



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- ADVERTISING

Program: BA in Multimedia and Mass Communication

Program Code: RJBAMMCAD

(CBCS 2025-26)

THE PREAMBLE

Why BA in Multimedia and Mass Communication?

Media is a key cornerstone in the growth of modern society. The functions of mass media include dissemination of information, spreading awareness, imparting education and providing entertainment, to name a few. Driven by high demand, competitiveness and government policy support, the media sector has seen unprecedented growth in recent times. With the percolation of media into all walks of life, it is the right time to be a part of this sector and develop proficiency in the same. Bachelor of Arts in Multimedia and Mass Communication, or BAMMC, is a three-year undergraduate programme that encompasses the study of many forms of communication such as marketing, journalism, television, radio, film, newspaper, magazine, photography, etc. The learners also learn about management and administration aspects of this industry etc. Candidates can also choose from specialisations, such as advertising or journalism. Media is currently a fulfilling and lucrative career option for Indian youngsters, and applicants with a BAMMC degree have access to a wide range of professional and higher education prospects. The course enables the learners to apply conceptual knowledge and the skills gained through hands-on projects ensuring applicability and utility in the domain of society and nation.

Why BA in Multimedia and Mass Communication at R J College?

We at RJ College believe that theoretical knowledge when supplemented with hands-on projects, cooperative and inclusive learning enables us to impart a firm foundation to our learners. Additionally under the autonomous status, we have the freedom of altering the syllabus, which enables us to enhance the learning thereby giving an edge to our students. Our initiatives to meet the learning outcome include:

- Project based approach with focus on extensive practical applications of concepts.
- Comprehensive and continuous evaluation with a balance between theoretical, practical, hands-on and research based methodology is carried out. Learners are given a variety of projects such as documentary making, carrying out marketing research, photography, brand building, developing entrepreneurship skills, designing and printing adverts for magazines and newspapers, etc.

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- Periodic guest lectures by eminent professionals in the mass communication and multimedia industry helps bridge the gap between theory and the practical world.
- Alumni engagement with lecture series enabling regular interaction between students and the alumni of the department.
- Computer lab support is provided assisting in provision of hands-on education for industry focused multimedia softwares.
- Professional visiting faculties who are experts from their respective fields regularly teach subjects such as photography, film making, investigative journalism etc.
- Provision of learning and evaluations support is extended to special need learners thereby fostering an inclusive learning atmosphere and encouraging self reliance.
- Student Induction sessions, Open house with learners after semester end exams and Parent Faculty Sessions helps in creating an inclusive and open learning environment.
- Focus on holistic learning and encourage students to be socially responsible with activities like, Cleaning Dadar Chaupati, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest- Mediosa and other activities.
- Placement support and internship opportunities extended to our learners.

Our Curriculum, Your Strength

The syllabus for BAMMC spans a total of six semesters with the first four semesters focusing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialization between advertising and journalism to the students. The curriculum is meticulously designed to enable the learners to gain understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Being an autonomous institution empowers us to undertake revisions in the syllabus and evaluations thereby incorporating the developments of the industry into our curriculum and strengthening the same. This further strengthens our students, equipping them to better adjust in the professional world and enabling them to demonstrate their knowledge and ability in a variety of creative, cinematic, organizational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni

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are given a platform to remain in constant touch with our every new batch of students in providing them guidance in their studies and assisting in the internship and placement. Focus on inclusive, integrated and holistic learning environments equips our students to be highly focussed professionals and socially responsible citizens.

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PROGRAMME OUTCOMES (PO) OF BAMMC

PO 1: The learners will be able to gain fundamental disciplinary knowledge and conceptual understanding of various aspects pertaining to Multimedia and Mass Communication.

PO 2: Enable the learners to conceptualize, design and create media products using technical skills.

PO 3: The learners will be able develop professional writing skills, effective oral communication and critical thinking skills

PO 4: The program shall enable the learners to develop research acumen.

PO 5: The program shall enable the learners to apply gained knowledge and skills, thereby preparing them for higher studies and catering to the growing demands of the job market related to Advertising, Journalism, TV, Radio, Film, Newspaper, Magazine, etc.

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PROGRAM SPECIFIC OUTCOMES (PSO) OF BAMMC

PSO 1: The program will enable aspirants to acquire knowledge in the varied fields associated with media such as advertising, journalism, public relations, films, TV, radio, digital platforms etc.

PSO 2: Learners will be able to gain a critical understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PSO 3: The learners will be able to gain proficiency skills in professional writing and effective oral communication skills across a variety of media platforms.

PSO 4: This program will equip the learners with creative and analytical skills essential for making a career in the media and entertainment industry, including advertising, public relations, cinema, television, OTT Platforms, digital media, etc.

PSO 5: The program will inculcate in the learners a global awareness of political, social and corporate issues and ethical issues, therein the learners will demonstrate the ability to apply the knowledge in a variety of creative, cinematic, organizational, professional, entrepreneurial media venues.

PSO 6: Learners will be imparted with technical knowledge and skills that shall enable them to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PSO 7: The learners shall acquire fundamental research skills and prepare themselves for higher studies.

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**DISTRIBUTION OF TOPICS AND CREDITS STRUCTURE
TYBAMMC ADVERTISING SEMESTER V**

Course Code	Unit	Topic Headings	Credits	Duration
RJVSCBAMMCAD351	Paper Title: Advertising Design			60 hours
	I	Introduction: Advertising Design = Communication Design	04	
	II	Design Basics: Language of Visuals		
	III	Layout: The BluePrint		
	IV	Planning A Campaign: Working On Final Project		
	V	Execution: On System Work		

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DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	ADVERTISING DESIGN
COURSE CODE	:	RJVSCBAMMCAD351
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	Learners will gain practical training in the field of advertising thereby making them industry ready.
2	Learners will be able to analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications
3	To acquaint learners with practical training in the field of advertising thereby making them industry ready.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Learners shall understand the process of planning & production of the advertisement.	1,2	Level I,II,III Remember, Understand, Apply
CO2	The course will be able to highlight the importance of visual language as an effective way of communication.	1,3	Level II,III,IV Understand Apply, Analyse
CO3	Learners will gain practical training in the field of advertising thereby making them industry ready.	4,6	Level II,III,IV,VI Understand, Apply, Analyse, Create

SEMESTER VI	
Course Name: Advertising Design	
Course Code: RJVSCBAMMCAD351	
Credits: 04	Total Lectures: 60
UNIT I	
Introduction: Advertising Design - Communication Design	Lectures
10	
1. Project paper:	

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● Introduction to project paper and campaign outline, elements to be produced and viva voce 2. Role of agency departments: ● Accounts department: Client handling, strategy planning ● Media department: Media research, media planning, buying & billing ● Creative department: Prime calibre, all of visualization, creative thinking, execution ● Production department: (in-house or outsource) ● Photography, TVC, print of promotional material. 3. Design process: ● Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design 4. Art direction: ● Role of director in various media ● Detailing in illustration ● Detailing in TVC: location, models, costume, working on storyboard 5. Analyzing Ads and logos: ● Discussion of existing ads ● Print ads: For layout, colours, message ● TVCs: AV, pace, tone etc ● Innovative, ambient, transit for relevancy ● PoS: For size, place, consumer psychology	
UNIT II	08
Design Basics: Language of Visuals	
1. Elements of design: ● Vocabulary: point, line, shape, size, tone, colours, texture, space 2. Principles of design: ● proportions, Contrast, harmony, balance, design rhythm, unity 3. Rule of design: ● Rules/Guide: Emphasis, proximity, alignment, visual path ● Syntax Gestalt: Completion, closure, invariance, multi-stability, figure & ground etc 4. Optical illusions: ● Visual Influence: Shapes & proportions, tones & contrast, lines & length 5. Typography: ● Type as Design element ● Classification: Serif, Sans serif, decorative, trendy etc. ● Measurement: size, weight, kern, track, leading, baseline, etc	

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Word expression, meaning expressed by appearance	
UNIT III	10
Layout: The BluePrint	
- Types of layout: - Mondrian, Picture window, split, big type, all text, all art, circus etc. - Stages of layout: - Thumbnail sketches, rough layout, finished layout, comprehensive - Choosing picture: - Strong visual capability of selecting target group, suitable with headline, trial close. - Choosing typo: - Sorting text into parts of copy. - Choosing appropriate typeface for headline, subheads slogan, body etc. - Putting all together: - Choosing canvas size, trying formats, orientations, various proportions of verbal & visual.	
UNIT IV	10
Planning A Campaign: Working On Final Project	
- Choosing a product: - Finalizing what to sell - Designing a Logo: Type based, Shape based, combo, Symbolic etc. - Planning tagline - Research: - Product/Service (features & benefits) - Market: Wants & needs, psychography & demography, what words may click their minds. - Tone and voice - Idea generation: - Coming to big idea, trying various idea generation techniques - Visualizing layout: - Choosing appropriate image/s & working on rough layout - Finalizing layout for highest effectiveness.	
UNIT V	10
Execution: On System Work (Faculty To Guide & Instruct)	
- Logo design: - Working on system: Corel Draw/Illustrator - Designing Logo, deciding color scheme (logo is vector based) - Modifying typo, using glyphs, considering shape as identity - Logo manual: - Creating a logo design philosophy - Explaining the logic behind choice of type, choice of colour, reason for shape, tagline as brand promise.	

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● Making everything compact. ● Creating 4 diff sizes & also reverse 3. Print ads/ Press ads: ● Press: Using finalized layout for creating series of three ads (synergy maintained) ● Different image same typography or different expressions same model-(brand ambassador) and same typo Creating headlines suitable to image (syntax) 4. Outdoor ad, innovative, transit, ambient and point of purchase: ● Outdoor: Deciding location, Format, Spotting frequency ● Advantage of location, advantage of local surroundings, spotability, appropriate headlines 5. TVC or web ads: ● TVC: Story line, Script, Floor plan, Camera plot ● Storyboard with , VFX, OSD, SFX, VO ● Web ad: Pop up, Scroll, Banner etc ● Printing, Mounting & Preparing for viva.	
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LIST OF REFERENCE BOOKS AND READING MATERIAL:

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

1. A learner appearing for first year examination under NEP will have a maximum of **22 credits** and examinations will be of **maximum 550 marks**.

2. Courses having **2 credits, 3 credits and 4 credits** will have examinations of **50, 75, 100 marks** respectively.

3. With regard to Major Course, Minor Course and OEC:

Continuous evaluation of 40-60 adopted under autonomy (2018) shall continue for all the courses; for the courses with 2 credits and 50 marks, Internal is of 20 marks (only one IA) and External 30 marks (SEE); while the courses with 3 credits and 75 marks, it is 25 marks (only one IA) and 50 marks (SEE). In case of courses of 100 marks, the break up of marks will be 40 marks (IA) and 60 marks (SEE).

4. With regard to IKS, VSEC (VSC and SEC), AEC, VEC:

These will be of 2 Credits each and of 50 marks. Continuous evaluation of 40-60 wherein Internal is of 20 marks and SEE of 30 marks or Only one SEE of 50 marks or continuous evaluation of more than one test by the respective coordinating department or as directed by the EC.

5. With regard to CC, FP and CEP:

Vertical of CC, FP and CEP shall also be more like a **continuous evaluation** where a student will be awarded marks on the basis of **his / her participation in the co-curricular activities of the department / other departments / associations / extension activities / intercollegiate events and Jeevan Kaushal**. Students keep a record of his / her participation and will be duly evaluated and signed by the concerned teachers.

6. Duration of examinations:

- a. An IA exam of 20/25 marks shall be of duration of 30 minutes.
- b. An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
- c. An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
- d. An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
- e. An SEE exam of 60 marks (offline) shall be of duration of 2 hours.

7. There shall be combined passing of Internals and SEE in a given paper with a minimum passing percentage of 40.

8. Appearing for SEE for every paper is **compulsory** irrespective of the performance in the Internals examinations. A student absent in SEE will be thus declared failing in a given subject.

9. There shall be provision for supplementary examination for the benefit of students who miss their SEE on grounds of medical emergency or representing college at the national level event or any other equivalent event with a special permission granted by the Head of the institution.

10. There shall be no Additional Examinations for any of the Semesters except for the Semester V wherein one chance of credit improvement in Semester V shall be given before the Learner appears for the final Semester VI Examination.

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11. A learner appearing for first year exam under NEP shall have an examination of maximum **550 marks** to which effect **ATKT** is allowed for **maximum of 200 marks** corresponding to **failing in 3 / 4 courses** but must have passed in at least one Theory course of Major / Minor.

ASSESSMENT METHODS

Internal Assessment

1. Learning process in art has four phases:
 - a. Appreciation
 - b. Imitation
 - c. Inspiration
 - d. Creation
2. To take the students through all these phases the internal assessment consists of:
Scrapbook: (appreciation) Collection of print ads from magazine & Newspaper as well as Logos of different brands. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.
3. Logos have to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.
4. **Drawing book:** (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprises idea generation & rough storyboard.
5. **Final campaign:** Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

External Project

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut card/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service.

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EVALUATION DETAILS

Total marks per course - 100/75 marks as applicable according to the verticals

Internal Assessment- 40/25 marks as applicable according to the verticals

General Instructions

1. Students have to choose an existing product with a new fresh brand name & new logo & not the existing brand.
2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is the job of engineers & we are in communication. (If an agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)
3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.
4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If a student has to verbally push to sell 'his work' then the work is weak.

Weightage To Evaluation Parameters

Evaluation with regard to VSC

IA - 40 Marks; Semester End Examination - 60 Marks

Evaluation of VSC Course

(RJVSCBAMMCAD351)

This shall be done as per the details given in the syllabus in the preceding pages of this document.

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TEACHING LEARNING PROCESS

The teaching learning process in the learning outcomes based curriculum framework in the subject of Mass Media is designed to develop the cognitive skills of every learner. The undergraduate courses offer the requisite skills for a profession and jobs in Mass Media. All courses have application based teaching as an integral part which promotes the learner to acquire the requisite skills for employment

An interesting combination of teaching learning processes is adopted in which the teacher and learners are actively involved.

Some of the salient teaching learning processes are:

- Class lectures: Explaining concepts, theories, methodologies related to the subject with a focus on analysis of case studies, practical implications in the industry.
- Presentations: Learners are encouraged to use a variety of techniques such as role play, documentary making, etc and make use of softwares like Photoshop, QuarkXPress, Dreamweaver, Illustrator, Canva, etc and not just restrict to PowerPoint presentation.
- Group Discussion, workshops
- Peer teaching and learning
- Blended learning: Use of edtech platforms like zoom, explainer videos, movies, short films, radio, podcasts, documentaries, etc.
- Knowledge repository: Use of Google classroom, Kahoot, Jamboards, MiroBoards, online libraries, etc.
- Flipped classroom, project-based learning, quiz, seminars, exhibitions, posters
- Practical experimental design planning, analysis, interpretation, application knowledge gained, field projects, mini projects.
- Technology enabled self-learning.
- Internships, On job training
- Project work

The effective teaching strategies would address the requirements of learners to learn at their own pace. The teaching pedagogy adopted to ensure inculcation of higher order thinking skills in the learner. The entire program also designed consciousness for an equitable society. The teaching learning processes adopted would be a participatory pedagogy

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MAPPING OF THE COURSE TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL DEVELOPMENT

Class	Course Name	Course Code	Topics focusing on Employability/ Entrepreneurship/ Skill development	Employability/ Entrepreneurship/ Skill development	Specific Activity
TYBAMMC-ADVERTISING	ADVERTISING DESIGN	RJVSCBAMMCAD351	Unit I: Introduction: Advertising Design = Communication Design Unit II: Design Basics: Language of Visuals Unit III: Layout: The Blueprint Unit IV: Planning A Campaign: Working On Final Project Unit V: Execution: On System Work (Faculty To Guide & Instruct)	Employability: This unit aims at providing learners with the requisite knowledge of planning and executing an ad campaign. Entrepreneurship: This unit provides learners with an insight into the world of advertising, giving them an insight of the different stages that bring an ad campaign to life. Skill development: These units aim at providing learners an insight into the fundamentals of visual communication and building skills required to visualise and design their own ad campaigns.	● Brand logo designing ● Stationery designing (Visiting card, letterhead, envelope)

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**MAPPING OF THE CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND
GLOBAL DEVELOPMENTAL NEEDS**

Sr No.	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	RJVSCBAMMCAD351: Advertising Design Unit I, II, III, IV and V	Local, Regional and National developmental needs

**MAPPING OF THE CURRICULUM WITH CROSS CUTTING ISSUES viz. PROFESSIONAL ETHICS,
GENDER, HUMAN VALUES, ENVIRONMENT AND SUSTAINABLE GOALS AND NEP 2020**

Sr No.	Name of the Course	Course Code	Issues Addressed
1	Advertising Design	RJVSCBAMMCAD351	SDG 4, SDG 8, Professional Ethics