UNIVERSITY OF MUMBAI No. UG/435 of 2009

A reference is invited to the Ordinances, Regulations and syllabi relating to the A recommendation of Mass Media (B.M.M.) degree course and to this office Circular No. UG/194 Moder of Mass. June, 2009 and the Principals of the affiliated collages in Arts and the manner of Distance and Open I. dateu Director, Institute of Distance and Open Learning are hereby informed the recommendation made by the Ad-hoc Board of Studies in B.M.M. at its meeting 11th September, 2009 has been accepted by the Academic Council at its meeting 10th 17th September, 2009 vide item No. 4.18 and that, in accordance therewith, the Hon 17 July and Internal, External, Evaluation scheme for project papers Ad Design wrising Specialisation) and Newspaper and magazine making (Journalism wellsation) for TYBMM Sem-V is as per Appendix and that same has been introduced academic year 2009-2010.

MBAI-400 032 November, 2009

PRINK VENKATARAMANI REGISTRAR

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

LC/4.18/17/09/2009

% 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.

DEPUTY REGISTRAR

(U.G./P.G. Section)

Copy to :-

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

UNIVERSITY OF MUMBAI



GUIDELINES

INTERNAL/EXTERNAL

SCHEME

PROJECT & PAPERS

TYBMM (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

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

Sketch book and class participation

(checked by internal evaluator as per schedule)

10 marks

Assignment – 1 : Any Principle of design - 10 marks

Assignment – 2 : Base Colour - 10 marks

Assignment – 3 : Typo (Word Expression) - 10 marks

5. Assignment – 4 : Layout - 10 marks

External portfolio will include -

1. Logo

2. Stationary

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

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

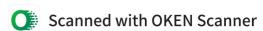
Internal Evaluation Marks

| News Paper and Mag | zine making (Journalism | |
|---|-------------------------|-----------------|
| | Specialisation) | Total Marks: 50 |
| _{ryBMM} Semester : V | , | |
| Y BMIN'S | | Date: |
| ame of College | | |
| ane of the Internal Examiner: | | |
| | | |
| _{Sgnature} of the Internal Examine | er: | |
| Name of the Student | Seat No | Total Marks |
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External Evaluation Marks

| 50 |
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Signature of Principal / Course Co-Ordinator



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 | Visuals | Types | Hoodi | 7 | |
|--------------|------------|------------|-----------------------|-----------|-----------|-----------|
| | | | (Fonts, face | Head Line | Colour | Total |
| | (20 marks) | (10 marks) | & size) (10 marks) | (5 marks) | (5 marks) | Out (50 |
| Tabloid and | | | | (| (5 marks) | Out of 50 |
| 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

| CONTRACTOR OF THE PARTY OF THE | visual sense | | | | Marks |
|---|--------------|-----|------|------|-------|
| | (5) | (5) | (10) | (10) | (20) |
| abloid and | | | | (10) | (30) |
| lagazine and | | | | | |
| roadsheet | | | | | |

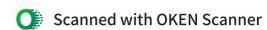
20 marks assigned to Viva will include questions on the following

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

Internal Evaluation Marks

| .ioct · · | , | Total Marks: 50 |
|--|---------|-----------------|
| Specialis : Ad Design (Advertising Specialis | | Date: |
| - of College: | | |
| and of the Internal Examiner: | | |
| ggnature of the Internal Examiner: | | |
| Name of the Student | Seat No | Total Marks |
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nature of Principal / Course Co-Ordinator



External Evaluation Marks

| Ad Design (Advertising Specialisat | tion) | Total Marks: 50 |
|--|---------|-----------------|
| : Ad Design (Advertising Specialisation) Note: Ad Design (Advertising Specialisation) Note: Ad Design (Advertising Specialisation) | | Date: |
| of College. | | |
| of the External Examiner: | | |
| gnature of the External Examiner: | | |
| ame of the Student | Seat No | Total Marks |
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Signature of Principal / Course Co-Ordinator



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

| | Date of | Assignment | Composition 5 Marks | lmpact 5 Marks | Total 10 Marks |
|---------|------------|------------------------|------------------------|-------------------|-------------------|
| şr. No. | Submission | Assignment | (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. | 77 | Logo | | | | |
| 2. | le de la companya de | 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. | 3 3 3 3 | Viva (25 marks) | | | | |
| 0. | | Grand Total | | | | . 50 |