

# Advanced Certificate Course on 'EDUCATIONAL MEDIA PRODUCTION FOR E-LEARNING'



V BATCH



AUGUST 30 TO SEPTEMBER 26, 2023



## ORGANIZED BY

Department of Educational Media and Technology

NATIONAL INSTITUTE OF  
TECHNICAL TEACHERS TRAINING AND RESEARCH  
TARAMANI, CHENNAI – 600 113

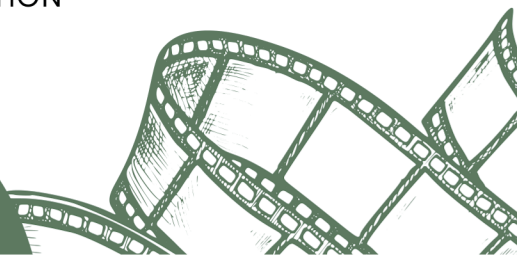
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TARAMANI, CHENNAI – 600 113, INDIA.



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## 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 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 Videos 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.

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.







# 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.

# **COURSE CONTENT**

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



## COURSE SCHEDULE

3 Days	Week 1	Week 2	Week 3	2 days
Induction & Orientation 30.09.2023 to 01.09.2023	Module 1 & Module 4 04.08.2023 to 08.08.2023	Module 2 & Module 3 11.08.2023 to 15.08.2023	Module 5 18.08.2023 to 22.08.2023	Evaluation of Video film 25.08.2023 to 26.08.2023

## INSTRUCTIONAL STRATEGIES



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

## 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”.





## RESOURCE PERSONS

Dr. ESM Suresh, Professor & Head, Dept. of DCDPC

Dr. S. Renukadevi, Professor & Head, Dept. of Education

Dr. G. Kulanthaivel, Professor & Head, CIA

Dr. P. Malliga, Professor & Head, DEMENT

Shri. A.P. Felix Arokiya Raj, Assistant Professor, DEMENT

Dr. K.N. Shoba, Associate Professor, Dept. of Education

Dr. P. Jakulin Divya Mary Assistant Professor, CRED

Mr. Rajavelu, Production Executive, Doordarshan

Mrs. Angel Philomena, L V Prasad College of Media Studies

Mr. Sridhar, Principal, Mindscreen Film Institute

## PRODUCTION CREW

Shri. L.P.Elbin, Editor

Er. M. Venkatesh Kumar, Engineering Assistant

Shri. S. Navaneethakrishnan, Cameraman

Mr. M. Loganathan, Technical Assistant

Mr. Martin Job, Assistant Cameraman

Mr. MD Saikrishna, Technical Assistant

Mr. M. Mariyappan, Graphic Designer

Mr. LB Prawin Shankar, Technical Assistant

Mr. P. Senthil Kumaran, Visual Editor

## COURSE COORDINATOR

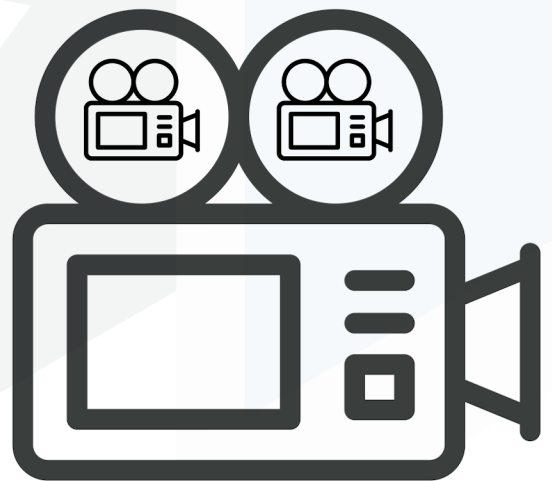
Dr. P. MALLIGA

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# ABOUT DEPARTMENT OF EDUCATIONAL MEDIA AND TECHNOLOGY

Department of Educational Media and Technology (DEMT) 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. DEMT 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. DEMT is involved in Video Production for SWAYAM MOOC portal. DEMT also conduct staff development programs on Educational Video Production on various branches of Engineering/Technology. The department also conducts Overseas Training Program on Educational Video Production for the benefit of Overseas Teachers and Media Professionals.





## ABOUT NITTTR CHENNAI

National Institute of Technical Teachers Training and Research (NITTTR), Chennai was established in 1964 by the Government of India as a key catalyst Institution for ensuring Quality in Technical Education in South India comprising the states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana and Union Territory of Puducherry. This Institute being a Resource Institute offers Educational Services for both formal and Non formal trades in the areas of Curriculum/Material Development, Instructional Methods, Media, Examination Reforms, Accreditation, Continuing Education, Online Learning, Training and Development, Educational Psychology, Educational Management and Research.

The Institute strives continuously and vigorously to achieve greater heights of Excellence by actively collaborating with National and International Agencies on projects and programmes aimed at quality improvement of Technical Education Systems. In addition, this Institute is actively involved in the training of overseas participants since 1984 and such alumni have spread across 107 countries



Prof. Usha Natesan  
Director, NITTTR Chennai

For further details please contact

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