JiM

JINVANI INSTITUTE OF
MULTIMEDIA

SKILL DEVELOPMENT PROGRAMS

OFFICIAL STUDY MATERIAL

SKILL COURSE

Media Anchoring & Presentation

SKILL SYLLABUS

SCRIPT WRITING SYLLABUS

CUBASE THEORY SYLLABUS

ANNOUNCEMENT & COMPERING THEORY SYLLABUS

SCRIPT WRITING SYLLABUS
SKILL DEVELOPMENT PROGRAMS

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Course Overview

This course covers the complete process of conceptual, emotional, poetic, and platform oriented script writing used in TV, Radio, YouTube, and event media.

Detailed Class Breakdown

Class 1 – Creative Idea Development

Learn how to extract ideas from real-life, news, social behavior, and surroundings.

Class 2 – Audience Intent & Psychology

Understand audience age, interest, belief system, and emotional expectation

Class 3 – Genre & Script Type Selection

Choose between devotional, dramatic, poetic, narrative, or informative styles.

Class 4 – Tone, Voice & Script Duration

Decide script mood, tone, voice texture, and ideal length per medium.

Class 5 – Writing a Powerful Opening

Hook audience with strong visuals, questions, statements, or emotions.

Class 6 – Crafting Meaningful Climax & Closure

Build tension and deliver a satisfying conclusion or message.

Class 7 – CTA Purpose, Emotion & Impact

Guide audience to act, feel, donate, remember, or share

Class 8 – CTA Placement Techniques

Insert CTA naturally without disturbing script flow.

Class 9 – Technical Script Terminology
VO, SFX, BGM, FADE, CUT cues for editors and voice artists.

Class 10 – Dialogue vs Narration
Use dialogues for realism and narration for context.

Class 11 – Building Visual Scenes
Create scenes that visually appear in the viewer's mind.

Class 12 – Writing with Sensory Depth
Use color, sound, motion, smell, and atmosphere.

Class 13 – Emotional Layering Techniques
Place devotion, sorrow, joy, or nostalgia strategically.

Class 14 – Visual & Audio Emotional Tools
Use silence, music, pauses, and symbolic visuals.

Class 15 – Poetic Devices for Rhythmic Flow
Use rhymes, couplets, and dohas with natural fit.

Class 16 – Poetry vs Clarity Balance
Use poetic lines where needed without losing clarity.

Class 17 – Platform-Based Script Adaptation
TV = visual, Radio = audio-rich, YouTube = fast-paced.

Class 18 – Custom Script Treatment
Modify tone, visuals, style, and pitch per platform.

Course Overview

This course provides a complete understanding of Digital Audio Workstations and Cubase 5. Students will learn recording, editing, MIDI programming, mixing, automation, project workflow, and exporting techniques. By the end of the course, learners will be able to create a complete song from scratch, manage professional audio projects, and apply industry-standard music production techniques.

Detailed Class Breakdown

Class 1 – Introduction to Digital Audio Workstation (DAW) and Cubase

- What is a DAW? (Definition and Purpose)
- What is Cubase 5 and why is it used?
- Cubase vs other DAWs (FL Studio, Ableton)
- Uses of Cubase 5: Music Production, Recording, Editing, Mixing
- Required system specifications for the software

Class 2 – Understanding the Cubase 5 Interface

- What is the Project Window?
- Using the Transport Panel
- Introduction to Toolbar, Inspector, and Track List
- Workspace and Screen Layouts
- Setting up a new Project (Selecting Templates)

Class 3 – Difference Between Audio Tracks and MIDI Tracks

- Audio Track vs MIDI Track
- Creating and using Audio Tracks
- Creating and using MIDI Tracks
- Introduction to Instrument Tracks
- Understanding Input/Output routing

Class 4 – Recording: Audio & MIDI

- How to record using a microphone or instrument
- How to record MIDI (using a Keyboard)
- Setting Click Track and Tempo
- Loop Recording techniques
- Recommended recording settings

Class 5 – Introduction to VST Instruments & Plugins

- What is a VST?
- Loading VST Instruments in Cubase
- Built-in VSTs like HalionOne and Groove Agent SE
- Adding 3rd Party VSTs (Kontakt, Nexus, etc.)
- Using VST FX and Insert Effects

Class 6 – MIDI Editing and Note Expression

- Adding and editing MIDI Notes
- What is Quantize and why is it important?
- Velocity, Pitch Bend, and Expression Control
- Introduction to the MIDI Key Editor
- MIDI Effects (Arpeggiator, Chord Track)

Class 7 – Score Editor and Notation View

- Using the Score Editor
- Viewing MIDI Tracks in Music Notation
- Adding Chord Symbols and Dynamics
- Creating a print-ready musical score

Class 8 – Audio Editing Techniques

- Cut, Copy, Paste, and Move Tools
- Using the Audio Part Editor
- Time Stretch and Pitch Shift
- Creating Fade-In/Fade-Out and Crossfades
- Audio Warp and Free Warp Mode

Class 9 – Mixer and Signal Flow

- Basic introduction to the Mixer
- Channel Strip Elements (EQ, Inserts, Sends)
- Stereo Out, Group Channels, FX Channels
- Automation Read/Write Modes
- Understanding Audio Signal Flow

Class 10 – Mixing Basics

- Volume Balancing
- Pan Control
- Correct use of Equalizer (EQ)
- Introduction to Compressor and Limiter
- Using Reverb, Delay, and Spatial FX

Class 11 – Automation in Cubase

- What is Automation?
- Volume, Pan, and FX Automation
- Drawing and Recording Automation
- Managing Automation Lanes
- Creating Complex Automation Curves

Class 12 – Exporting and Rendering

- How to perform the Final Mixdown
- Audio Export Settings (WAV/MP3)
- Selected Tracks vs Master Out Export
- Using Render In Place
- File organization and naming tips

Class 13 – Project Management & Backup

- Understanding Project Folder Structure
- Using the Audio Pool
- Saving and searching files in MediaBay
- Creating Backup Projects
- Preventing Cubase crashes

Class 14 – Mini Project: Create a Full Song (Start to Finish)

- Set Tempo and plan Tracks
- Create Drums, Bass, Chords, Melody
- Recording and Editing
- Mixing and Automating
- Perform the Final Export

Class 15 – Tips, Tricks & Troubleshooting

- Essential Shortcuts for faster workflow
- Common Errors and their Solutions
- Creating and saving Templates
- Upgrading from Cubase 5 to Cubase 12
- Career opportunities in Music Production

ANNOUNCEMENT & COMPERING THEORY SYLLABUS
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Course Overview

This course covers the complete skillset required for professional announcing and compering across stage, radio, television, and studio environments.Students will learn voice control, body language, humour, audience psychology, script writing, technical handling, tone variations, and commercial opportunities.

By the end of the course, learners will be able to confidently host events, record professional voice-overs, manage live shows, and deliver effective scripted presentations.

Detailed Class Breakdown

Class 1 – Introduction to Announcement & Compering

- Definitions of Announce, Announcement, Announcer, Compere
- Difference between formal (Announcer) vs informal (Compere) roles
- Hindi context and terminology

Class 2 – Types of Announcement & Compering

- Anchorman, Host, VJ, News Reader – Roles & Responsibilities
- Programme formats and mediums
- Difference between live and recorded formats

Class 3 – Essential Merits & Qualities of an Announcer

- Confidence and communication clarity
- General awareness and voice control
- Understanding audience psychology

Class 4 – Vast Area: Stage Announcing

- Public vs Private Programmes
- Crowd engagement and spontaneity
- Event-specific script planning

Class 5 – Vast Area: Radio & Television

- Role and selection process of announcers
- News reading vs show hosting
- Technical demands of each medium

Class 6 – Vast Area: Studio Work

- Dubbing process and techniques
- Advertisement voice structure
- Creating and understanding jingles

Class 7 – Importance of Strong Vocabulary

- Correct and neutral pronunciation
- Avoiding language redundancy
- Choosing purpose: reflect, act, or feel
- Message direction: inspire, donate, smile, remember, share

Class 8 – Editing Techniques for Announcers

- Basics of script editing
- Removing contradictions and filler words
- Formatting and timing script flow

Class 9 – Voice Quality: Sweetness, Hissing, Harshness

- Voice modulation basics
- Identifying and reducing hissing/harsh sounds
- Maintaining vocal clarity

Class 10 – Expression and Body Language in Announcement

- Importance of gestures and posture
- Facial expressions during speaking
- Balancing verbal and non-verbal cues

Class 11 – Humour, Satire & Diversity in Presentation

- Types of humour in anchoring
- Satire vs sarcasm in delivery
- Diversifying tone and audience targeting

Class 12 – Audience Psychology

- Understanding listener expectations
- Identifying audience mood and type
- Shaping delivery based on response

Class 13 – Commercial Advantages of Announcing

- Freelance and full-time job opportunities
- Building personal branding
- Growth in media industry

Class 14 – Voice Tones: Sensitive, Breathed, Spiritual, Advertising

- When and where each tone is used
- Balancing emotional appeal in voice
- Maintaining tone consistency

Class 15 – Copywriting: Philosophy, Concept, Time, Originality

- Importance of originality in scripts
- Structure and timing of delivery
- Writing different types of content

Class 16 – Adjusting to Environments & Behavioural Mannerisms

- Stage vs Studio behaviour
- Adapting to live/public/recorded environments
- Handling pressure and interruptions

Class 17 – Technical Aspects: Mic, Sound, Effects

- Types of microphones and their uses
- Sound effects and equalizer basics
- Volume, bass, and treble adjustments

Class 18 – Technical Language Behaviour: Cuts, Retakes, Mixing

- Starting, pausing, and retake cues
- Using slash and other markers
- Final output mixing and delivery