INDIVIDUAL COURSE DETAILS

A.	**Name of the Institute**	**NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH TARAMANI, CHENNAI – 600 113 [Ministry of Education, Government of India] Taramani, Chennai – 600 113, INDIA.**
B.	**Name / Title of the Course**	**EDUCATIONAL MEDIA PRODUCTION FOR E-LEARNING**
C.	**Course Duration**	Weeks: Four August 30 to September 26, 2023
D.	**No. of days of Training**	Days: 28 days
E.	**Eligibility Criteria for Participants** 1. Educational Qualification	Any Diploma / Degree / Post-graduation in Engineering or Science or Social Science or Management with interest in developing educational video programs. Good proficiency in spoken, written and comprehension of English which is the medium of instruction.
	2. Work Experience, if any	Experience in Teaching / Training / Research / Consultancy / Administration / Developing video programs for technical, vocational, Arts & Science fields in Colleges, Universities, Media Centers and Training Organizations
	3. Age Limit	Maximum 45 years
	4. Target Group [Level of participants and target Ministries / Departments etc., may be indicated]	Teachers, Trainers, Media Personnel, Consultants, Administrators from Colleges, Universities, Industries, e-Learning Companies, Training Organizations, Government Departments and Media Production Centers.

F.	Aims & Objectives of the Course	**The course aims at developing essential competencies for producing educational media for appropriate learning outcomes.** **Objectives:** • Comprehend the use of Educational media to enhance teaching and learning. • Analyze various educational topics and plan storyboard for media production to promote and achieve ever expanding learning outcomes. • Develop scripts based on the learning outcomes, content and target audience • Plan, organize and produce video programs to achieve learning objectives. • Comprehend production techniques - Shooting, lighting, recording, editing, graphics, animation and special effects, voicing, presentation and background source. • Evaluate the developed video programs for a given target audience • Utilize video programs for regular classroom teaching, flipped classroom, self-learning, distance education and blended learning • Deploy the e-content produced into the modern learning environment • Set up and administer Lecture theatres / Media Production centers.
G.	**Course Contents / Syllabus (detailed Course Profile enclosed)**	**Course of Study – Syllabus Abstract** • E-learning • Multimedia Tools • Designing and Planning of Educational Video Programs • Video Production Techniques • Developing Script for Educational Video Programs • Directing Educational Video Programs • Production Projects

H.	**Mode of Evaluation of performance of the ITEC participants**	The performance of the participants will be regularly assessed through assignments, group activities and educational video production. At the end of the course, candidates will be awarded with a Certificate on **"ADVANCED CERTIFICATE COURSE ON EDUCATIONAL MEDIA PRODUCTION FOR E-LEARNING".**
I.	**Platform for delivery of online course (wherever applicable)**	NA
J	**Name of the Department**	Department of Educational Media and Technology NITTTR, Chennai
K.	**Name of the Coordinator**	Dr. P. Malliga Professor & Head Department of Educational Media and Technology NITTTR, Chennai
L.	**Resource Persons**	• Dr. P. Malliga, Professor & Head Dept. of Educational Media and Technology • Dr. ESM Suresh, Professor & Head Dept. of Curriculum Developmenenet, Planning and Coordination • Dr. S. Renukadevi, Professor & Head, Dept. of Education • Mr. Felix Arokiya Raj, Assistant Professor Dept. of Educational Media and Technology • Production Crew • Guest Faculty from Film Institutes

(Dr. P. Malliga)
Professor & Head
Dept of Educational Media and Technology

COURSE PROFILE

Advanced Certificate Course on

'EDUCATIONAL MEDIA PRODUCTION FOR E-LEARNING'

1 PERSPECTIVE

Media and Information Literacy (MIL) is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms — from print to video to the Internet. In today's world where online learning is becoming more popular, use of electronic media for learning has remarkably increased. Learners at different knowledge levels – i.e., Part-time learners who work somewhere and study through Distance education, free lancers, and college students working for an external certification are all interested in using Video-based lessons available in various media.

In classroom environment Video-based lessons are used by the teachers to make learners understand concepts more clearly. In essence, Educational Video film will help the teachers and students for understanding the complex concepts. At this juncture, teachers are supposed to equip themselves with the skill of developing their own Video film. Videos can reach the listeners / learners more effectively compared to the other forms like text or presentation. Some practical works, experiments and demonstrations in various disciplines of studies can be well understood from a Video film.

The primary aim of this course is to enable the teacher participants to make their own video films of their choice. The participants will undergo the process of planning, designing and preparations towards producing the film. Various areas of training include script writing for short films, working with the state of the art video cameras, lighting and lenses, evaluating lighting for different sets, working with indoors and outdoors, operating sound equipment's, editing theory and the different types of microphones that are used. In this program, participants are also taught about the administrative aspects of film and television production and specific roles of the director and assistant director. They will understand and learn how to communicate with the production crew for making the short film. They will also study film theory, visual storytelling, documentary filmmaking, art direction and postproduction techniques. Participants will learn the technical details of interacting with people on the set in these television and film production programs. They are exposed to trends and types of E-learning. They practice hands-on approach to integrate the produced audiovisual media into the modern learning environment.

2 COURSE OBJECTIVES

The Participants will be able to

- Comprehend the use of educational media to enhance teaching and learning.
- Analyze various educational topics and plan storyboard for video production to promote and achieve ever expanding learning outcomes.
- Develop scripts based on the learning outcomes, content and target audience
- Plan, organize and produce video programs to achieve learning objectives.
- Comprehend production techniques - Shooting, lighting, recording, editing, graphics, animation and special effects, voicing, presentation and background source.
- Evaluate the developed video programs for a given target audience
- Utilize video programs for regular classroom teaching, flipped classroom, self-learning, distance education and blended learning
- Integrate the e-content produced into the modern learning environment
- Set up and administer Lecture theaters / Media Production centers.

3 SUBJECTS OF STUDY

Module 1: **E-learning and Online Tools**

Module 2: **Multimedia Tools**

Module 3: **Educational Video Production**

Module 4: **Developing Script for Educational Video Programs**

Module 5: **Video Production Project**

4 COURSE CURRICULUM:

Course : Educational Media Production for E-learning   (8 weeks)

Module 1: E-learning and Online Tools

Introduction to E-learning – Need, Types and Trends – National Initiatives –Learning Principles and theories – Instructional Objectives – Instructional Methods – Instructional Media –

Instructional Design for E-learning – Challenges in E-learning – MOOCs, Flipped Classroom - Web 2.0 online tools -Learning Management Systems – Installation and Administration.

Module 2: Multimedia Tools

Multimedia Principles and Methodology-Presentation tools – sound editing tools-Video Editing Tools – Rapid Development tools – Multimedia based tools – Graphics and Animation packages.

Module 3: Educational Video Production

Factors to be considered while designing (topic – nature, feasibility etc., target audience) – design documentation methods – importance – converting design into plan of resources – identify resources - Introduction to production – Préproduction –Production – Process of production, stages of production, cameras & lenses, lighting approaches, microphones & Recorders, sound recording, lights & filters -Post production - film editing, video editing, picture & dialogue editing, structuring sound

Module 4: Writing Script for Educational Video Programs

Role of Script writer – The script for Video production – How to write successful scripts – Aims of the Video script writer – guidelines for writing video scripts – Tips for Script writing – Script visualization and conceptualization

Module 5: Video Production Projects

Selection of topic for film making – Script writing – Preparing resources like text / picture presentation, Still images, Developing suitable animation, audio – Video production, recording – indoor, outdoor – Editing – Evaluation of video film - Integrating in Learning environment

5 INSTRUCTIONAL STRATEGIES

- Lecture – Discussions –Demonstrations – Assignments –Video lessons – Field visits – Outstation field visit – Project work – Evaluation.

6 ASSESSMENT and AWARD

- Attainment of course objectives will be based on continuous internal assessment, project work and documentary film production.
- Successful candidates are awarded "Advanced Certificate in Educational Media Production for e-learning".