NM	New Media Research	T	P	I	6
		80	-	20	
Objective To learn basics of media research To understand the research methods and techniques used in New Media Research To learn the research tools used in media research					
UNIT 1: Basics of Media Research <ul style="list-style-type: none"> • Meaning, Definition of research • Objectives of research • Research problem • Types of Research • Research methods 					
UNIT 2: Research Process <ul style="list-style-type: none"> • Literature review • Hypothesis and variables • Primary and Secondary data • Research design • Tools and techniques of research 					
UNIT 3: Online Research <ul style="list-style-type: none"> • Online Research Methods • Designing Online Research • Online Data Capture and Data Collection • The Online Survey • Digital Quantitative Analysis • Digital Text Analysis • Virtual Ethnography • Online Secondary Analysis: Resources and Methods 					



UNIT 4: Social Media Research-I

- Social network – Popularity, Usage
- Social Media Platforms
- Big data
- Social Media Metrics
- Social Media Analysis
- Analytical tools

UNIT 5: Social Media Research-II

- Conceptualizing and Designing Social Media Research
- Collection and Storage
- Qualitative Approaches to Social Media Data
- Quantitative Approaches to Social Media Data
- Diverse Approaches to Social Media Data
- The Future of Online Social Research

Assignments:

1. Writing a New Media research proposal
2. Study of latest New Media research tools
3. Case study on latest Social Networking Trends.
4. Case study of research projects using New Media

Text and Reference books

1. The SAGE Handbook of Social Media Research Method
2. The SAGE Handbook of Online Research Method
3. PRACTICAL RESEARCH METHODS FOR MEDIA AND CULTURAL STUDIES: Making People Count : 2006, Maire Messenger Davies and Nick Mosdell
4. Understanding New Media: Augmented Knowledge and Culture : 2006, Kim H. Veltman
5. The Internet: An Introduction to New Media : 2010, Lelia Green
6. Handbook of new media : social shaping and social consequences of ICTs Updated student ed.: London: 2006, Leah A. Lievrouw & Sonia Livingstone



Course	Subject	Marks			Credits
		T	P	I	
4M.Sc NM	Entrepreneurship in New Media	80	-	20	6
Objective <ul style="list-style-type: none"> To understand entrepreneurship in new media To understand media ownership and policies To understand media business or startups Understanding marketing strategies 					

UNIT 1

Entrepreneurship: Introduction

- Introduction to Entrepreneurship
- Start Ups, Business Models
- Business Ideas/ Plan and other Communication Tools
- Entrepreneurial Management
- Value Proposition, Product Development

UNIT 2

Media Ownership and Policies

- Ownership pattern and control of New Media in current perspective
- Prasaar Bharati, Cable TV, Regulation Act etc
- Organizational set up of Government and Private owned media organizations
- Policies for New Media
- Case Study- Net Neutrality

UNIT 3

Establishing a New Media Venture

- Opportunities and Challenges
- Understanding your Market, Market Research
- New Funding Patterns, Financing for Start-ups
- Staffing and Team Management



- New Media Ethics

UNIT 4

Marketing for New Media

- Internet Marketing
- Search Engine Optimization, Business Development
- Blogging, Vlogging
- Marketing Mix (Advertising, Public relations or publicity, Sales promotion, Direct marketing, Personal selling)

UNIT 5

New Media Advertising

- Advertising media scheduling (*Blitzing, Continuity, Flighting and Pulsing*)
- Banner ads, Interactive ads, Rich media ads
- Audience targeting and profiling.
- Keyword Advertising
- Google AdWords and Ad Sense Account.

Text and Reference books

1. Media Corporate Entrepreneurship -Min Hang,2013
2. The E-Factor: Entrepreneurship in the Social Media Age-AdrieReinders,2015, Marion Freijssen, Roeland Reinders
3. Advertising and New Media-Christina Spurgeon,2013
4. Advertising, promotion, and new media-Marla R. Stafford, Ronald J. Faber,2014

Open Elective

A handwritten signature in black ink, appearing to be a stylized 'S' or 'B'.A handwritten signature in black ink, appearing to be 'A. D.' or similar.

Open Elective

Select any one subject from open elective
Refer Page No .57 for detail syllabus

				Keller Page No. 157							
Subject Code	Subject Name	Paper Numerical Unique	Credit	Contact Hours			Marks				
				L	T	P	Th.	P	IA	Total	
MSc(NM)5	(a) Video Production for Mobile devices	4971	3	2	1	-	40	-	10	50	
	(b) Script Writing and Story Boarding for new media	4972	3	2	1	-	40	-	10	50	
	(a) Application Designing for small devices	4973	3	2	1	-	40	-	10	50	
MSc(NM)5	(b) Animation Technology	4974	3	2	1	-	40	-	10	50	
	(a) Digital Printing Process	4975	3	2	1	-	40	-	10	50	
MSc(NM)5	(b) Video Game design	4976	3	2	1	-	40	-	10	50	
	(c) Publishing on Social Media	4977	3	2	1	-	40	-	10	50	
	(a) Gamification through content	4978	3	2	1	-	40	-	10	50	
MSc(NM)5	(b) Content aggregation ethics & practice	4979	3	2	1	-	40	-	10	50	

Course	Subject	Marks			Credits
		T	P	I	
M.Sc NM	Video Production for Mobile Devices	40	-	10	3
Objective <ul style="list-style-type: none"> To Learn Advanced Functionality & Storage features of Mobile Devices To Learn Indoor-Outdoor Accessories and Apps for Video Production Through Mobile Devices To Learn Execution from Pre Production to Post Production Process on Mobile Device To Learn The Process of Release and Broadcasting on Internet & Mobile Devices 					
UNIT 1: Video Production on Mobile Devices: Introduction <ul style="list-style-type: none"> Small Devices Introduction, Video Production Pipeline Introduction. Video Production Applications for Mobile Devices, Editing Applications. Video Production gadgets & Supporting Devices for Mobile Devices. Integration Process of Video Production on Mobile Devices. 					
UNIT 2: Small Devices & Film Making – Accessories & Apps <ul style="list-style-type: none"> Writing & Story Board Tools & Apps for Mobile Devices. Audio/Video Shooting Apps, Digital Filters & Video Effect Apps. Data Storage Accessories & Data management. File Formats and Formats Converter Apps. Technical Specifications of Mobile Device Accessories. 					
UNIT 3: Mobile Device Video Production Process <ul style="list-style-type: none"> Pre Production Process - Story Development, Script Writing, Story Board Creation, Location Search, Character Casting, Equipment assessment & Gathering. Production Process – Shooting through Small Devices and using Accessories, Lighting, Sound and Sound Devices. Camera handling on Mobile Devices – Using Default Camera, Flash, Zoom, Autofocus, Sensors, Camera Settings, Device Camera Features, Image Stabilization, Filters, Lance Accessories & Other Small device Accessories, Advanced Shooting Apps, Camera Angles, Shots, Camera Effects, Light & Shade. Sound on Mobile Devices – Using Default Mic, Noise Cancelling, Sound Effects, Filters, Voice Recording Apps, Small Device Audio Recording Accessories. 					

- **Post Production Process** – Video Editing Apps for Small Devices, Default Video Editing on Small Devices, Sound Editing Apps For Small Devices, Default Sound Editing on Small Devices, Compositing and Special Effects on Small Devices .

UNIT 4: Video Publishing and Releasing on Mobile Devices

- Platform/App Specific FPS, File Format & Resolution Converting.
- Video Publishing/Uploading Process for Different Platforms.
- Live cast, Podcast, Shearing and Posting the Video Online.
- Promotion, Marketing and Virality of Video.
- Monetization Agreements, Copyright & Legal Process.

UNIT 5: Case Study

- Apple iMovie – Case Study
- Future of Small Device Video Production – Case Study

Assignments

1. Shooting a short film Using any Mobile Device and Editing and Final Release on Mobile Device.
2. Creating a Video Presentation of Mobile Device Production and releasing it on Mobile Devices.

Text and Reference books

1. Video Production, Oxford University Press India, ISBN-10: 0198085419, ISBN-13: 978-0198085416
2. Mobile Video: Technology and Methods for Content Production, Focal Press, ISBN-10: 0240814525, ISBN-13: 978-0240814520
3. Hand Held Hollywood's Filmmaking with the iPad& iPhone, Peachpit Press, ISBN-10: 0321862945, ISBN-13: 978-0321862945
4. Android Studio New Media Fundamentals: Content Production of Digital Audio/Video, Illustration and 3D Animation, Apress, ISBN-10: 1484216407, ISBN-13: 978-1484216408

Course	Subject	Marks			Credits
M.Sc NM	Script Writing and Story Boarding for New Media	T	P	I	
		40	-	10	3
Objective <ul style="list-style-type: none"> • Knowledge of Creative writing • Visual Presentation • Digitalization of Storyboard 					
UNIT 1:Introduction to Script Writing <ul style="list-style-type: none"> • Principles of Script Writing • Concepts of writing for online media • Principles of story writing • Writing pilot episode 					
UNIT 2:Elements of Script and Visual Script <ul style="list-style-type: none"> • Elements of script • Characteristics of visual script • Types of script • Making of visual script 					
UNIT 3:Creative Writing <ul style="list-style-type: none"> • Writing one pager, three pager • Writing for various media (Print, Radio & TV) • Writing for new media • Different types of writing (Tele play, screen play, shooting script) • Software tools for script writing- FINAL DRAFT 					
UNIT 4:Visual Presentation <ul style="list-style-type: none"> • Basic components and principles of the storyboard • Various formats of story boards • Design, composition and color • Light sources and depth of field • Camera Angles, Movement, Framing, Heights , Shot, Scene, Sequence 					
UNIT 5:Digitalization of Storyboard <ul style="list-style-type: none"> • Story board sheets 					

- Using digital story boards
- Software tools for story boarding
- Storage and output

Assignments

- Participate in debate on the issues relating to language and communication
- Exercises of script writing on different formats
- Writing a five minute story on any current issue
- Any assignment given by concerned faculty

Text and Reference books

1. A History of the Screen Play by Steven Price Published by Palgrave Macmillan, ISBN 978-1-137-31570-0.
2. Dwight V Swain "Film Scriptwriting" Focal Press Publishers, ISBN 13: 9780240511900.
3. Steve Katz "Film Directing Shot" Focal Press Publishers, ISBN-10: 0941188108.
4. Storyboarding: A Critical History, Steven Price Chris Pallant 2015, ISBN 9781137027603
5. The Complete Guide to Writing a Successful Screenplay, Melissa Samaroo, 2015, Atlantic Publishing Company, ISBN 9781601386076

Course	Subject	Marks			Credits
M.Sc NM	Application Design for Small Devices	T	P	I	3
		40	-	10	
Objective: <ul style="list-style-type: none"> To Learn Technical Specifications of Small Devices To Learn & Understand Planning Process of App Design To Learn & Understand Prototyping & Design Process To Learn Resolution of Design Related Issues on Small Devices 					
UNIT 1:Production for Small Devices: Introduction <ul style="list-style-type: none"> Small Devices Introduction – Basic Phones, Smart Phones, Tablets, Handhelds, Screen Sizes & Hardware Specifications. Mobile Platform Introduction – iOS, Android, Windows Mobile, CyanogenMod. Mobile Production Tools & App Platforms – iPhone SDK, Android SDK, Apple App Store, Google Play Store. Human Interface Guidelines. Cross Platform and Multiplatform App Production. 					
UNIT 2:App Design Planning <ul style="list-style-type: none"> Wallpapers and Theme, Widget and Notification Design. Application UI Design. Functional Flowcharts& Platform Specific Layout Design Drafts, Usability Chart Creation. Choosing Parent Profile/Device, Device Specific Feature Drop List. Design Anatomy/Styles – Google Material Design, Microsoft Metro, IBM living Language 					
UNIT 3:App Design & Prototyping <ul style="list-style-type: none"> Graphic Design Guidelines for Mobile Applications. UI & Layout Design Tools – Adobe Photoshop, Sketch, Zeplin App Icon Creation Tools - Adobe Photoshop, Iconion, IcoFX. Creation of Application UI Working Prototype. Application UI Working Prototype with Dropped Features, Prototype on Simulator. 					
UNIT 4:App QA & Bug Fixes <ul style="list-style-type: none"> Designers QA Checklist Formats. Understanding Design Related Issues. Fixes Related to User Feedback. Release of Application Prototype. 					

UNIT 5:Case Study

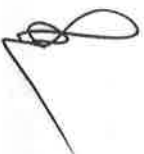
- Small Device Application Future – Case Study
- Impact of Social Media Apps on Small Devices – Case Study
- Impact of Instagram on Small Devices – Case Study

Assignments:

1. Creating a Graphical User Interface Prototype for a Mobile & Tablet App.
2. Creating a Set of Default Icons Using Any Given Icon Maker.
3. Creation of Home Screen Theme with Icon set and Wallpaper for iOS/Android.

Text and Reference books

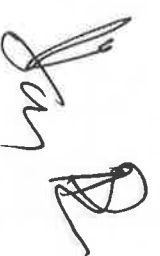
1. Android UI Design, Packt Publishing Limited, ISBN-10: 1785887424, ISBN-13: 978-1785887420
2. The iPhone App Design Manual: Create Perfect Designs for Effortless Coding and App Store Success, HOW Books, ISBN-10: 1440332991, ISBN-13: 978-1440332999
3. Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps, O'Reilly Media 2nd Edition, ASIN: B00JW0YOH0
4. Android UI Fundamentals: Develop & Design, Pearson Education India, ISBN-10: 9332502234, ISBN-13: 978-9332502239



Course	Subject	Marks			Credits
M.Sc NM	Animation Technology	T	P	I	3
		40	-	10	
Objective <ul style="list-style-type: none"> To teach basic elements and process of Animation To understand the basics of 2D & 3D animation To learn animation for web To understand future trends in animation industry 					
UNIT 1: Fundamentals of Animation <ul style="list-style-type: none"> Principles of animation Types of animation Animation in new media Character animation 					
UNIT 2: 2D Animation Using Adobe Flash <ul style="list-style-type: none"> Interface, tools and panels, time slider Action Scripting Frame, working with tracks, selection and editing graphics Working with text, sound and video Tweening, symbols, graphic, button effects and filters 					
UNIT 3: 3D Animation Using Blender <ul style="list-style-type: none"> Interface and tools Modeling, texturing and lighting Animation, VFX, rendering Applications of 3D animation 					
UNIT 4: Animation for Web <ul style="list-style-type: none"> Compression and optimisation of web animation Web supported file formats GIF animation Creating GIF animation using Adobe Photoshop 					
UNIT 5: Future Trends In Animation Industry <ul style="list-style-type: none"> Future styles: mixed styles, non-photorealistic rendering, CG generated stop motion 					



<ul style="list-style-type: none"> • 3D printing • Usage of augmented reality • Animation studios 	
Assignments <ul style="list-style-type: none"> • Create motion path animation with 2 objects • Create shape tween animation with text and animation • Create Time line based animation with objects and text • Create animation using layer masking 	
Text and Reference books <ul style="list-style-type: none"> • The Essential Blender: Guide to 3D Creation with the Open Source Suite Blender, Roland Hess, No Starch Press, 2007, ISBN 10: 1593271662 / ISBN 13: 9781593271664 • Blender Foundations: The Essential Guide to Learning Blender 2.6, Hess, Roland, Focal Press, ISBN 10: 0240814304 ISBN 13: 9780240814308 • Mastering Blender, Tony Mullen, Sybex, 2009, ISBN-10: 0470407417 / ISBN-13: 978-0470407417 • Adobe Flash Professional CS6 Classroom in a Book, Adobe Creative Team, Adobe Press, ISBN 10: 0321822251X ISBN 13: 97803218222512 • Adobe Flash Professional CS6 Essentials, Heldman, William, Sybex, 2012, ISBN 10: 1118129652 ISBN 13: 9781118129654 • Adobe Flash Professional CS6 Digital Classroom, Gerantabee, Fred, Team, AGI Creative, Wiley, ISBN 10: 1118124081 ISBN 13: 9781118124086 • Adobe Flash Professional CS6, Illustrated, Waxer, Barbara, Course Technology 2013, ISBN 10: 1133526004 ISBN 13: 9781133526001 	

Course	Subject	Marks			Credits
M.Sc NM	Digital Printing Process	T	P	I	3
Objective		40	-	10	
<ul style="list-style-type: none">• To learn basics digital and 3D printing• To learn analog and digital printing process• To learn printing technologies					
<u>UNIT 1</u>					
Introduction					
History of Printing, technological developments in Printing, Importance of printing processes in design decisions. Introduction to printing process: Various types of printing processes - Letter Press, Offset, Gravure , Flexography and Silk Screen. Current Trends in Digital Printing.					
<u>UNIT 2</u>					
Analog and Digital Process					
Concept of digital and analog printing technology, advantages of analog and digital printing, disadvantages of analog and digital printing, image quality and resolution. Production print and processing speeds					
<u>UNIT 3</u>					
Digitalization of Content					
Digital Documents: Introduction to Digital Printing fundamentals, vector & raster image, Color modes, Half toning colour reproduction, colour jumps, moir pattern, resolution and its qualities, Scanning different types of documents, Transfer of Digital image.					
<u>UNIT 4</u>					
Printing Technologies					
Digital printing technologies: inkjet, laser printing thermography, electrophotography and electrostatic printing, ionography, magnetography, and digital photographic imaging and developing.3D printing. Case study of Under Armour 3D printed athletic shoe.					
<u>UNIT 5</u>					
Applications					




Variety of Applications: customization and direct marketing, Print-on-Demand (POD), variable data printing (VDP), distribute-and-print, remote publishing (Web2Print), wide-format printing.

Text and Reference books

1. Digital Printing On demand Printing- Howard M. Fen ten, Frank J. Romanos,2013, ISBN 10: 1574552856 ISBN 13: 9781574552850
2. 3D Printing: The Next Technology Gold Rush - Future Factories and How to Capitalize on Distributed Manufacturing , Christopher D. Winnan,2014
3. 3Mastering Digital Printing, Second Edition (Digital Process and Print)- HaraldJohnson,2013

Course	Subject	Marks			Credits
M.Sc NM	Video Game Design	T	P	I	3
		40	-	10	

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

HOD, NMIT

Course	Subject	Marks			Credits
M.Sc NM	Publishing on Social Media	T	P	I	3
		40	-	10	

Objective

- To understand multiplatform publishing
- To learn content creation and editing
- To understand intelligent content
- To learn publishing process

UNIT 1

Multiplatform: Introduction

- **Social Media:** Introduction, Definitions, Principles & Features.
- **Multiplatform Publishing:** Types, Differences & Creation Process, Features.
- **Cross Platform Publishing:** Need, Definitions, Examples & Samples, Features.
- **Integration Services:** API, Embedding of Media, Need, Examples & Samples, Features.
- **Content Production Pipeline:** Pre Production Process, Production Process & Post Production Process, Final Editing, Proofreading, Publishing Process, Content Upgrade & Updating Process.

UNIT 2

Publishing Process

- **Platform Research:** Need, Growth research, Target User research, Multichannel consumer research, Technological Relevance Research.
- **Digital Publishing Creation:** Tools, Online free platforms, Content Creation for specific platform.

- **Publishing for Web & Social Media:** Process, Research, Content creation & editing, Graphics editing, Cross Platform content editing.
- **Publishing for Online Ads & Promotions:** Types, Creation Process, Editing.
- **Digital content management:** CMS (Content Management Systems), Online Tools, Freeware.

UNIT 3

Content creation and Editing Process

- **Structure and Work Flow:** Different content models, Content creation workflow, Adaptation of existing content, Digital Conversion of Content.
- **Pre Production Process:** Content Research, Brain Storming, Content Gathering, Content Indexing, Publishing Platform Research
- **User Oriented Content Creation:** Content review process, Content Monitoring, User Feedback & Review Systems, Content Reachability process.
- **Cost Calculation:** Adapting Cost effective process

UNIT 4

Intelligent Content: Overview

- **Intelligent Content Creation:** Conversion, Creation, Publishing Platforms, Modern Content Creation, CMS adaptation.
- **Intelligent Content Customization:** Editing, Customization, Content management.
- **Framework:** Intelligent content Indexing, Linking, Search techniques.
- **User Oriented Content Creation:** Content review process, Content Monitoring, User Feedback & User Experience review, Content Reachability process.

UNIT 5

Case Study & Exercise

- **Social Media Publishing Future : Case Study**
- **Intelligent Content Future : Case Study**
- **Open Source publishing Future : Case Study**
- **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.

Assignments

1. Case studies of any two social media application of social media publishing.
2. Plan a small Project for social media publishing
3. Case studies of "promote your content with the Social Media tool"
4. Case studies of "Increase traffic to your website"
5. Case studies on Publishing and social media advertising

Text and Reference books

1. The Multiplatform Publishing Strategy Handbook (Free Download): <http://www.mequoda.com/free-reports/multiplatform-publishing/>, Mequoda Handbooks, 2004
2. Intelligent Content: A Primer Ann Rockley, Charles Cooper, Scott Abel, 2015


HOD, NMT

Course	Subject	Marks			Credits
M.Sc NM	Gamification through Content	T	P	I	3
		40	-	10	
Objectives: <ul style="list-style-type: none"> To learn elements of gamification for Interactive media To learn creating gamified content and conversion of content To study & understand end user need of gamified content To study & understand market and user need of product 					
UNIT 1:Introduction to Gamification <ul style="list-style-type: none"> Interactive Elements of Content Understanding Gamification Gamification conversion of Content Principles of Game Design Anatomy of Game Design Techniques, Categories and Applications 					
UNIT 2:Elements of Game <ul style="list-style-type: none"> Formal elements of Game Story, Model and Structure Perspective, Entertainment and Interaction End User Interaction Elements Image, Audio and video, Simulation 					
UNIT 3:Game Machines and Dimension <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Gamification Content Process, Implicit Vs Explicit Gamification, Creating the User Experience, Game play Worksheet and 					

Language, Gamification Community

- Case Study: Online Gamification Project, Popular flight & medical simulators, Educational Online & PC Game.

UNIT 5: Gamification market and Law

- Gamification of marketing: Use Cases, Gamification law and Consumer protection
- Impact of Gamification on Market and Products

Assignment:

1. Create game element
2. Case Study: Online Gamification Project, Popular flight
3. Create Gamified education product

Text books and References:-

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
3. Game Design Essentials by Briar Lee Mitchell ; Wiley, 2012 , SBN: 1118159276, 9781118159279

HOD, NMT

Course	Subject	Marks			Credits
		T	P	I	
M.Sc NM	Content Aggregation, Ethics and Practices	40	-	10	3
Objective <ul style="list-style-type: none"> To learn basic elements of Content Aggregation To learn Ethics of Content Aggregation Understand media ethics for different medium 					
UNIT 1:Content aggregation- 1 <ul style="list-style-type: none"> Definition of Content Curation, Content Aggregation and Content Creation Content CurationVs Content Aggregation Types of aggregators Content aggregation tools & examples 					
UNIT 2:Content aggregation- 2 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Introduction to media laws 					

HOD.NMT

- 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,2013
2. E-STEM: Comparing Aggregator and Publisher E-Book Platforms Tara Tobin Cataldo,2013

HOD, NMT