

OVERVIEW OF PRINT PRODUCTION

Module	Topics	Description	Hours
01	The Print	<ol style="list-style-type: none"> 1. Basics of Print – <ul style="list-style-type: none"> • Hard copy from Hard (Physical) • Hard copy from Soft (Digital) 2. Production = Mass Print – <ul style="list-style-type: none"> • Multiple impressions • Master to inking & Impression • Creating master 3. Early Printing – <ul style="list-style-type: none"> • European (14th Century) Gutenberg • Japanese (597AD) Buddhism • Indian (4th Century) Clay tablets • China – Print On paper 	10
02	Technologies	<ol style="list-style-type: none"> 4. Criteria – Mass printing <ul style="list-style-type: none"> • Economy – Cost effectiveness • Speed – Number of copies • Quality – How good & clear • Consistency – From first to last 5. Job size – Minimum quantity required 6. Printing surface – Suitable to technology 	
03	Technologies in practice	<ol style="list-style-type: none"> 7. Mass Printing – <ul style="list-style-type: none"> • Letterpress – Relief • Gravure – Recessed • Lithography (Offset) – plan-o-graphic • Flexography – Modern letterpress • Silk-screen (Screen printing) – Screen making/ Stencil • Digital – Free of all (Lazor, inkjet, Plotter, Flex) 	10
04	Stages	<ol style="list-style-type: none"> 8. Pre-press – <ul style="list-style-type: none"> • Compositing • Colour separation • Halftone 9. Resolution – Quality of Print <ul style="list-style-type: none"> • DPI/ LPI • Publication Resolution • Flex Resolution • DPI-LPI v/s viewing distance 10. Press – Transfer of Impression <ul style="list-style-type: none"> • One side direct/ Indirect 	

		<ul style="list-style-type: none"> • Back to Back/ Indirect (blanket) • Progressive content (Digital) • Sheet-fed v/s Web-fed 11. Post-press – Finishing <ul style="list-style-type: none"> • Book Binding techniques • Creasing/ Die cutting/ • Packaging • Labels, Stickers, Tags • UV Coating, Lamination • Embossing 	
05	Commercial Aspects	12. Costing & Economy <ul style="list-style-type: none"> • Types of paper • Base & Surface • Thickness – GSM • Types of Ink • Job size – Minimum Quantity 13. Colour Printing <ul style="list-style-type: none"> • Four colour CMYK • Seven colour CMYK-RGB • Foil print • Fragrance & Texture Print 14. Future Trends – Brief comment on Evolution in Print time to time as current trends then, e.g. <ul style="list-style-type: none"> • 3D Print etc. 	`10

BASICS OF RADIO & TELEVISION

Module	Topics	Hours
01	Evolution and growth of radio & Television <p>A. Evolution and growth of radio Satellite radio – The evolution & growth AIR and Community radio – Developmental & Educational role Internet radio & Private FM Channels broadcast on Internet</p> <p>B. Evolution and growth of TV Evolution and growth of Private and Satellite channels Growth of private International , National, Regional TV Networks and fierce Competition for ratings Satellite Television Broadcast – Television channels for niche audiences – entertainment, news, sports, science, health & lifestyle. HDTV telecast Proliferation of DTH services.</p>	10

02	<p>Regional channels</p> <p>A. Rise of regional channels and Importance of regional channels in India & Globally</p> <p>B. Trends in regional radio and Television channels.</p>	
03	<p>News and other non-fictional formats</p> <p>A. TRP – breaking news on television and the TRP race</p> <p>B. Panel discussions – How panel discussions can make the public opinion</p> <p>C. Interviews – Radio and Television interview technique</p> <p>D. Anchoring – qualities of good anchor, voice modulation</p> <p>E. Radio Jockey – Understanding your audience first, voice modulation, clear diction, accurate pronunciation</p>	10
04	<p>Writing for Broadcast media - (radio and Television)</p> <p>A. Preparation of audio and video briefs – Idea generation, scripting, storyboard</p> <p>B. Scripting – Scripting for – Interviews/Documentary/Feature/Drama/Skits on Radio and TV</p> <p>C. Ethics – Ethics including Censorship in presentation of News, Code of conduct, Fact Checking.</p>	
05	<p>Emerging Trends – Mobile technology, social media and Web: eg</p> <p>A. Hotstar</p> <p>B. Voot</p> <p>C. Sony Live</p>	10
06	<p>Digital story telling/Features –</p> <p>A. Story idea</p> <p>B. Development and presentation</p> <p>C. Web Series</p>	
07	<p>Current and Emerging trends in electronic media</p> <p>A. 24/7 news broadcast – Features/ Audience effectiveness, advertisements and dumbing down of News</p> <p>B. Convergence and Multimedia – Use of Facebook and twitter handles by Radio and TV channels</p> <p>C. Internet TV/Radio</p> <p>D. Mobile TV/Radio</p>	