

Laboratory Manual

(Version2.0)

for

New Media Lab

[BA(JMC)] 351

BA(JMC)- V Semester

Compiled by:

Mr. Rahul Kumar

(Assistant Professor, BVICAM, New Delhi)



**Bharati Vidyapeeth's
Institute of Computer Applications
and Management (BVICAM)**

A-4, Paschim Vihar, Rohtak Road, New Delhi-63

Visit us at: www.bvicam.in

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List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

Declaration

Department : Department of Journalism and Mass
Communication

Course, Year and the Semester to which Lab is offered : BA(JMC) - III Year, V Semester

Name of the Lab Course : New Media Lab

Course Code : BA(JMC) 351

Version No. : 2.0

Name of Course/Lab Teacher(s) : Mr. Rahul Kumar

Laboratory Manual Committee :

Approved by : DACDate: ??/??/2019

Approved by : IQAC Date: ??/??/2019

Signature
(Course Teacher)

Signature
(Head of Department)

Signature
(IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

- M₁** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M₂** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M₃** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M₄** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

- PEO₁** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO₂** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO₃** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO₄** Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁ Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂ Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃ Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄ Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅ Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆ Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇ Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈ Modern Tools Usage(MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉ Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed: -

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C, ...). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.
- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories, and examination halls.
- 5.5 Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis

through overall performances in regular lab. tests, both announced and surprise and viva-voce.

- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), at least two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- ☑ **Create and maintain a blog:** Students will be able to demonstrate the ability to create a blog using a chosen platform. Customize and personalize the blog layout, theme, and design to suit the intended audience and purpose. Utilize various multimedia elements, such as images, videos, and interactive content, to enhance the blog's appeal.
- ☑ **Compare and contrast various web contents:** Students will be able to identify different types of web content, such as articles, blogs, infographics, videos, and podcasts. Analyze the unique characteristics,

advantages, and disadvantages of each type of web content. Synthesize information from multiple sources to determine the most suitable content format for specific communication goals.

- ☑ **Design a web page using appropriate tools:** Students will be able to identify and utilize appropriate web design tools for website designing. Plan and organize the layout, structure, and navigation of a web page to optimize user experience and accessibility. Integrate multimedia elements and interactive features in the web page design to enhance user engagement.
- ☑ **Design and develop a dynamic website:** Students will be able to plan, design, and develop a dynamic website using Adobe Dreamweaver integrating multimedia elements, forms, and other dynamic content. They will also be able demonstrate proficiency in using Dreamweaver's features to create interactive and responsive web pages.

7. Course/Lab Outcomes (COs)

- CO₁ Create and maintain a blog. (BTL6)
- CO₂ Compare and contrast various web contents. (BTL5)
- CO₃ Design a web page using appropriate tools. (BTL6)
- CO₄ Design and develop a dynamic website. (BTL6)

8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉
CO ₁	3	2	1		2	2	3	2	
CO ₂	3	2			1		2	2	
CO ₃	3	2	2		2		3	3	2

CO ₄	3	3	3	1	2	1	3	3	3
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9. Course/Lab Description

Course (Lab) Title	: New Media Lab
Course (Lab) Code	: BA(JMC) 351
Credits	: 02
Pre-requisites	: Understanding of media and its various platforms and familiarity with the internet.
Academic Session	: August to December
Contact Hours/Week	: 02
Internal Assessment	: 40 Marks
External Assessment	: 60 Marks

10. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	10	10	Closed Book
Project	10	10	Innovative Applications of Programming
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
Total		100	

11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	Blog & Vlog Creation		Assignment A
	1.	Create an account on any of the blogging platforms, and design content keeping the target audience in mind.	AP ₁
	2.	Record Vlogs with your mobile phone on any of the topic you like and post them on your blogging account.	AP ₂
	3.	Select one topic and publish blogs containing multimedia on your blogging account and keep the consistency for a month.	AAQ ₁
2.	Online Content Assessment		Assignment B
	4.	Identify and analyze three different web articles, classifying them into the categories of news, opinions, and advertisements.	BP ₁
	5.	Analyze the design and user interface elements of a news website.	BP ₂
	6.	Select one news story of any beat and compare its writing style, presentation and treatment on 5 different news websites with help of a code sheet.	BAQ ₁
3.	Website Designing		Assignment C
	7.	Create a simple HTML webpage containing hyperlinks to text, graphics, audio, and video documents.	CP ₁
	8.	Develop a dynamic website using Adobe Dreamweaver, incorporating interactive elements and dynamic content.	CP ₂
	9.	Create a news website containing tabs and sub-tabs containing multimedia content.	CAQ ₁
