

SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

AUTONOMOUS



Syllabus of Introduction to Vlogging under NEP 2020 vertical (OE) with effect from 2024-25

**DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS
COMMUNICATION**

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26th APRIL 2024

APPROVED by the Academic Council: 29th APRIL 2024

Ratified by the Governing Body: 6th May 2024



Programme: FYBAF			Semester : II		
Course :Introduction to Vlogging			Code: UGBAFIOE324		
Academic Year: 2024-2025			Batch: 2024-2027		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	10+5+5=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+5+5=20 Marks

Learning Objectives :	<ul style="list-style-type: none"> To outline the fundamentals of vlogging To illustrate the skills of storytelling and content creation in order to create engaging vlogs To determine the technical skills and equipment required to build an audience
Learning Outcomes :	<ul style="list-style-type: none"> Learners will be able to plan, create and produce engaging vlog content on the topic of their interest Learners will be able to generate creative and engaging vlog content through different narratives Learners will be able to identify the components of successful vlogs through niche selection and audience retention
Pedagogy:	<ul style="list-style-type: none"> Lecture Brainstorming for ideas Brain mapping activities Script writing Hands on practice Editing

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction to Vlogging: <ul style="list-style-type: none"> What is vlogging? Key elements, Niche segmentation and target audience Vlogging equipment and technical skills Trending vloggers, their style and content 	<ul style="list-style-type: none"> Lecture AV Presentation 	15

II	<p>Content creation and storytelling:</p> <ul style="list-style-type: none"> • Content planning and ideation • Scripting, storytelling and filming styles • Understanding algorithms • Viewers engagement, Social media marketing and collaborations • Content Monetization and growth 	<ul style="list-style-type: none"> • Ideation and brain mapping • Hands on activities 	15
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REFERENCE BOOKS

1. Kim, D. (2017). Vlog as a branding tool: How to build a brand with a video blog in social media.
2. Schmittauer, A. (2017). *Vlog Like a Boss: How to Kill it Online with Video Blogging*. Author Academy Elite.
3. Figgis, M. (2014). *Digital Film-making Revised Edition*. Faber & Faber.
4. Aran, O., Biel, J. I., & Gatica-Perez, D. (2013). Broadcasting oneself: Visual discovery of vlogging styles. *IEEE Transactions on multimedia*, 16(1), 201-215.
5. NURHAJATI, D. (2018). Creating Vlog As The Learning Outcome To Teach Speaking. *BICOLE Proceeding 2018*, 1-7.
6. Budi, P. Teenager's Preferences, Creations and Participation in Vlogging Activities.