LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM16
Subject Title	**:** Print & Digital Media Production
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** Student learn how to produce print and/or digital periodicals/corporate publications that advances and promotes management's organizational objective and also familiarize how to become a designer of Print and Digital Materials.
Course Objectives	**:**

1. Understand how the mass media system works.
2. Understand how to design mass media in print or digital form.

Course Method **:** Contextual Learning, Project Based Learning; Role – Play & Simulation, Small Group Discussion

Learning Outcome (Competence) **:**

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content **:**

Week	Topic
1	The Role of The Media
2	Media Ideology
3	Media Extras
4	Media Routine (1)
5	Media Routine (2)
6	Individuals and Organizations
7	Media Proposals
8	**Mid Term Examination**
9	Proposal Review
10	Editorial Meeting

11	Editing
12	Website Layout
13	Online Advertising
14	Progress Presentation
15	Evaluation
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	The Role of The Media	• Mass media • Characteristics of Mass Communication • Functions of Mass Media • Mass Media Perspective • Types of Media • Platform Changes	Contextual Learning;
2	Media Ideology	• Publication Objectives • Two sides of media • Social Media Side • The Economic Side of Media	Contextual Learning; Small Group Discussion
3	Media Extras	• Media Economics • Map of Media Conglomeration in Indonesia	Contextual Learning; Small Group Discussion

		• Media Economics • Market share	
4	Media Routine (1)	• Target Audiences • News Value	Contextual Learning; Small Group Discussion
5	Media Routine (2)	• Editorial Material Guide • Rubrication • Stages of news creation	Contextual Learning; Small Group Discussion
6	Individuals and Organizations	• Individual • Organization	Contextual Learning; Small Group Discussion
7	Media Proposals	• Media Proposal assignment for midtest	Role – Play & Simulation, Project Based Learning Small Group Discussion
8	**Mid Term Test**		
9	Proposal Review	• Proposal review & feedback based on assignment	Role – Play & Simulation, Project Based Learning Small Group Discussion
10	Editorial Meeting	• Editorial Organizational Structure • Duties and responsibilities • Editorial Meeting Process • Assignment Sheet	Role – Play & Simulation, Project Based Learning Small Group Discussion
11	Editing	• Substance of contents • Presentation techniques	Role – Play & Simulation, Project Based Learning Small Group Discussion
12	Website Layout	• Purpose of layout making • Layout elements • Website layout elements	Role – Play & Simulation, Project Based Learning Small Group Discussion
13	Online Advertising	• Various types of online advertising • Various types of online advertising monetization	Role – Play & Simulation, Project Based Learning Small Group Discussion
14	Progress Presentation	• Each group provides a progress report on project work	Role – Play & Simulation, Project Based Learning Small Group Discussion
15	Evaluation	• Acknowledging how print &	Role – Play & Simulation,

	digital media works	Project Based Learning Small Group Discussion
16	**Final Examination**	

Midterm Exam Guideline **:** Paper Submission
Final Exam Guideline **:** Group Project

References **:**

1. Siregar, Ashadi dan Rondang Pasaribu. *Bagaimana Mengelola Media Korporasi-Korporasi.* Yogyakarta: LP3Y Kanisius, 2000.
2. Dominick, Joseph R The Dynamiccs of Mass Communication, Cetakan ketujuh, McGraw Hill, Singapore, 2002
3. Soehoet, A.M. Hoeta. *Seleksi, Penyuntingan, dan Penataan Isi Surat Kabar dan Majalah.* Jakarta: Yayasan Kampus Tercinta-IISP, 2002
4. Shoemaker, Pamela J dan Stephen D. Reese. 1996. Mediating The Message, New York : Longman Publisher.

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