

ADVANCED CERTIFICATE COURSE

EDUCATIONAL MEDIA PRODUCTION FOR E-LEARNING (IV Batch)

22.08.2018 to 16.10.2018

**Sponsored by Ministry of External Affairs, Government of India
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**Course Coordinators
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Shri. A.P. Felix Arokiya Raj**

Centre for Educational Media & Technology



**National Institute of Technical Teachers Training and Research
(Ministry of Human Resource Development, Govt. of India)**

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NATIONAL INSTITUTE OF TECHNICAL TEACHERS
TRAINING AND RESEARCH, CHENNAI

**Advanced Certificate Course on
Educational Media Production for E-Learning
For Overseas Teachers**

1 SCOPE

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, 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 media.

The primary aim of this course is to enable the teacher participants to make their own video films in their own subject. In the process, the participants will learn that on which topics they can make the film and the processes 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, editing theory and the different types of microphones that are used. They also study film theory, visual storytelling, documentary filmmaking, art direction and post production techniques. They are exposed to trends and types of E-Learning. They practice hands-on approach to integrate the produced audio-visual media into the modern learning environment.

2 OBJECTIVES

- 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 programmes to achieve learning objectives.
- Produce video programmes - Shooting, lighting, recording, editing, graphics, animation and special effects, voice-over, presentation, background source etc.
- Evaluate the developed video programmes for a given target audience
- Utilize video programmes for regular classroom teaching, self-learning, distance education and Industry – Institute Interaction
- Convert video programs into different formats.
- Integrate the audio/visual media into the modern learning environment
- Set up and administer video production centres.



3 ELIGIBILITY CRITERIA / PARTICIPANTS

Educational Qualification	Degree or diploma in Engineering / Technology or science and arts with interest in developing video programmes. Good proficiency in spoken, written and comprehension of English. The instructions will be in English Experience in teaching / developing video programmes for Technical, Vocational, Arts & Science fields
Age Limit	Maximum 50 Years
Target Group	Teachers of Technical / Vocational education, Media professionals

4 COURSE CURRICULUM

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

Unit 1: E-Learning

Introduction to E-Learning – Need, Types and Trends – National Initiatives – Learning Principles and Theories – Instructional Objectives – Instructional Methods and Media – Instructional Design for E-Learning – OER, MOOC - Challenges in E-Learning – Learning Management Systems – Installation and Administration

Unit 2: Multimedia

Multimedia Principles and Methodology -Presentation Tools – Sound Editing Tools-Video Editing Tools – Rapid Development Tools – Multimedia based Tools – Graphics and Animation Packages—Online Collaborative Tools

Unit 3: Perspective of Educational Video Programmes

Need for Educational Video Programmes – Advantages of Educational Video Programme – for Learner, Teacher, General Community – Implementation Methods – Steps, Problems and Issues – Solution strategies –Topic Analysis and Types of Programmes — Audience – Characteristics and Size – Purposes of Audience Research - Setting up and Management of Video Production Centres

Unit 4: Designing and Planning of Educational Video Programmes

Factors to be considered while designing topic - nature, feasibility target audience – Design Documentation Methods – Importance – Converting design into plan of resources – Identify resources – Steps in media-based video production

Unit 5: Video Production Techniques

Introduction to Production – Preproduction – 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



Unit 6: Writing Script for Educational Video Programmes

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

Unit 7: Directing Educational Video Programmes

The Director's journey - The role of a Director – Filmmaker and the media – Special nature of Educational Video Programmes – Developing story ideas - Authorial control - Limits of the range of subjects – Style - Participants' cooperation – Subject-driven versus Character-driven films – Stages in film making - Preproduction – Production – Directing participants, the crew – Authorship – Defining and fulfilling intentions – Production checklist – Post production – Director - Editors

Unit 8: Production Projects

Selection of topic for film making – Script writing – Preparing resources like text / picture presentation, Still images, Developing suitable 2D/3D animation, audio – Video production, recording – Indoor, Outdoor – Editing – Evaluation of video film - Project Report of the Video Production

5 INSTRUCTIONAL STRATEGIES

Lecture - Discussions - Demonstrations - Assignments - Video lessons - Field visits - Out station Field visit - Project work - Evaluation

♦ LOCAL TOUR TO STUDIOS & PRODUCTION HOUSES

- Asian College of Journalism, Chennai
- AVM Studios
- L.V. Prasad Film & TV Academy
- College of Fine Arts, Chennai
- Lalit Kala Akadami
- Video & Audio Production Unit, M.O.P. Vaishnav College for Women
- NPTEL Studio, IIT Madras
- Dr. M.G.R. Film Institute, Taramani, Chennai
- SRM Sivaji Ganesan film Institute, Chennai
- Puduchery Doordarshan
- Karunya Univeristy, Dept. of Electronics and Media Technology

♦ OUTSTATION VISITS

Participants will be taken to selected places within South India relevant to their work. Along with work, they will also be taken to places of cultural importance during these visits.



6 COURSE SCHEDULE

3 days	2 weeks	3 weeks	2 weeks	2 days
Induction & orientation 22.08.2018 to 24.08.2018	Module I 27.08.2018 to 08.09.2018	Module II 10.09.2018 to 29.09.2018	Module III 1.10.2018 to 13.10.2018	Evaluation of Video film 15.10.2018 to 16.10.2018

7 EVALUATION OF VIDEO PROGRAMMES

The video programmes developed by the course participants will be screened and evaluated based on comments and suggestions given by experts and peer group during the session for future developments.

8 ASSESSMENT

Attainment of programme objectives will be periodically reviewed by internal assessment and project work. At the end of the programme, candidates will be awarded Advanced Certificate Programme on “EDUCATION MEDIA PRODUCTION FOR E-LEARNING”.

About NITTTR, Chennai

The National Institute of Technical Teachers Training and Research (NITTTR) Chennai was established as an autonomous Institute by the Ministry of Human Resource Development, Government of India in the year 1964 to improve the quality of Technical Education and Training (TET) system in India and in the Southern Region in particular. Within this mandate, the institute takes initiatives to offer need based Human Resource Development programmes through appropriate modes and develop curricula and instructional resources. It also fosters research in the inter disciplinary area of Engineering Education and offers consultancy and extension services for the total development of Engineering Colleges, Polytechnic Colleges, Vocational institutions, Industry, Service sector and the Community at large.

In carrying out the above mandate, the institute collaborates with national and international Institutes, Universities and other agencies interested in and / or deriving benefits from technical education and training.

To learn more about NITTTR, Chennai
Please visit <http://www.nitttrc.ac.in>



RESOURCE PERSONS

SNP	Dr. Sudhindra Nath Panda, Director, NITTTR, Chennai
TGS	Dr. T.G. Sambanthan, Professor & Head, Dept. of Computer Science & Engg.
ESMS	Dr. ESM. Suresh, Professor & Head, Dept. of Civil Engg.
SRD	Dr. S. Renukadevi, Professor & Head, Dept. of Engineering Education
GJ	Dr. G. Janardhanan, Associate Professor & Head i/c, CEM
VSN	Dr. V. Shanmuganeethi, Asst. Professor, Dept. of Computer Science & Engg.
RR	Dr. R. Ravichandran Sr. Librarian
SU	Dr. S. UdayaKumar, Asst. Programmer, Dept. of Computer Science & Engg.
GF	Guest Faculty
PM	Dr. P. Malliga, Associate Professor & Head i/c., CEMT (Coordinator)
APF	Shri. A. P. Felix Arokiya Raj, Asst. Professor, CEMT (Co-Coordinator)

EXPERTS OFFERING GUEST LECTURES

Dr. Mangala Sunder Krishnan, Professor, IIT Madras
Mr. Nishad Ahmed, Sr. Faculty, Asian college of Journalism
Mr. Raviraj, Former Principal, Dr. M.G.R. Film Institute, Taramani, Chennai
Mr. Sridhar Principal, Mindscreen Film Institute, Mylapore, Chennai
Mr. M. Rangasamy, Kalaimamani, Director, Advisor, MK university, University of Madras
Mr. Chandrasekar, Technical Head, Anigara Training Academy, Chennai
Mr. K. Hariharan, Director, L.V. Prasad Film & TV Academy, Chennai
Mr. V. Sridhar, Principal Engineer, CDAC, Chennai
Er. S. Kailash, CDAC, Chennai
Mr. S. Santhanam, Blackboard Technology India Pvt. Ltd.
Er. K. Ramkumar, CDAC, Chennai

PRODUCTION CREW

MV	Er. M. Venkatesh Kumar, Engg. Assistant
VS	Shri. V. Senthamizhselvan, Cameraman
LPE	Shri. L. P. Elbin, Editor
VR	Shri. Varun. R, Project Staff
AA	Shri. Antony Arvind. E, Project Staff
RDK	Shri. R. Dhilip Kumar, Project Staff



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Dr. T.G. Sambanthan



Dr. ESM. Suresh



Dr. S. Renukadevi



Dr. G. Janardhanan



Dr. R. Ravichandren



Dr. V. Shanmuganeethi



Dr. S. Udhayakumar



M. Venkateshkumar



V. Senthamizh Selvan



L.P. Elbin



R. Vanajakumari



A. Viswanathan



M. Loganathan



Dr. P. Malliga
(Course Coordinator)



A.P. Felix Arokiya Raj
(Course Co Coordinator)



About Centre for Educational Media and Technology

Centre for Educational Media and Technology (CEMT) of NITTTR Chennai is involved in developing video programs for clientele system which include Polytechnics and Engineering College and Govt. Organization like Central Pollution Control Board, Central Leather Research Institute, Structural Engineering Research Centre and National Instructional Media Institute. The Centre has undertaken the learning Materials Development Project, in which it is planned to produce more number of lecture-based, field oriented video films based on the curricular requirements of Technical Education. CEMT is fully equipped with various states of art software and hardware facilities for producing quality video programs. The educational films development are being telecasted through Gyandarshan an educational channel sponsored by MHRD Govt. of India. CEMT is involved in Video Production for SWAYAM MOOC portal. CEMT also conduct staff development programs on Educational Video Production on various branches of Engineering/Technology. The centre also conducts Overseas Training Program on Educational Video Production for the benefit of Overseas Teachers and Media Professionals.



For further details please contact:



Prof. Dr. SUDHINDRA NATH PANDA
DIRECTOR, NITTTR Chennai

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