

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce, and Science College, Ahmednagar**  
**(Autonomous)**  
**(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)**  
**Choice Based Credit System (CBCS)**

**Programme Skeleton and Syllabus of**  
**B. Voc. Journalism and Mass Communication (Minor)**

Implemented from  
**Academic Year 2023-24**

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar  
(Autonomous)**

**Board of Studies in Journalism and Mass Communication**

Sr. No.	Name	Designation
1.	Dr. Bapu Chandanshive	Chairman
2.	Mr. Sandip Girhe	Member
3.	Mr. Abhijeet Gajbhiye	Member
4.	Mrs. Shweta Bangal	Member
5.	Mr. Rohan Tayde	Member
6.	Mr. Akshay Shelar	Member
7.	Dr. Shivaji Jadhav	Academic Council Nominee
8.	Dr. Ravindra Chincholkar	Academic Council Nominee
9.	Mr. Vishram Dhole	Vice-Chancellor Nominee
10.	Mr. Ranjeet Pandit	Alumni
11.	Mr. Assim Tribhuvan	Industry Expert

## **1. Prologue/ Introduction of the programme:**

This three year B. Voc. program in Journalism and Mass Communication is offered at Department of Communication Studies, New Arts, Commerce and Science College, Ahmednagar (Autonomous), affiliated to Savitribai Phule Pune University, Pune. The media and communication industry has a widespread influence on the world around us, and this program helps enable students to be a part of that revolution. In recent years, the field of mass media and communication has evolved into a partially interactive concept that touches almost every aspect of human life. With the sheer proliferation of media into our lives through newspapers, television, and the internet the field of mass communication is gaining popularity like never. This undergraduate degree in Journalism and Mass Communication brings an opportunity to students to nurture themselves as media professional. The scope of mass media as a field is increasing and there is never a dearth of job opportunities.

This program is designed to offer a practical training approach towards all the areas of media and communications. This programme imparts intensive hands-on training in photography, social media, new media, digital marketing, journalism, advertising, film studies, well as digital journalism including news reporting, editing, mobile and broadcast journalism.

Department have well-equipped facilities and advance industry standard infrastructure for this. Students will also develop critical understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries. This program introduces students to a dynamic mix of theoretical, technical and critical approaches and to a range of practical experience across the sector. This program can equip students with the skills and insights required to be successful in the media environment. Students will explore how the media create meaning and how technology shapes the ways we communicate. With its unique blend of theory and practice, this program works towards the creation of a lively group of media ‘thinking do-ers’ and ‘doing thinkers’ at the same time.

The program will mediate the recruitment of candidates oriented to different areas of the media and communications industry, such as video production, digital journalism, mobile journalism, broadcast journalism, public relations, digital marketing and it will also mediate the enrolment of candidates planning an academic career along with careers in media and cultural industries, governmental agencies, public service organizations, and NGOs.

## **2. Programme Outcomes (POs)**

Students enrolled in the program complete a curriculum that exposes and trains students in a full range of essential skills and abilities. They will have the opportunity to learn, practice and master the following objectives.

1. Make students to rethink the environment in which they live through the pictures.
2. Practice the photography as means of visual expression.
3. Develop creative temperament and mindset for visual production.
4. Develop an ability to define the meaning and purpose of mediated communication.
5. Enable students to create, design and produce visual multimedia products.
6. Inculcate students' ability to think critically and objectively.
7. To develop competent and efficient photography professionals.

**Credit Distribution: B. Voc. Journalism and Mass Communication**

	Type of Courses	III Yr
Major	Discipline-Specific Courses (DSC)	46
	Discipline Specific Elective (DSE)	08
	Skill Enhancement Courses (SEC)	06
	Vocational Skill Courses (VSC)	08
	On-Job Training (OJT)	04
	Field Project (FP)	04
	Community Engagement and Service (CEP)	02
	Research project	00
	Research Methodology	00
	Indian Knowledge System	02
	<b>Total (I, II and III Year)</b>	<b>80</b>
Minor	Minor	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12
	Co-Curricular Courses	08
	Ability Enhancement Courses	08
	Value Education Courses	04
	<b>Total</b>	<b>132</b>

**Programme Framework (Courses and Credits): B. Voc. JMC (Minor)**

SN	Year	Sem	Level	Course Type	Course Code	Title	CR
1.	I	I	4.5	MNR-1	BVC-JM 101	Visual Communication	03
2.	I	II	4.5	MNR-2	BVC-JM 201	Basics of Camera	03
3.	II	III	5.0	MNR-3	BVC-JM 301	Basics of Photography	03
4.	II	IV	5.0	MNR-4	BVC-JM 401	Photo Editing	03
5.	III	V	5.5	MNR-5	BVC-JM 501	Audio Visual Techniques	04
6.	III	VI	5.5	MNR-6	BVC-JM 601	Audio Visual Production	04

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's**  
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**Syllabus**  
**B. Voc. Journalism and Mass Communication (Minor)**

Title of the Course: Visual Communication								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-1	BVC-JM 101	02	01	03	60	30	70	100

**Learning Objectives:**

1. To introduce to the students the fundamentals of visual communication.
2. Apply appropriate visual communication skills in mediated communication.
3. To have a theoretical understanding of visual media perspective.

**Course Outcomes (Cos)**

1. To develop knowledge and competencies in visual communication.
2. Demonstrate critical and innovative thinking.
3. Display competence in visual communication.

**Detailed Syllabus :**

**Unit I : Need and Importance**

(07 lectures)

- Human and Visual Communication
- History of Cave Painting
- Communication an expression, skill and process,
- Understanding Communication: SMRC-Model

**Unit II : Fundamentals of Design**

(14 lectures)

- Definition
- Approaches to Design, Centrality of Design,
- Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc.
- Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc.
- Design and Designers

**Unit III : Principles of Visual and other Sensory Perceptions** (14 lectures)

- Colour psychology and theory
- Optical / Visual Illusions Etc.
- Various stages of design process
- Problem identification, search for solution refinement
- Analysis, decision making, and implementation.

**Unit IV : Basics of Visual Design** (14 lectures)

- Design process-research, a source of concept,
- Process of developing ideas-verbal, visual, combination & thematic, visual thinking
- Associative techniques, materials, tools
- Design execution, and presentation.

**Unit V : Visual Design Exercise** (10 lectures)

- Discussing and developing a concept
- Designing or drawing of idea
- Analyzing and reviewing
- Producing an output

**Suggested Readings/Material:**

1. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
2. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011
3. An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town
4. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010
5. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
6. Picture this: Media Representation of Visual Arts and artists. University of Luton Press
7. Palmer, Frederic: Visual Elements of Art and Design,1989
8. Longman Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists,1982, Astragal Books. London
9. Palmer, F: Visual Awareness (Batsford, 1972)

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**Syllabus**  
**B. Voc. Journalism and Mass Communication (Minor)**

Title of the Course: Basics of Camera								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-2	BVC-JM 201	02	01	03	60	30	70	100

**Learning Objectives:**

1. To introduce students to basics of camera technology.
2. Apply appropriate camera techniques and skills in production.
3. To have a theoretical and technical perspective of visual creation.

**Course Outcomes (Cos)**

1. To develop knowledge and competencies in camera technology.
2. Demonstrate camera techniques and skills in production.
3. Display competence in camera production.

**Detailed Syllabus:**

**Unit I : History of Camera Technology**

(07 lectures)

- History of Photography
- Evaluation of Photography
- Photography and Contemporary Art
- Digital Evolution

**Unit II : Basics of Camera**

(07 lectures)

- Camera as a Tool, Lenses
- Equipment - What's in your bag? / Care and feeding.
- Camera Settings, Perspectives
- Camera Operating

**Unit III : Functions of Camera**

(21 lectures)

- Aperture, Shutter Speed, ISO
- Depth of Field
- Exposure
- Preset Modes



**Unit IV : Image Files and Formats**

(07 lectures)

- Image Storage Formats
- Image Processing Formats
- Pixel, Resolution
- Aspect Ratio

**Unit V : Understanding Light**

(07 lectures)

- Light in Photography
- Shades and Shadows
- Available and Artificial Light
- Mix Light

**Unit VI : Outdoor Exercise**

(10 lectures)

- Identifying Sight
- Preparing the Mind and Camera
- Executing the Action
- Pack Up

**Suggested Readings/Material:**

1. Bruce Barnbaum, The Art of Photography, Rocky Nook Publication, (2010)
2. Bruce Bloc, The Visual Story: Creating the Visual Structure of Digital Media, Routledge; 2nd edition (2007)
3. John Alton, Painting With Light, University of California Press (2013)
4. Mascelli, Practical Photography, Hind Pocket Books (2003)
5. Paul Martin Lester, Visual Communication: Images with Messages, Wadsworth Publication, (2013)

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**Syllabus**

**B. Voc. Journalism and Mass Communication (Minor)**

Title of the Course: Basics of Photography								
Year: II					Semester: III			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-3	BVC-JM 301	02	01	03	60	30	70	100

**Learning Objectives :**

1. To introduce students to basic concepts and importance of Photography.
2. To inculcate the knowledge of elements of photography.
3. Learn to practice the protography as means of visual expression.

**Course Outcomes (Cos)**

1. To rethink the environment in which they live through the pictures.
2. Gaining familiarity with the photography field.
3. Giving exposure to effective visual expression.

**Detailed Syllabus:**

**Unit I : Introduction to Photography**

(07 lectures)

- History of Photography
- Evaluation of Photography
- Photography and Contemporary Art
- Digital Evolution

**Unit II : Photo Composition**

(15 lectures)

- Aesthetics of Photography
- Ways of Seeing
- Rule of Third, Framing
- Elements of Composition

**Unit III : Understanding Light**

(08 lectures)

- Light in Photography
- Shades and Shadows
- Available and Artificial Light
- Mix Light

**Unit IV : Indoor Exercise**

(10 lectures)

- Identifying Topic
- Preparing the Mind and Camera
- Executing the Action
- Pack Up

**Unit V : Outdoor Exercise**

(20 lectures)

- Identifying Sight
- Preparing the Mind and Camera
- Executing the Action
- Pack Up

**Suggested Readings:**

1. Bruce Barnbaum, *The Art of Photography*, Rocky Nook Publication, (2010)
2. Bruce Bloch, *The Visual Story: Creating the Visual Structure of Digital Media*, Routledge; 2nd edition (2007)
3. Elizabeth Allen, *The Manual of Photography*, Routledge; 10th edition (2010)
4. John Alton, *Painting With Light*, University of California Press (2013)
5. Mascelli, *Practical Photography*, Hind Pocket Books (2003)
6. Mark Galer, *Introduction to Photography: A Visual Guide to the Essential Skills of Photography and Lightroom*, Routledge; (2015)
7. Paul Martin Lester, *Visual Communication: Images with Messages*, Wadsworth Publication, (2013)
8. Sir William Abney, *Instantaneous Photography*, Legare Street Press ( 2021)
9. Tom Ang, *Photography: The Definitive Visual History*, DK Publisher, (2022)

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**Syllabus**

**B. Voc. Journalism and Mass Communication (Minor)**

Title of the Course: Photo Editing								
Year: II					Semester: IV			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-4	BVC-JM 401	02	01	03	60	30	70	100

**Learning Objectives:**

1. Demonstrate and exercise use of the elements of design.
2. Use software tools and processes from a variety of creative perspective.
3. To edit images and design variety of media products.

**Course Outcomes (Cos)**

1. Apply design principles in the ideation, development, and production of visuals.
2. Produce creative works that demonstrate innovation in concepts
3. Giving exposure to effective visual expression.

**Detailed Syllabus:**

**Unit I : Introduction to Photoshop**

(10 Hours)

1. Understanding concepts of raster
2. How these two are used various designs
3. Introducing the various raster tools :Paint , Photoshop,
4. Introduction Variations in Photoshop Software
  - History of Photoshop
  - Work Environment of Photoshop CC
  - Looking at the Work Area
  - Working in 64 and 32 bit modes
  - Using the tools & Tool Options

**Unit II : Working with Selections**

(10 Hours)

1. Understanding Layers
2. Basic Photo Corrections

3. Understanding Images: Raster & Vector
4. Working with Images
  - Image Resolution
  - Tonal values & Photography
  - Image Adjustments Options
  - Working with the Adjustments Panel
  - Histogram
  - Levels Dialog Box
  - Curves Dialog Box
  - Straightening & Cropping
  - Using Automatic & Manual Adjustments - Contrast, Shadows & Highlights,
  - Hue & Saturation
  - Dodge, Sponge & Burn tools

**Unit III : Retouching Tools** (10 Hours)

- Retouching & Repairing
- Clone Stamp Tool & Clone Panel Options
- Pattern Tool
- Spot Healing Brush
- Healing Brush & Patch Tools
- Content Aware Healing & Fills

**Unit IV : Type Tool** (10 Hours)

- Adding Type
- Character & Paragraph settings
- Justification & Hyphenation
- Tracking, Kerning & Leading
- Warping Type
- Type on a Path Vertical Type

**Unit IV : With Brushes and its options** (10 Hours)

- Working with brushes
- Changing Brush Options

**Unit IV : Image Files and Formats** (10 Hours)

- Introduction of Mobile Apps
- Vertical size Design
- Colors, Shapes, etc.
- Social Media Design
- Corporate Design
- Exporting

**Suggested Readings/Material:**

1. Adobe Master Class Advance Composition in Adobe Photoshop CC 2nd Edition  
(Bringing the Impossible to Reality - with Bret Malley).
2. Corel Draw X7 User Guide (students can use recent edition of the Book)  
(Corel Community – Corel Corporation).