

UNIVERSITY OF MUMBAI
No. UG/435 of 2009

CIRCULAR :-

A reference is invited to the Ordinances, Regulations and syllabi relating to the Bachelor of Mass Media (B.M.M.) degree course and to this office Circular No. UG/194 of 2009 dated 5th June, 2009 and the Principals of the affiliated colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning are hereby informed that the recommendation made by the Ad-hoc Board of Studies in B.M.M. at its meeting held on 11th September, 2009 has been accepted by the Academic Council at its meeting held on 17th September, 2009 vide item No. 4.18 and that, in accordance therewith, the Guidelines and Internal, External, Evaluation scheme for project papers Ad Design (Advertising Specialisation) and Newspaper and magazine making (Journalism Specialisation) for TYBMM Sem-V is as per Appendix and that same has been introduced from academic year 2009-2010.

MUMBAI-400 032
21st November, 2009

PRIN.K.VENKATARAMANI
REGISTRAR


To,
The Principals of the affiliated colleges in Art and Professor-cum-Director,
Institute of Distance and Open Learning

A.C./4.18/17/09/2009

No. UG/435-A of 2009, MUMBAI-400 032 21st November, 2009

Copy forwarded with compliments for information to :-

- 1) The Deans of the Faculty of Art,
- 2) The Chairperson, Ad-hoc Board of Studies in Bachelor of Mass Media.
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre.


(D.H.KATE)
DEPUTY REGISTRAR
(U.G./P.G. Section)

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.



17/09/2009

UNIVERSITY OF MUMBAI



GUIDELINES

INTERNAL/EXTERNAL

SCHEME

PROJECT & PAPERS

T Y BMM (SEM.V)

(ADVERTISING / JOURNALISM)

(With effect from the academic year 2009-2010)

Guidelines for Ad Design Paper at TYBMM Sem-V Project paper as per revised syllabus

Internal project work will consist of 4 assignments and sketch book. The division of internal 50 marks would be as follows:

- | | | | |
|----|--|---------------------------|------------|
| 1. | Sketch book and class participation
(checked by internal evaluator as per schedule) | - | 10 marks |
| 2. | Assignment – 1 | : Any Principle of design | - 10 marks |
| 3. | Assignment – 2 | : Base Colour | - 10 marks |
| 4. | Assignment – 3 | : Typo (Word Expression) | - 10 marks |
| 5. | Assignment – 4 | : Layout | - 10 marks |

External portfolio will include –

1. Logo
2. Stationary
3. Ad Campaign
(Print medium)
(Minimum 3 ads)
4. POP / Outdoor Ad
(Any one)
5. Web page layout /
TVC story board (any one)

Internals or assignment should be completed before prelims. Above stated are the minimum number of assignments required maximum can be any number. The external portfolio should be ready before prelims. The evaluation and entry of marks by the internal faculty should be completed before the start of University theory exams.

Internal Evaluation will judge following aspects.

1. Element of Design
2. Colour scheme / Effect.
3. Layout
4. Word Expression
5. Sketch Book

External Evaluation will judge following aspects.

Composition and Impact of Logo stationary Ads Campaign, POP, Outdoor, Web page layout, story board.

Guidelines for Newspaper and Magazine Making paper TYBMM Sem-V Project paper as per revised syllabus

1. The student should submit project work in soft copy and hard copy.
2. Evaluation to be done on computer screen with the soft copy and full colour.
3. The printout submission is only for University record.
4. Use of colours not compulsory for printout submission. A4 size printout for magazine and A3 size printout for broadsheet and tabloid (hard copy submission).
5. Evaluation will take into account only layout and design aspects and not content, paper quality.
6. Viva will include questions on theory of the subject and the project work submitted by the student.

Internal evaluation will judge following aspects.

1. Layout
2. Visuals
3. Types (fonts, face and size)
4. Headline colour

External Evaluation will judge following aspects.

1. Visual, pictures, graphs, charts, boxes etc. overall visual sense
2. Headline style
3. Overall layout
4. Impact

Viva will include questions on project submitted, and theory of understanding of total page concept including colour sense.

Internal Evaluation Marks

Subject : News Paper and Magazine making (Journalism Specialisation)

Total Marks : 50

TY BMM Semester : V

Date: _____

Name of College :

Name of the Internal Examiner :

Signature of the Internal Examiner :

[illegible]

Signature of Principal / Course Co-Ordinator

College Seal

External Evaluation Marks

subject : News Paper and Magzine making (Journalism Specialisation)

Total Marks : 50

T.Y.BMM Semester : V

Date: _____

Name of College :

Name of the External Examiner :

Signature of the External Examiner :

[illegible]

Signature of Principal / Course Co-Ordinator

College Seal

INTERNAL EVALUATION

Suggested Marking Scheme By Board Of Studies, BMM For
News paper and Magazine making – TYBMM Semester V
PROJECT PAPER AS PER REVISED SYLLABUS

	Layout (20 marks)	Visuals (10 marks)	Types (Fonts, face & size) (10 marks)	Head Line (5 marks)	Colour (5 marks)	Total Out of 50
Tabloid and Magazine and Broadsheet						

EXTERNAL EVALUATION

**Suggested Marking Scheme By Board Of Studies, BMM For
News paper and Magazine making – TYBMM Semester V
PROJECT PAPER AS PER REVISED SYLLABUS**

	Visuals Pictures /Graphs/Charts/B oxes etc. Overall visual sense (5)	Headline Style (5)	Overall layout (10)	Impact (10)	Max Marks (30)
Tabloid and Magazine and Broadsheet					

20 marks assigned to Viva will include questions on the following

	Understanding of Total Page concept including colour sense (5)	Correlation among visual/Head Line/Layout / Colouring in terms of impact (5)	Practical question Project submitted (10)	Max Marks (20)
Tabloid and Magazine and Broadsheet				

Internal Evaluation Marks

Subject : Ad Design (Advertising Specialisation)
Semester : V

Total Marks : 50

Date: _____

TY BMM Semester : V

Name of College :

Name of the Internal Examiner :

Signature of the Internal Examiner :

[illegible]

Signature of Principal / Course Co-Ordinator

College Seal

External Evaluation Marks

Subject : Ad Design (Advertising Specialisation)
Semester : V

Total Marks : 50

Subject
T.Y.BMM Semester : V

Date: _____

Name of College :

Name of the External Examiner :

Signature of the External Examiner :

[illegible]

Signature of Principal / Course Co-Ordinator

College Seal

Internal Evaluation

Suggested Marking Scheme By Board Of Studies, BMM For Ad Design Paper – TYBMM Semester V PROJECT PAPER AS PER REVISED SYLLABUS

Total: 50 Marks

Sr. No.	Date of Submission	Assignment	Composition 5 Marks	Impact 5 Marks	Total 10 Marks
			(a)	(b)	Total(a+b)
1.		Element of design			
2.		Colour Scheme / effect			
3.		Layout			
4.		Word Expression			
5.		Sketch book			
6.		Max. Marks 50			

EXTERNAL EVALUATION

**Suggested Marking Scheme By Board Of Studies, BMM For
Ad Design Paper – TYBMM Semester V
PROJECT PAPER AS PER REVISED SYLLABUS**

Sr. No.	Date of Submission	Assignment	Composition 15 Marks (a)	Impact 10 Marks (b)	Total Marks (a + b)	Maximum Marks 25
1.		Logo				
2.		Stationary				
3.		Ad Campaign(Print medium) (minimum 3 ads)				
4.		P.O.P / Outdoor Ad. (Any one)				
5.		Web page layout / Story board (any 1)				
6.		Viva (25 marks)				
Grand Total						50