**Department of Mass Communication**

Forman Christian College Lahore

(A Chartered University)

**Course Information**

Course Title: **Media Lab**

Course Number: MCOM 430

Credit Hours: 4

**Instructor Information**

Instructor: **Syed Muhammad Saqib Saleem**

 (Assistant Professor)

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**Course Description**: MCOM 430 is a specialized lab course, which will cover essential media skills including layout designing for magazines & circulars as well as video editing through professional software. Students will be provided with knowledge about camera specifications, camera handling, support equipment, and techniques of videography. In addition, students will be provided with the opportunity to practice through field assignments.

**Objectives:**

Students will able to:

* Acquire press ad and layout designing skills
* Acquire photo, audio and video editing skills
* Acquire camera handling skills
* Apply essential skills for course related assignments / projects
* Gain sufficient and necessary training for job

**Teaching & Learning Methods:**

Lecture; Self Directed Learning, Student Projects, and Field Activities.

**Equipment Responsibility**

When you check out equipment you are legally responsible for that equipment until you turn it back in. Considering the cost of this equipment, you will not want to loan it to a fellow classmate or leave it in a place that has questionable security. (The latter might even include your dorm, apartment, or car.) If you have your own equipment, you are invited to use it. With large classes this will save you problems in checking out equipment.

**Technical Problems**

Problems with video and audio equipment are a fact of life in any broadcast or video production facility. If you encounter a significant technical problem in completing your assignment, you will need to indicate this by writing out a malfunction report.

Most of the problems can be discovered by doing a short audio and video check before leaving the equipment checkout area (AV Lab). This also protects you because you are responsible for equipment, this procedure will uncover problems for which you might otherwise have been held responsible.

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| **Course Content** |
| **Camera Handling** -Learning Camera specifications -Operations -Types of Shots-Angels and Frames -Lights |  |
| **Adobe Photoshop**-Learning Photoshop installations --Software Interface--Image Editing and Designing Layouts --Preparing Layers & Layer Adjustment --Advanced Editing  |  |
| **Adobe Premier pro** -Creating New Projects-Importing Files -Learning tools & keys-Content Editing -Audio Balancing for Broadcast quality-Managing video and audio jump cuts -Managing rule of 3rd and 180 degree-Color Correction-Managing aesthetic values for production  |  |