



Jagran

An educational initiative of
दैनिक जागरण

JIMMC

Print Journalism

TV Journalism

Cyber Journalism

Advertising & PR

Multimedia & Animation

discover



yourself

at JIMMC



JAGRAN
INSTITUTE OF
MANAGEMENT AND
MASS COMMUNICATION

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our beginning

In 2004, the Jagran Education Foundation established JIMMC as Jagran Institute of Management and Mass Communication in Noida. The institute aims to prepare professionals who are ready to face the ever changing needs of the Media Industry by providing a platform for students and professionals to acquire practical skills along with a strong theoretical base.

our vision

“To pioneer and maintain the lead in developing the country's human resources for the media industry”

our mission

Identifying talented youngsters, especially from small cities and to hone and develop relevant skills and sensitivities in them, to enable them to excel in the competitive media industry.

To successfully implement the VISION and MISSION of the institute, JIMMC follows a two-fold strategy :

- Provide excellence from within i.e experienced faculty members, up to date technology and consistent industry exposure.
- Provide industry internships and facilitate good placements to eligible students, in the media industry.

JIMMC is the right choice

At **JIMMC**, the students are the focal point. The entire stress is on lending a helping hand to students to discover themselves, to help them grow into a thorough professional and make them an indispensable part of the organization they work in.

Mass Media is a field where only the best survive. The 'glamour and glitter' is easily perceived, but a lot of labour goes 'behind the scenes' to make the show successful. At **JIMMC**, while the theoretical knowledge sharpens the student's analytical skills, it's the practical training of reporting and editing, setting and designing, understanding and creating advertising, that prepares our students for the rigours of the real world, instilling in them the credo "I can do it". The student learns as he does all the work by himself, from reporting to editing, from visualizing to structuring and finally producing the end result.



grow as thinking professionals



The Jagran Institute of Management and Mass Communication (**JIMMC**) was established by Jagran Education Foundation, which belongs to the Jagran Group, in 2004. As stalwarts in the field of media, the group realized that in the current scenario of media boom, there is going to be an increasing demand for media professionals with quality and aptitude. To meet this demand for professionally trained media persons, the trust laid the foundation of **JIMMC**, with the first campus in Noida, followed by another, at Kanpur, next year. The institute is a platform for students to acquire practical skills along with a strong theoretical base.

The Institute's aim is to prepare professionals capable of meeting the fast changing needs of the industry. We offer courses in different branches of media - Print Journalism, Television Journalism, Advertising & Public Relations as well as Animation, where we have specialised programmes in 2D, 3D, Gaming & Visual Effects, Graphics & Web Designing. The Institute runs Graduation & Post Graduation & Diploma programmes in both Mass Communication and Multimedia. The goal of these programmes is to prepare students not only for entry level jobs but also mould them into strategic thinkers of the media industry of tomorrow.

Similarly, for all these courses, the academic calendar is prepared in a way so as to provide a blend of theoretical inputs and an extensive hands-on training.

Each programme is guided by faculty members from the industry, with appropriate academic experience. In addition to this, eminent media professionals of different streams and expertise are invited regularly, to address students on latest Industry trends and its demands. The uniqueness of this Institute lies in its training methods that are highly interactive and revolve around solving real life crises picked from relevant industry cases. We ensure that our students grow as thinking professionals.



N R Mohanty
Director





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the infrastructure

The institute has impressive infrastructure to offer :

Classrooms

The state-of-the art classrooms have TV sets and projector facility for comparative and interactive study sessions and are supported with Wi-Fi connectivity.

Animation Lab

JIMMC has a well - equipped animation studio, the artistic foundation lab and the high end visual effects lab. These labs have latest multimedia computers with software like Photoshop, CorelDraw, Maya, 3D Max, Combustion, After-Effects, as well as advanced machines for editing and special effects with software like Shake, Final Cut Pro etc.

Media Lab

Media Lab is the lab where ideas get translated into something tangible. The imagination, the creativity, or simply, the task of typing, everything requires practice and in the media lab the students get ample time to hone their skills. For the students, the latest versions of Quark Xpress, In design, Photoshop and CorelDraw are available.

Library

Library is truly the soul of JIMMC. There are books, articles, journals, novels as well as some rare manuscripts & texts. There are well over 8000 books and the library subscribes 30 newspapers and umpteen magazines.

Studio

The JIMMC studio has a chroma set-up and is equipped with teleprompter, audio console, Sony PD 177 camera, lights and supporting tools. This is where the TV specialisation students practice and make their bulletins. The students of Advertising and PR specialisation also shoot for their TV commercial projects here. Students not only learn about the shooting process but also get to use all the equipment effectively.

Editing Suite

Here raw video footage and photographs get converted into professional-quality work. The students learn video & sound editing techniques on Apple I-Mac systems. They are given training in the latest version of Final Cut Pro, the editing software currently used in the industry.

Roof Top Café

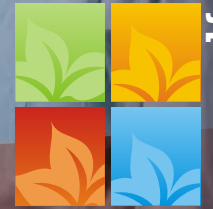
JIMMC boasts of a small, but cozy rooftop café. It has all the modern amenities & makes food & snacks available at reasonable prices. It also serves as a fertile ground for Students' brainstorming sessions.



our students

The students at JIMMC come from all parts of India, thus representing the microcosm that is India. The students are groomed in a manner that enhances their communication skills and adaptability for professional life. No efforts are spared in encouraging them and enhancing their innate capabilities.

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alumni speak



helped me become a successful media professional."

"Nearly a decade has gone-by since I had joined JIMMC, but it seems like it was just yesterday when I was studying Print Journalism there. Even today, whenever I get stuck, the practical tips and techniques taught at the institute come handy. I am thankful to all my faculty who have



Ritu Kant Ojha
AVP, Branding & Communications
Bajaj Capital, New Delhi
(PGDiploma in Print Journalism,
Batch 2004)



"This institute not only taught me theory about journalism, but also helped me in learning practical things about this ever changing and demanding field. My learning still helps me immensely. Thanks would be a small word to express my gratitude towards JIMMC".

Rahul Rao
Assignment Editor
NDTV24x7, New Delhi
(PGDiploma in TVJ, Batch 2004)



"I miss the friendly environment of JIMMC. It gave me the right direction to achieve my goals."

Priyank Chaurasiya
Compositing Lead
Redchillies VFX, Mumbai
(Diploma in Animation & VFX, Batch 2007)



“JIMMC lives up to its motto, “Doer alone learneth”. The rigorous training at JIMMC helped me to get a good job and rise rapidly in my career”.

Virendra Pratap Singh
Art Lead, Exigent Game Art, Noida
(Diploma in Game Art Development, Batch 2007)



“JIMMC instilled a positive mental attitude in me. It taught me that rather than saying, “It can't be done!” , ask - how something can be done. I am here today because of my training under the guidance of my faculty members. Thank you so much JIMMC for showing me the right way.”



Garima Budhani
Anchor & Assistant Producer
India News, New Delhi
(BSc MCAJ, Batch 2012)



“JIMMC has been an extremely enriching experience for a mediocre student like me. I could give my future a kick-start; the media & advertising industry readily accepted me as a source with good educational background. This has all been possible because of JIMMC's high quality interactive teaching method.”



Ashmita Kumar
Deputy Manager
Media Marketing - HMVL
(PGD APR, Batch2006)



Why Journalism?

Responsible Journalism is a necessity in a democracy. Journalists gather information through interviewing and research, to generate stories for newspapers, television and /or digital media. It's this information which helps millions to take decisions that have a bearing on their daily lives. Journalism is one of the most rewarding and challenging professions.

Why Journalism at JIMMC?

- Industry experienced faculty
- Orientation lectures on India's history, politics & economy
- Guest Lectures by eminent Journalists
- Reporting, editing & page layout practice on a daily basis
- Weekly practical project - start to finish:
Print Journals / News Bulletins / Online stories
- Industry visit

First semester students of Bachelor & Master's Programme go for Community Service project work. This field-work at the grass-root level gives them hands-on experience of interacting with people along with the satisfaction of having done good for the society.

Facilities

Our focus is to strengthen critical and innovative thinking of the student. This we do by teaching many things; tenacious information gathering, good writing, careful editing and savvy production. We train the student in ethical journalism with emphasis on these core skills, no matter which form of Journalism they study - Print, Television or Cyber.

Some of the facilities include:

- Well equipped media lab
- Graphic workstations
- Latest versions of Quark Xpress, Photoshop, CorelDraw & Illustrator
- Audio-visual studio
- Latest video equipment
- Mac editing machines
- Wi-Fi connectivity





JIMMC offers...

- Post Graduate Diploma in Print Journalism (1 year)
- Post Graduate Diploma in Television Journalism (1 year)
- BSc & MSc students get Print / TV / Cyber Journalism Specialisation Diploma from JIMMC, alongwith PTU degree

Career Pathways

A diploma or degree for Print / Television / Cyber Journalism prepares student's base as a journalist and super-specialisation gives the student an advantage in the job market. You can work as :

Print / Cyber

Reporter
Editor
Copy-writer
Feature Writer
Content Writer
Photojournalist
Illustrator
Scriptwriter
Book Critic
Layout / Website Designer

Television

Anchor
Reporter
Newsreader
Camera Person
Video Editor
Sound Designer
Correspondent
Graphics
Voice-over Artist
Production Executives

Post Graduate Diploma in Print Journalism Course Curriculum (1 year)

- Communication & Mass Media
- History of Media, Law & Ethics
- Reporting: Concept, Practical & Special Beats
- Editing: Concept, Process, & Training
- Opinion Writing: Theory & Practice
- Layout Design & Information Technology
- Newspaper Production
- Magazine Feature Writing
- Magazine Production
- Introduction to Broadcast Journalism
- New Media & Cyber Journalism
- Advertising, Public Relations & Media Management

Post Graduate Diploma in Television Journalism Course Curriculum (1 year)

- Communication: Concept & Process
- Development of Media: Films & Prints
- Concept of News & Current Affairs
- Visual Communication
- TV Journalism: Skills, Tools & Techniques
- Television News: Reporting & Programming
- Television: Video Editing & Production

advertising & public relations



Why Advertising & PR?

It's called the engine of modern economy. Powerful and persuasive messages can strongly influence the decisions people make. With increasing television, print and social media awareness, advertisers are now able to penetrate to the remotest corners of the country, making advertising a lucrative career option.

Alongside building strong brands, there's a need to sustain the image and create goodwill for it, and that's where Public Relations comes in. From a corporate to a country; no one can undermine the importance of PR.

Why Advertising & PR at JIMMC?

- Industry experienced faculty
- Theoretical knowledge put to use in our in-class 'real life' scenarios
- Critical thinking, written, oral and visual communication and presentation skills imbibed
- In-depth knowledge of consumer behavior research with proper vox-pop & consumer research

- Creative workshops with renowned Advertising professionals
- You create an ad from start to finish - concept to final production
- Co-ordinate & manage all **JIMMC** events - like media festivals, annual day - *Navrang*, inter-college competitions etc
- Participate in live brand case study
- Work on actual client's briefs with thorough consumer research, advertising strategy, creative strategy
- Advertising photography practice

Facilities

Step inside **JIMMC** and you'll feel as if you're in the midst of the hustle and bustle of an actual functioning advertising agency. Here classes take on the look of full-fledged client presentations. Our curriculum is designed to enable a seamless transition from student to agency life post-completion.



Some of the facilities include:

- State-of-the-art multimedia, conference-style classrooms
- Internet access in media labs
- Latest multimedia computers
- LCD video projectors
- Well equipped ad film shooting lab
- Multi-dimensional editing suite
- Still Photography studio



JIMMC Offers...

- Post Graduate Diploma in Advertising & PR (APR) (1 year)
- BSc & MSc students get APR Specialisation Diploma from JIMMC, alongwith PTU degree.

Career Pathways

A diploma / degree for APR specialisation prepares students for careers involving creativity, strategic thinking & account planning, Public Relations & Event Management. You can apply for the following types of positions:

Public Relations Officer	Creatives	Business Development Executive
Corporate Communication	Visualiser	Scriptwriter
Account Planner	Art Director	Copy Writer/Content Writer
Client Servicing	Researcher	Production Executive
Media Planning	Event Manager	Photographer
Media Marketing	Brand Management	

Post Graduate Diploma in Advertising & Public Relations Course Curriculum (1 year)

- Brand & Marketing
- Fundamentals of Advertising & IMC
- Consumer Behaviour
- Fundamentals of PR
- English Language : Reading & Writing Skills
- Media Planning & Research
- Campaign Planning
- Advertising Research
- Media & Communication
- Corporate Communication



multimedia & animation



Why Animation?

The animation segment has witnessed significant growth on the back of high end outsourced work from international market and also the increased demand of animated content in the film, television and gaming industries. This global growth of multimedia industry has lead to a huge demand for skilled professionals.

Why Animation at JIMMC?

- Full time course: Mon-Fri/10am to 5pm
- Super Specialisation in your area of interest like 3D modeling , animation, dynamics , compositing/video editing or print media
- Curriculum designed with Indian requirements in mind
- Practical learning through industrial projects under faculty guidance
- You learn film appreciation & sound design & digital photography
- Learn latest software used in the industry
- Develop a professional portfolio in the duration of the course

Facilities

- State of the art Dell workstations
- Macintosh editing suite
- Proper art studio for sketching and sculpting
- Gaming platforms like X-Box, PS 2, PS 3
- Multimedia laptops to students
- Blue screen chroma studio for video shoot
- Light box for 2D cell animation

JIMMC Offers ...

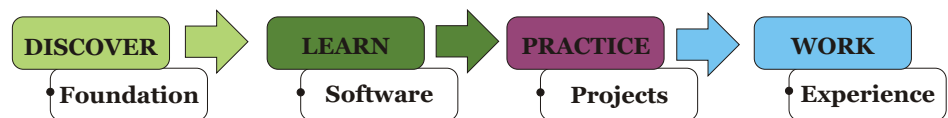
- Diploma in 3D Animation & VFX / 2D Animation / Game Art Development/ Graphics & Web Design (2 Years)
- BSc Multimedia (3 years)
- MSc Multimedia (2 years)

Apart from PTU degree BSc & MSc students get Specialisation Diploma from JIMMC

Career Pathways

After a Diploma or Bachelor or Master's programme you can apply for the following types of positions :

- 2D/3D Animator
- Graphic Artist
- Web Designer
- 3D Modelling Artist
- 3D Texture Artist
- Game Artist
- Concept Artist
- Lighting & Rendering Specialist
- Special Effects Artist
- Composer
- Video Editor
- 3D Generalist
- 3D/2D Production Manager
- Shoot Supervisor





Diploma in

3D Animation & Digital VFX Programme(2 years)

- Foundation & Introduction for 3D Graphics
- Drawing and Anatomies
- Cinematic Storytelling & Cinematography
- Character & Story Design for Film/Game
- Advance 3D Modeling and Texturing using 3D Max and Maya
- Advance 3D Rig and Animation
- Digital Sculpting and Texturing
- CG Lighting / Rendering
- Digital Composing using Nuke & After Effect
- Digital Editing Video & Audio
- Final Term Project/Show Reel

Diploma in

2D Animation Programme(2 years)

- Introductions to 2D - Movie|Web |Game
- Classical Animation
- Adobe Flash-Time line, Frames & Key Frames
- Traditional Story Boarding & Digital Story Boarding
- Creating Slide Show with Slide Presentation
- Using Action Script
- Flash Character Design & Character Animation
- Adding Expression to Characters
- Digital Painting & Creating background
- Working with Sound & Dialogue (Lip-Sync)
- Creating Your own story (Show Reel)

Diploma in

Game Art Development Programme(2 years)

- Introduction Game Concept
- Game Interface Design & Application
- Character Design for Game
- Advance Maya & 3D Studio Max
- Advance Modeling Game Techniques
- CG texture & Shaders for Games
- 3D Sculpting for Games
- Advance Rigging & Animation
- Introduction to Game Engine for Game Production
- Game Production for Producers
- Zbrush
- Final Term Project/Show reel

Diploma in

Graphics & Web Design Programme (2 years)

- Foundation for Graphics & Web Design
- Concept Design, Color Theory, Composition & Typography
- Digital Graphics
- Print Advertising
- 2D Flash Animation for Web
- Motion Animation : Symbols & Sound Introduction to Action Script, Java Script, jquery
- Object Oriented Programming in Action Script
- Introduction to Ajax/HTML and DHTML, CSS & XHTML
- Designing Website Layouts & Dreamweaver Php /Core Java / oops Features/JVM , bluej
- Final Term Project/Show reel



Spread across the year, JIMMC has various cultural events to give students an ample opportunity to express their multiple talents and grow together as a family. Additionally, every week students participate in any one Club activity- Dance, Drama, Film Appreciation, Photography, Quiz and Debate- of their choice. These activities give them a platform to express themselves, improve their capabilities to work as a team and raise their level of self-confidence.

Cultural Activities



Idea

For a media person a wide knowledge base is a great asset. That's why guest lectures are a regular feature here. Academic curriculum concentrates on only developing the craft of Journalism. At JIMMC, we encourage students to go a step ahead and read up on various subjects for a broader perspective. To evoke their interest, we have a half an hour of 'Idea Exchange' every morning, where a Faculty member gives them an overview of a topic not directly related to the syllabus. It can vary from something serious like 'Holocaust' to something amusing like 'Bee Dance Language'.

Exchange



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JIMMC placement record



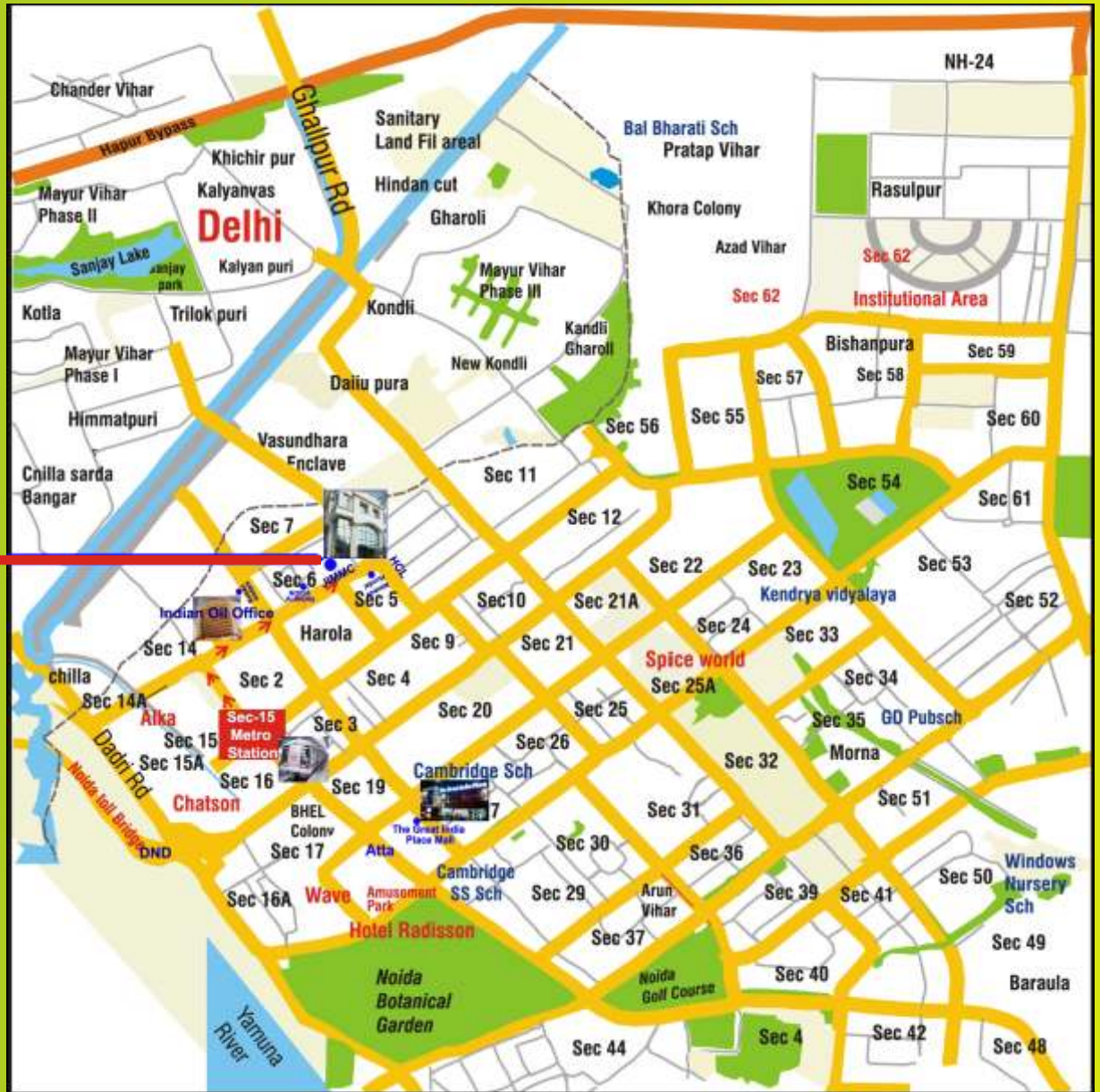
We have a dedicated placement cell which is in constant touch with leading organizations with respect to each study programme, to provide our students the best career options even before the course ends.

We have an excellent placement record with our alumni placed in major media houses like:

NDTV	Dainik Jagran	Rhythm & Hues
Aaj Tak	Amar Ujala	Exigent
IBN 7	Dainik Bhaskar	Avitel Post Studioz Ltd
CNN IBN	Navbharat Times	Pranas Studio
ABP News	Hindustan Times	Contiloe Films
Zee News	Indian Express	I Cube Films
India News	Mid Day	Maya Entertainment Ltd
Times Now	Business Bhaskar	Tata Visual Computing Lab
Zee Business	The Tribune	K Communication
Network 18	Ogilvy	Prime Focus
Live India	JWT	Red Chillies VFX
P-7	Lowe Lintas	Dhruva Games
Total TV	Mudra DDA	Lakshya Digital
Azad Channel	Dentsu	3D Solutions
Balajee Telefilms	Madison India	
Synergie Productions	Percept Communication	



Location MAP



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JIMMC is located 1 Km from Metro Station sector-15,NOIDA

map not to scale