**Shri Vile Parle Kelavani Mandal’s**

**Narsee Monjee College of Commerce and Economics**

**(Autonomous)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Program: Bachelor of Science Honours (Information Technology) | | | | | | | Semester: II | | | |
| Course: Content Creation and Design | | | | | | | Code: | | | |
| Teaching Scheme | | | | | Evaluation Scheme | | | | | |
| Lecture | Practical | Tutorial | | Credits | Theory | | | | Practical | |
| Internal | External | | | Internal | External |
| 30 | - | Nil | | 02 | 20 | 30 | | | Nil | Nil |
|  | | | | | | | | | | |
| Internal Component | | | | | | | | | | |
| Class Test Duration Mins | | | Assignment& projects | | | | | Class Participation | | |
| 10 Marks | | | 10 Marks | | | | | Nil | | |
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| Learning Objectives   * To understand the importance of content creation and design in modern communication and marketing * Optimize visual content for different platforms and channels * Write engaging and effective content for different platforms, considering audience needs and storytelling techniques | | | | | | | | | | |
| Learning Outcomes   1. Develop comprehensive content strategies and editorial calendars that align with the goals and objectives of organization 2. Create engaging and compelling content across various platforms, utilizing effective writing techniques, storytelling methods, and visual design principles 3. Tailor content for specific social media platforms and audience reach | | | | | | | | | | |
| Pedagogy   * PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research papers, News articles etc. | | | | | | | | | | |

**Module 1: Introduction to Content Creation and Design** **10**

* Overview of user interface (UI) and user experience (UX) and its importance in design
* Understanding the significance of content creation and design in modern communication and marketing
* Exploring the different types of content and their applications
* Identifying the target audience and their needs
* Introduction to content creation and design tools and platforms professionals use for design – InDesign, Affinity Designer, Word, PowerPoint, Pages, Keynote, easel.ly, Canva, etc
* Practical in-class exercises to develop basic content creation and design skills

**Module 2: Content Creation and Design Techniques** **10**

* Planning and research for content creation and design
  + Conducting audience research and analysis
  + Setting goals and objectives for content creation and design
  + Developing a content strategy and editorial calendar
* Writing engaging and effective content
  + Principles of effective writing for different platforms
  + Crafting attention-grabbing headlines and introductions
  + Structuring content for readability and flow
  + Incorporating storytelling techniques into content
* Text generation with Generative AI
  + Using generative AI models to create text-based content
  + Applications and challenges of generative AI in generating high quality text-based content

**Module 3: Visual Techniques** **10**

* Visual content creation and design
  + Basics of graphic design for content creation and design
  + Creating visually appealing images and infographics
  + Introduction to video editing, typography, and layout design
  + Optimizing visual content for different platforms
* Visual art generation with Generative AI
  + Using generative AI models to create visual art designs
  + Ethical considerations in modifying text, images or videos with AI
  + Impacts of generative AI on the field of visual arts and creative design

References:

1. Kristina Halvorson, "Content Strategy for the Web", New Riders, 2010
2. Ann Handley, “Everybody Writes – Your Go-To Guide to Creating Ridiculously Good Content”, Wiley
3. Adobe Creative Cloud (<https://www.adobe.com/creativecloud.html>)
4. Generative AI – ChatGPT for Text Based Content Generation <https://chat.openai.com/>
5. Generative AI – Visual ChatGPT Online for Visual Content Generation <https://stablediffusionweb.com/#demo>
6. Alex W. White, "The Elements of Graphic Design”, Second Edition, AllWorthPress Newyork, 2011
7. William Strunk Jr. and E. B. White, "The Elements of Style", 4th Edition, 2000
8. Robin Williams, "The Non-Designer's Design Book – Design and Typographic Principles for the Visual Novice", 4th Edition, Peachpit Press Berkeley California, 2014
9. Andrew Richardson, "Data-Driven Graphic Design – Creative Coding for Visual Communication”, Bloomsbury Publishing, 2016
10. Lon Safko, "The Social Media Bible – Tactics, Tools and Strategies for Business Success", John Wiley & Sons, 2012