

LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069

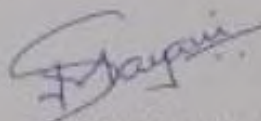
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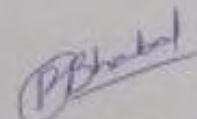
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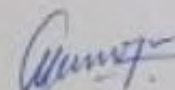
FYBAMMC – INTERNALS (SEMESTER II)

SR.NO.	SUBJECT	INTERNAL ASSESSMENT
1.	MEDIA, GENDER & CULTURE	Open Book Test (Individual students must carry their own textbooks, no sharing of textbooks is allowed.) Submission Format – Written answer sheets & PDF Submission Date- 01st February, 2023 WEDNESDAY (09:10am onwards)
2.	EFFECTIVE COMMUNICATION- II	INDIVIDUAL PROJECT Make a 2-minute clipping video on any current topic news where you are a reporter. Write your script of the news which should be submitted during internal submissions. Reporting must be in the English language only. Students must compulsorily wear Formals while reporting. Video & Script both must be original. Submission Format - 1080p. MP4 (Video) & Script (Handwritten scanned & converted into PDF) Submission Date- 02nd February, 2023 THURSDAY (10:20am EFFECTIVE COMMUNICATION- II lecture)
3.	CONTENT WRITING	INDIVIDUAL PROJECT Make a three-minute powerpoint presentation on any one topic given below. Topics- <ol style="list-style-type: none"> 1. Information Technology- blessing or curse for society? 2. Cybersecurity is important in every organization. 3. Why is drug abuse one of the most important concerns among youngsters? 4. Why must you vote? 5. Why is breakfast the most important meal of the day? 6. OTT platforms: A Boon or a Bane 7. Why are good communication skills very important? 8. Why can't we imagine our lives without technology? 9. Is Social Media lowering the Youth's Self-Esteem 10. Offline vs. Online mode of Education. Submission Format - Powerpoint Presentation Submission Date- 03rd February, 2023 FRIDAY (09:10am CONTENT WRITING lecture)
4.	INTRODUCTION TO JOURNALISM	Open Book Test (Individual students must carry their own textbooks, no sharing of textbooks is allowed.)

		<p>Submission Format – Written answer sheets & PDF Submission Date- 04th February, 2023 SATURDAY (10:20am INTRODUCTION TO JOURNALISM lecture)</p>
5.	FOUNDATION COURSE- II	<p>GROUP PROJECT Kindly Form Your own Groups (10 students in 1 group)-</p> <p>Make a PowerPoint Presentation on any one topic mentioned below:- (MINIMUM 40 SLIDES-SHOULD INCLUDE AT LEAST TWO REAL LIFE CASE STUDIES)</p> <p>a. Increasing Urbanization, problems of Housing, Health & Sanitation. b. Changing lifestyles and impact on culture in a globalised world. c. Farmer's suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.</p> <p>Submission Format - Powerpoint Presentation</p> <p>Submission Date- 06th February, 2023 MONDAY (09:10am FOUNDATION COURSE- II lecture)</p>
6.	INTRODUCTION TO ADVERTISING	<p>INDIVIDUAL PROJECT Make three Storyboards for Advertisement in a Drawing Book Create a storyboard with the graphic presentation of how your story will unfold shot-by-shot for :-</p> <ol style="list-style-type: none"> 1. For any FMCG(Fast Moving Consumer Goods) product. 2. Motorbike/Car <p>Submission Format - Drawing Book Submission Date- 07th February, 2023 TUESDAY (9:10am onwards)</p>


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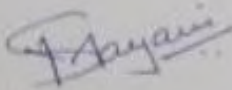
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SYBAMMC – INTERNALS (SEMESTER IV)

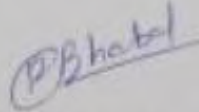
SR.NO.	SUBJECT	INTERNAL ASSESSMENT
1.	FILM COMMUNICATION- II	<p>Kindly form your groups (08 STUDENTS IN 1 GROUP). Each group needs to make a short film of your own genre.</p> <p>The duration of short films must be not less than 05 minutes and not more than 08 minutes.</p> <p>Actors and Editors should be strictly students only.</p> <p>Professional actors and editors are not allowed.</p> <p>No vulgarity/ obscenity.</p> <p>The short film should be original content and not simply a copy / duplicate of existing.</p> <p>Language used only English, Hindi or Marathi strictly.</p> <p>The short film must be subtitled in English language only.</p> <p>Each group also needs to submit the handwritten script of the short film, and also scan it & convert it into PDF format</p> <p>SUBMISSION FORMAT – 1080p .MP4</p> <p>SUBMISSION DATE- 01st February, 2023 WEDNESDAY (10:20am FILMS COMMUNICATION- II lecture)</p>
2.	MASS MEDIA RESEARCH	<p>Open Book Test.</p> <p>(Individual students must carry their own textbooks, no sharing of textbooks is allowed.)</p> <p>Submission Format – Written answer sheets & PDF</p> <p>Submission Date- 02nd February, 2023 THURSDAY (08:20am MASS MEDIA RESEARCH lecture)</p>

3.	COMPUTERS MULTIMEDIA- II	<p>Students need to make a short clip of a news reel with the use of Premiere Pro. The clips duration will be minimum of 2.5 minutes and maximum of 3 minutes.</p> <p>News anchoring should be strictly done by the students.</p> <p>SUBMISSION FORMAT –</p> <p>A. Students need to write the scripts in their handwriting, scan it and convert it into a PDF format.</p> <p>B. 1080p .MP4</p> <p>SUBMISSION DATE - 03rd February, 2023 FRIDAY (08:20am COMPUTER MULTIMEDIA- II lecture)</p>
4.	WRITING & EDITING FOR MEDIA	<p>Students must write four (4) blogs online on any topic related to the 21st Century Lifestyle.</p> <p>The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design, layout, frequency of updating, the quality of comment by the audience, and interactivity on the blog.</p> <p>The concerned faculty will also take a practical/ VIVA during the time of submission to understand if the student knows to operate and work on WordPress platform.</p> <p>Any blog with Plagiarism will be considered null and void and no marks will be given to the candidate.</p> <p>Blogging Platform - WordPress</p> <p>SUBMISSION FORMAT- Online blog link.</p> <p>SUBMISSION DATE - 04th February, 2023 SATURDAY (10:20am WRITING & EDITING FOR MEDIA lecture)</p>
5.	MEDIA LAWS & ETHICS	<p>Students will have to appear for the class test. Should need to carry their own Notebooks for answer sheets.</p> <p>(NOTE- It is a theory written exam and not an open book test.)</p> <p>Submission Format – Written answer sheets & PDF Submission Date- 06th February, 2023 MONDAY (9:10am MEDIA LAWS & ETHICS lecture)</p>

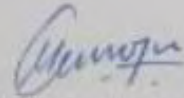
6.	RADIO PROGRAM PRODUCTION- II	<p>Students need to make a short story & podcast if online on this platform (Sound Cloud). The story has to be original, handwritten and recorded by the student.</p> <p>The duration of the story has to be minimum 4 minutes and maximum 5 minutes.</p> <p>SUBMISSION FORMAT-</p> <p>A. Write the script, scan it and convert it into a the PDF format</p> <p>B. Link of the podcast – Platform (Sound Cloud)</p> <p>SUBMISSION DATE - 07th February, 2023 TUESDAY (8:20am RADIO PROGRAM PRODUCTION- II lecture)</p>
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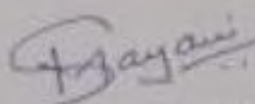
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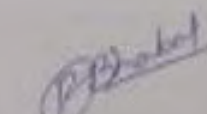
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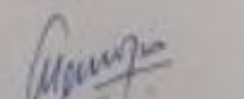
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TYBAMMC - INTERNALS (SEMESTER VI)

SR.NO.	SUBJECT	INTERNAL ASSESSMENT
1.	MEDIA PLANNING AND BUYING	<p>Every student must submit a media plan for a local television channel & Newspaper along with the rate; and detailed media scheduling for any product of their choice. Budget and city will be provided by the faculty.</p> <p>Kindly follow lectures for in-depth of the entire project.</p> <p>SUBMISSION FORMAT- PPT</p> <p>SUBMISSION DATE- 15th February, 2023 WEDNESDAY (08:20am MEDIA PLANNING & BUYING lecture)</p>
2.	ADVERTISING & SALES PROMOTION	<p>MCQ TEST BASED ON THEORY AND CONCEPTS PLATFORM - GOOGLE FORM.</p> <p>EXAM DATE- 16th February, 2023 THURSDAY (9:10am ADVERTISING & SALES PROMOTION lecture)</p>
3.	RETAILING & MERCHANDISING	<p>DESIGN A WINDOW DISPLAY OF ANY OF YOUR FAVOURITE BRANDS. THE SOFTWARE USED CAN BE PHOTOSHOP OR COREL DRAW. REFER TO THE PPT SHARED ON THE GROUP FOR CLEAR UNDERSTANDING OF THE DISPLAY TYPES. STUDENTS CAN MAKE THEIR DISPLAYS UNIQUE BY CHOOSING ANY FESTIVE THEME AS WELL (OPTIONAL)</p> <p>SUBMISSION FORMAT- CDR OR PSD FILE</p> <p>SUBMISSION DATE- 17th February, 2023 FRIDAY (9:10am RETAILING & MERCHANDISING lecture)</p>
4.	DIGITAL MEDIA	<p>Live Internship Project. It can be paid/ unpaid depending upon the student's choice. Students need to do internships in digital marketing organizations or agencies / handle the digital side of any particular brand/startup. The internship duration needs to be for a minimum of one month.</p> <p>The internships will be accepted only between July, 2022 to March, 2023.</p> <p>Students need to submit the LETTER OF APPOINTMENT AND LETTER OF SUCCESSFULLY COMPLETION OF INTERNSHIPS as a part of the internals</p> <p>To pass in DIGITAL MEDIA, students need to submit-</p> <ol style="list-style-type: none"> 1. LETTER OF APPOINTMENT 2. LETTER OF SUCCESSFULLY COMPLETION OF INTERNSHIPS <p>(Both must be original and verified with initials.)</p>

		<p>3. PPT (In PPT, students need to summarize their internship in detail- Organization or Agency name, designation, brands handled/ tasks performed, images, experiences, workflow, etc. Letter of Appointment and Completion letter must also be uploaded in the end slides of PPT. PPT must have at least 15 slides and not more than 25 slides excluding the letters.)</p> <p>SUBMISSION FORMAT- PPT, HARD COPY OF THE LETTERS ISSUED BY THE ORGANIZATION- Dated, Signed and stamped by the company worked for.</p> <p>SUBMISSION DATE- 20th February, 2023 MONDAY (8:20am DIGITAL MEDIA lecture)</p>
5.	BRAND MANAGEMENT	<p>Students need to Rebrand or Revitalize a well-known brand or global brand. Kindly follow lectures for in-depth of the entire practical project.</p> <p>SUBMISSION FORMAT- PPT</p> <p>SUBMISSION DATE- 21st February, 2023 TUESDAY (9:10am BRAND MANAGEMENT lecture)</p>
6.	ADVERTISING DESIGN	<p>Scrapbook Part-1 Collect 5 ads for each of the Ad-design Elements (30 ads total) i.e. Point, Line, Shape, Space, Texture, and Colour. • Explain each ad in 3-4 lines and justify why a particular ad comes under one of the above-mentioned Layouts. Part-2 Collect 3 ads for each for all the different Graphic Design layouts (30 ads total) i.e. Mondrian, Multi-Panel, Circus, Silhouette, Big type, Alphabet Design, Copy heavy, Picture window, Rebus, and Frame Layouts. • Explain each ad in 3-4 lines and justify why a particular ad comes under one of the above-mentioned Layouts.</p> <p>Drawing book: 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 a new logo. This also comprises idea generation & a rough storyboard.</p> <p>Final campaign: Creative brief & finalized layouts for press & print media that will follow synergy. Students need to start a campaign on approval of the creative brief</p> <p>SUBMISSION DATE- 22nd February, 2023 WEDNESDAY (8:20am onwards)</p>


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