



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

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- JOURNALISM

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMCJR

(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 adopted. Learners are given a variety of projects such as documentary making, marketing research, photography, brand building, developing entrepreneurship skills, designing, printing adverts for magazines and newspapers, etc.
- 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

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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, Beach Cleaning, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest-Mediosa, etc.
- 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 focussing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialisation 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, organisational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni 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 conceptualise, 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, organisational, 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
TYBAMMC - JOURNALISM SEMESTER V

Course Code	Unit	Topic Headings	Credits	Duration
RJVSCBAMMCJR351	Paper Title: Newspaper and Magazine Design (Project)			60 hours
	I	Design and Layout Basics	04	
	II	Editing and Terminology		
	III	Typography and Visual Aids		
	IV	Working on Project Quark or InDesign		
	V	Planning and Production of Magazine		

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	NEWSPAPER AND MAGAZINE DESIGN (Project Work)
COURSE CODE	:	RJVSCBAMMCJR351
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To help learners develop software skills to be employable in industry.
2	To enable learners to develop the aesthetic vision and understand the discipline behind a layout
3	To help learners reconstruct headlines suitable for the space keeping the core meaning and intensity intact

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The learner will gain understanding of the process of print media production from the content collection to the final print ready layout.	1,2	Level I,II,III Remember, Understand, Apply

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CO2	The learners will be able to understand how the news weightage and article relevancy will have an impact on visual treatment and the text block.	1,3	Level II,III,IV Understand Apply, Analyse
CO3	Learners will be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact	4,6	Level II,III,IV,VI Understand, Apply, Analyse, Create

SEMESTER VI	
Course Name: Newspaper and Magazine Design (Project Work)	
Course Code: RJVSCBAMMCJR351	
Credits: 04	Total Lectures: 60
UNIT I	Lectures
Design and Layout basics	10
● Elements of design: Point, Line, Shape, Size, Tone, Colour, Texture, Space ● Principles of Design: Proportion, Contrast, Harmony, Balance, Harmony, Unity ● Rules of Layout: Alignment, Proximity, Emphasis, Syntax, Visual path ● Grid and Page setup: Page size, Space division, Creating template, Margins, ● Master Pages: Creating master pages, Margins, Page numbering, Columns, Footer space, Folio.	
UNIT II	08
Editing and Terminology	
● Page division: National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) ● Rewriting /recomposing headlines, Creating decks: Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts ● Terminology Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers ● Type of Content Anchor story, Lead, Tombstoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback, ● Errors Widow, Orphan, Dog leg, Burries story	
UNIT III	06

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Typography and Visual aids	
● Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting ● Measurements: Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense ● Visual indicators: Indentation, Dropcap, Inset, Alignment, Hyphenation ● Text path: Curvilinear, Baseline, Shift, Warp text, Text in shapes ● Text to Box: Picture in text, Texture in text, Text effects, Shadow, outline	
UNIT IV	12
Working on Project Quark or InDesign	
1. Workspace: Grouping required panels and assigning, default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking 2. Toolbox: Text, Picture, Shape, Table, Transparency, Line 3. Panels: Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text 4. Picture treatment: Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement 5. Creating Typo: Type templates i.e. Style sheets	
UNIT V	12
Planning and Production of Magazine	
6. Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips: Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning, pages to stories, Assigning pages to Ads. 7. Flat plan: Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction 8. Rough Layout: Rough idea of layout, Conceptualization, Judging weightage of pictures and text 9. Logic of Cover design: Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story 10. Pagination and Print ready: Sequencing for printing, Form, Cut marks, Alley	

LIST OF REFERENCE BOOKS AND READING MATERIAL

1. Visual Journalism: Rajesh Pandey, Adhyan Publication.
2. Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
3. The Magazine Handbook: Nckay J. Routledge.
4. Editorial Art and Design: Randy Stano Miyami Herald.
5. Art and Production: N. N. Sarkar.
6. Digital Editorial Experience: Sue Apfelbaum.

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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:

- An IA exam of 20/25 marks shall be of duration of 30 minutes.
- An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
- An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
- An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
- 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

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before an external examiner:

1. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
2. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts.
3. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of the magazine and flow of the articles. Sections as well as front book, back book and main book concept.
4. Flat plan: For judging facing page connectivity or discrepancy.
5. Pagination: A separate soft file with page sequence suitable for printing.
6. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

External Project

1. Broadsheet design and layout: Broadsheet of 6 pages in Adobe InDesign OR QuarkXpress.
 - a. Supportive software can be Adobe Photoshop for Image editing, CorelDraw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quarkXpress, one of the layout software.
 - c. Learners may use QuarkXpress for Broadsheet and InDesign for Magazine and display their skills in both. (This will not fetch extra rewards.)
2. Magazine Design and Layout: Magazine of minimum pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

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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. Content need not be original and can be sourced from Google or News sites.
2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
3. Rewriting of headlines may be needed to fit the width and will be part of evaluation. (use editing techniques)
4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
6. Use of illustrations recommended wherever necessary.
7. Picture placement and unity with the text in text frames is an evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is an evaluation aspect. (Discourage students from copying existing)
10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.
11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.
12. Viva voce will be conducted only against evaluation of the completed project.
13. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner.

Weightage To Evaluation Parameters

Evaluation with regard to VSC

IA - 40 Marks; Semester End Examination - 60 Marks

Evaluation of VSC Course

(RJVSCBAMMCJR351)

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 JOURNALISM	NEWSPAPER AND MAGAZINE MAKING	RJVSCBAMMCJR351	Unit I: Design and Layout Basics Unit II: Editing and Terminology Unit III: Typography and Visual Aids Unit IV: Working on Project Quark or InDesign Unit V: Planning and Production of Magazine	Employability: These units aim at equipping the learners with the knowledge of industry standard Desktop Publishing softwares such as QuarkXPress and Adobe InDesign. Entrepreneurship : This unit gives the learners a deeper understanding of the planning that goes behind the creation of a magazine. Skill development: These units aim to equip learners with the understanding of the process of print media production from the content collection to the final print ready layout, including the news weightage as well as article relevancy and the visual treatment to the text block.	

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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	RJVSCBAMMCJR351: Newspaper and Magazine Design (Project) Unit I, II, III, IV and V	Local, National and Global 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	Newspaper and Magazine Design (Project)	RJVSCBAMMCJR351	SDG 4, SDG 8, Professional Ethics