**Course Sr. No. 15**

|  |  |
| --- | --- |
| A. Name of the Institute | Centre for Development of Advanced Computing, Mohali |
| B. Name/title of the Course | **Specialized Training Programme in Social Media Technologies & applications** |
| C. Proposed Dates and Duration of the Course in weeks / months | From: 21st Oct. 2019 to 13th Dec. 2019  Duration: Eight weeks |
| D. Eligibility Criteria for Participants  1.Educational Qualification    2. Work Experience  3. Age Limit  4. Target group (Level of participants and target ministry/department etc. may be identified) | Graduates with working knowledge of computers  As per MEA guidelines  As per MEA guidelines  Working Professional with knowledge of computers |
| E. Aims & Objectives of the Course | **Specialized course in Social Media Technologies & applications”** is designed for IT, mass communication and media graduates wishing to develop specialized skills in mass communication field. Students are trained on state-of-the-art equipment that prepares them for high-tech media content development and theory of various types of communication techniques.  - Communication, Media and Society  - Print Media Production  - AV editing and special effects |
| F. Details / Content of the Course ***(please attach detailed Course Profile****)* | As per sheet attached |
| G. Mode of Evaluation of Performance of the ITEC Participant | Written and Final Project work |

**COURSE CONTENTS**

**CCA-1**

This course has been designed keeping in mind that a student of Mass Communication and media production needs theoretical and conceptual inputs as well as proper training in media practices.

* Communication, Media and Society
* Digital Graphics techniques
* Print Media Production
* Introduction to motion graphics
* Broadcast stages of Video Editing
* Camera and Editing for broadcasting
* Story boarding and special effects
* Social Media Technologies & Applications

**CCA-2 MAJOR PROJECT**

* The participants will be required to develop a motion graphics documentary or short film.