Education.

About SMI University:
SMI University is a chartered University duly recognized by the Higher Education Commission of Pakistan. It is one of the oldest institutions in South Asia, which started as a school in 1885, became a college in 1941, and a university in February 2012. The founder of Pakistan Quaid-e-Azam Mohammad Ali Jinnah studied here for the longest spell of his academic life from 1887 to 1893. Its campus comprises some of the most beautiful colonial era buildings designed by architect James Storvan in 1890s. At present the university offers graduate and undergraduate programs in Media Studies and Social Sciences, Information Technology and Computer Science, Business Administration and Management, Environmental Sciences and
From the Vice Chancellor

Media has emerged as one of the most important professions in modern times. It is playing multiple roles: education, information, opinion-making as well as monitoring the work of various institutions and organisations as a public watchdog. These functions, particularly the last one, have nullified the media with immense power and influence, which is unmatchable in the history of journalism and broadcasting.

Sindh Mosahebat Islam University is one of the very few universities in Pakistan which established its Media Studies Department as one of the five first departments. Presently, this department is equipped with a fully functional television studio as well as FM radio station and offers undergraduate, graduate and postgraduate programs in various disciplines of the media.

While the degree programs have their own significance, not all the working and aspiring journalists and broadcasters can get benefited from them due to their longer durations and full time commitment. Hence a need was felt for introduction of short-term certificate courses on various aspects of professional journalism and broadcasting with basic aim of providing know how to the working and aspiring media-persons on latest trends in the areas of their interest and to equip them with the operational knowledge of the tools used in the profession.

In view of this, SMI University has established Media Training Center offering short term certificate courses covering various aspects of media related professions. In the first phase ten such programs, each of 12-Week duration, have been designed. I hope that these courses will provide adequate training to the practicing and aspiring media-persons in their respective areas of interest in such a manner that they excel in their professions as well as run this fourth pillar of this state in the best interest of the country and humanity at large.

Dr. Muhammad Ali Shaikh
SMI University TV STUDIO

The SMI provides students a state of the art video and audio production facilities, tools, and support. SMI has developed a modern TV Studio facility, it is an up to date facility that incorporates today’s digital and HD technology into a live to tape workflow format. Although we may not broadcast, we have the most modern and up to date digital live to tape facility - in an academic setting - in the entire Province.

The Production Control Room houses the news centre of the facility with its 16-inch LCD multi-view monitor, and the digital video switcher - vision mixer with chroma key. The studio floor has been fitted with digital HD cameras, branded tripods and a professional lighting grid. Non-studio editing suites are equipped with latest HD Monitors.

Summary of Courses

[Each Course Duration: 12 weeks/48 Hours]

1) TV Program and News Anchor
2) TV News and Program Production
3) TV News Writing, Editing and Reporting
4) TV Camera Work and Video Editing

TV Program and News Anchor

Who is it for:
This course is aimed at those who wish to become TV Anchor in Programs, News, Affairs, and News.

Brief Description:
The course aims to expose its participants to the techniques employed in anchoring for live events & television shows with an added advantage of learning new reporting techniques. In today’s competitive environment, an individual looking for a break in media industry is required to have an all-around knowledge.

Course Code: TVA1
Course Fee: PKR 12,000
Course Duration: 12 weeks/48 Hours

Course Outline:
- Voice Over: Rhythm of Speech, Breathing, Resonance.
- VO for TV: commercials, corporate videos, TV documentaries.
- Examples of anchors’ work and detailed analysis of their styles
- How to frame the camera
- On-Call Essentials
- A guide on how to write presenter scripts for TV
- A look at personality, style and general news presentation
- Talk Show Host
- TV interviewing, and presenting techniques, Multi-camera facing

News reading and use of teleprompter
TV News Writing, Editing and Reporting

Course Code: TVR311
Course Fee: PHP 12,000.00
Course Duration: 12 weeks/48 Hours

Who it is for:
Anyone who is new or recently enters in television news or anyone moving from print Media to TV Journalism. People working in TV News rooms in other departments and Production team members who want to develop their News Content Handling skills or want to become a Reporter can also join this course.

Brief Description
This course will provide an all-round introduction to how television news is found, prepared and delivered. Learn the language of TV, how to work with a camera crew, what TV graphics are for and how to perform in front of camera. The practical sessions include scripting, news editing, package making and reporting.

Course outline:
- What is News?
- Difference between TV and Print News
- Formats of TV News
- Writing of the TV News
- Editing of the News
- Sources and preparation of Bloomberg
- Sources of TV News
- Compilation of News Bulletin
- Functions of a TV Reporter
- Beats of Reporting
- How to make a News Report/Package
- How to perform in front of camera
- Setting up a Typical On-location News Interview
- Back Ground voice and voice over
- Organization of a TV News room

SMI University
FM RADIO 96.6

Realizing the importance of 21st century academic standards in Media Studies, SMI University established its Educational Campus FM Radio Station in 2013 to educate and inform students in particular, and community, in general. SMI 96.6 works in alignment with the vision of SMI University. It broadcasts variety of programs and is being operated largely by the University students with the help of university's professional staff. This radio station provides hands-on training to students in Studio operations, radio programming, audio recording-editing & production, script writing, anchoring and editing.

Summary of Courses
(Each Course Duration: 12 weeks/48 Hours)

1) FM STUDIO/TRANSMISSION OPERATIONS
2) RADIO PROGRAMMING & PRODUCTION
3) RJ/ RADIO PRESENTER COURSE
4) RADIO NEWS REPORTING AND PRODUCTION
FM STUDIO/ TRANSMISSION OPERATIONS

Course objectives:
- Know the theoretical basics of Electronics communication system.
- Basic building blocks of Radio station, studio construction and configuration.
- Broadcast Radio Automation System
- Radio Transmitter and Antenna techniques
- Understand and usage of Analogue/digital sound tools.
- Know how to create high quality sound in the studio.
- Know how to use a sound desk and associated hardware.

Content:
- Introduction of Digital Electronics Communication
- Introduction to Broadcasting Radio Automation
- Basics of studio construction and configuration
- Broadcast Radio Automation System
- Hardware Routing and Patching
- Types of Transmitter and Antennas
- Communication Receivers
- Intro to DAW (Digital Audio Workstation)
- Microphone technology.
- Audio Professional Broadcast Equipment
- Conversion of analogue signal to digital signal.
- Maintained professional audio wiring.
- Practical exercises in using the mixing desk and hardware.

RADIO PROGRAMMING AND PRODUCTION

Course objectives:
- Know how to produce effective programs
- Know the different kinds of radio advertising software
- Understand Computer-based sound editing.
- Understand the basics of radio operations.
- Analyze different kinds of programming techniques.
- Prepare programs for target audience.

Course Code: FM001
Course Fee: P500.00
Course Duration: 12 weeks/48 hours

Course Code: FM002
Course Fee: P10,000.00
Course Duration: 12 weeks/48 hours

Content:
- Role: Station Manager to Broadcast Assistant
- Hourly Cross: A music schedule of Nation
- Programming: Music, News, IDs, Jingles etc
- Creating IDs and Signage
- Timing, using the clock to plot out your show
- the basics of writing using music
- the basics of mixing using a variety of sounds
- Coming out, listen back, analysis and correction of exercises.
RADIO PRESENTER COURSE

Course Code: RPO03
Fee: Rs. 15,000-
Duration: 12 weeks/88 Hours

Objectives:
- Understand the specifics and the different aspects of program for radio presentation.
- Learn to write for radio presentation.
- Learn how to use the voice.
- Learn interactive ways of working with the listeners.
- Learn the rules of interviewing and reporting for a radio program.
- Understand the basics of broadcasting of a radio program.

Topics:
- The rules of radio program presentation.
- Writing the letter and selecting appropriate scripts.
- Sampling the voice and adapting it to radio.
- Rhythm, monotony and the rhythm of radio.
- Interactivity with listeners.
- Interviews and reports in a program.
- Preparing together your program and preparing it for presentation.
- News and attitudes to follow when broadcasting.
- Editing, analysis and correction before presentation.

SMIU NEWS
FM 96.6

RADIO NEWS REPORTING AND PRODUCTION

Course Code: RNP06
Course Fee: Rs. 15,000-
Duration: 12 weeks/88 Hours

Objectives:
- To make the student learn the skill of writing for radio news reporting and production.
- To learn the basic characteristics of a newscaster or news anchor.
- To learn the rules of interviewing and reporting for news programs.
- To learn the rules of writing for and reporting for news programs.
- To understand the basics of a radio program.

Content:
- Basic rules of radio news.
- Types of news writing.
- Detective feature of radio news.
- Sources of radio news.
- Selection of news for radio.
- Radio news writing, style, drafting, choice of words.
- Compilation of radio news bulletins.
- Interviews and reports in news programs.
- Characteristics of radio news programs.
- Rules and attitude to follow in broadcasting.
Introduction to Graphic Design

Course Code: RM502
Course Fee: RM5,000
Course Duration: 12 weeks/48 hours

Course Description:
In this course the students will learn and apply fundamentals of various graphic design software applications such as Illustrator, Photoshop and InDesign. Image editing, layout designing, drawing, posters, brochure design, web icon, magazine, newspaper advertisements and other print and multimedia projects.

Course Goals:
- Demonstrate a thorough understanding of the elements of graphic design
- Discuss, understand and communicate in the language of graphic design
- Enable students to use technology such as Photoshop, Illustrator & InPages
- Learn and practice professional assignments and learning behavior
- Trouble-shooting by using critical analysis & technical skills

Course Outline:
- Introduction to the Graphic Design
  - History of Graphic Design
- Scope & Job market of Graphic Design
- Introduction to the graphics tools & equipment
- Elements of Design
- Principles of Design
- Typography
- Creating images for print, web and multimedia projects
- Discussion and development of formats
- Resolution of projects and images
- Raster vs. Vector software
- Learning exercises on graphic design

Software, Such as:
- Illustrator
- Photoshop
- Urdu Image

Journalistic Writing / Writing for Print

Course Code: RM501
Course Fee: RM6,000
Course Duration: 12 weeks/48 hours

Objective:
- To train the participants in such a way that they will learn the basic techniques and principles for writing in newspaper
- Improve the basic writing skills
- Make them understand the difference between writing for print media and electronic media
- Help them to learn the newspaper writing techniques
- Help them to understand the common technologies used in print media

Content:
- Qualities of good journalistic writing
- Letter to the editor
- News writing and reporting
- Making headlines
- Creating Captions
- Feature writing
- Press releases
- Interview techniques
- Article writing
- Editorial
- Column writing
- Writing reviews
- Editing and proof reading