



NOTICE

A.Y. 2024-2025

SYBAMMC (SEM-III) REGULAR INTERNALS EXAM AUGUST-2024

SR. NO	SUBJECT	SUBMISSION DATE	INTERNAL ASSESSMENT
1.	COMPUTERS AND MULTIMEDIA-I :	30/08/2024 Friday 10:50 am - 12:50 pm	Electronic Media - Make a short advertisement with the use of Premiere Pro. The students have to submit the screenshots of the Premiere Pro timeline to ascertain the originality of the work. (SUBMISSION FORMAT: 1080p Mp4)
2.	INTRODUCTION TO PHOTOGRAPHY:	31/08/2024 Saturday 8:20 am - 10: 00 pm	Electronic Media - Students need to capture 36 natural & original photographs, and add it to a Powerpoint Presentation. Points to be mentioned along with the photograph per slide: I. Lightings II. Composition III. Color IV. Perspective V. Focus SUBMISSION FORMAT - PPT (Mentioning the name & roll number in the 1st slide is compulsory)
3.	RADIO PROGRAM PRODUCTION-I	02/09/2024 Monday 8:20 am - 10:00 am	Individual students will be making a Radio show (any fiction idea for the program)- by creating audio links along with background music (10 second music) from any 1 format mentioned below. <ol style="list-style-type: none">1. Talk show2. Radio Interview3. Radio Drama4. Radio Documentary You have to make an hour show i.e. Creating (ON-AIR RADIO) 3-4 links (Each link should not exceed 3 minutes). (You cannot directly copy the message or content from any of the radio shows, it will be considered as copied content.) SUBMISSION FORMAT - <ol style="list-style-type: none">1. HANDWRITTEN SCRIPT (submission format will be discussed in the lecture)2. Scanned Pdf of the HANDWRITTEN script needs to be kept ready for the E-submission.
4.	MEDIA STUDIES:	03/09/2024 Tuesday 8:20 am - 10:00 am	Open book test





Laxmi Charitable Trust's

Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce
Dr. S. Radhakrisnan Marg, Andheri (East) Mumbai 400 069



5.	CORPORATE COMMUNICATION AND PUBLIC RELATIONS:	04/09/2024 Wednesday 9:10 am - 11:10 am	<p>1. Writing a Press release on the following three topics.</p> <ul style="list-style-type: none">- Corporate Social Responsibility initiative was taken by various corporations. (The choice of the corporate organization and the social cause is yours)- New store/branch opening of an existing brand in a different location. (The choice of the brand is yours eg. Starbucks, IKEA, Iphone).- For the upcoming movie - Singham Again, Kalki 2898 AD, The Sabarmati Report (ANY ONE)- <p>SUBMISSION FORMAT</p> <ol style="list-style-type: none">1. HANDWRITTEN PRESS RELEASE2. Scanned Pdf of the HANDWRITTEN PRESS RELEASE needs to be kept ready for the E-submission. <p>The format of the Press Release will be discussed in the regular lectures and the same format needs to be followed. (Students cannot directly copy the Press release from the Internet, it will be considered as copied content.)</p>
6.	FILM COMMUNICATION-I :	06/09/2024 Friday 10:00 am - 12:00 pm	<p>Students need to write reviews of films seen by them during lectures/film festivals/ home viewing (assignment) to inculcate an understanding of cinema and writing skills needed for film review.</p> <ol style="list-style-type: none">(1. Documentaries on World and Indian Cinema (100 years of Cinema)2. Films of Dada Saheb Phalke3. Citizen Kane4. The Battle over Citizen Kane5. Bicycle Thief6. Roshomon7. Do Bhiga Zamin/ Bandini8. Sahab, Bibi aur Ghulam/ Pyaasa9. Awara/Shri 42010. Lajwanti/ Ek ke Baad Ek)11. Gangubai Kathiawadi12. Pathan /Sher Shah <p>Students should write reviews on any Two films from the above list. (200-250 words only per film review)</p>



SUBMISSION FORMAT -

- HANDWRITTEN REVIEW (submission format will be discussed in the lecture)
- Scanned Pdf of the HANDWRITTEN review needs to be kept ready for the E-submission.

THE ABOVE DATE AND TIME WILL BE THE FINAL DATE & TIME TO SUBMIT YOUR SYBAMMC SEM-III INTERNALS. STUDENTS FAILING TO SUBMIT ON THE SAID DATE & TIME WILL BE MARKED ABSENT BY CHOICE IN THE SAID INTERNALS. NO EXTENSIONS WILL BE PROVIDED.

Sayani

H.O.D BMM/BAMMC

P. Bhabal

In-Charge Exam Committee

Murugan

In-Charge Principal

CC: I/C Principal

Office Copy

Examination Department

BAMMC Department

