



College of Arts,
Science &
Commerce (Autonomous)

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RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

SIES College of Arts, Science and Commerce (Autonomous)
Sion (West)

Department of Mass Media

Report on the Workshop

Date: 27th August, 2022

Title: How to Write a Television Copy

Introduction:

An offline workshop on 'How to Write a Television Copy' was steered by the Department of Mass Media on 27th August, 2022 Saturday, from 7.45 am to 10.45 am respectively.

The objectives of the workshop were:

1. To emphasize on the importance of documenting ideas and concepts.
2. To understand the importance of Creative Media Campaigns and highlight the prominence of creativity in advertising.
3. To introduce the concept of Storyboarding: as an essential tool for visual narratives.
4. To explore the nuances of writing for different Media Platform.

Resource Person: Mr. Rugwed Kulkarni, Ad Agency creative expert

Participants: 38 TYBAMMC advertising students

Methodology:

The session began with a discussion on Creative Media Campaigns, emphasizing on the importance of creativity in advertising.

Students were introduced to the concept of storyboarding, an essential tool for planning visual narratives in television advertising.

Students were encouraged to bring their copywriting journals to the session, accentuating the importance of documenting ideas and concepts for future reference.

Feedback:

The session delved into focusing on the frames and shots approach commonly used in television advertising. Students were taught how to adapt a television copy into a radio spot successfully.

Outcome:

- Understanding of the visual narratives in the television advertising industry
- Gauged the nuances of writing for different Media Platform
- Significance of Creative Media Campaigns

Attendance 2

Attendance for the Month of July - August - September
 Class & Div. T.X.B.A.M.M.C. Advertising

CW-3

CW-4

Standard: Advertising

Roll No.	NAME	Date	Attendance												Remarks			
			20/7	21/7	22/7	23/7	24/7	25/7	26/7	27/7	28/7	29/7	30/7	31/7				
40	Noel Thomas		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
41	Maitri Banchal		P	A	P	P	A	A	P	P	P	P	A	A	A	A		
42	Esha Patil		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
43	Shamika Patil		P	A	P	P	A	A	P	P	P	P	A	A	A	A		
44	Glenn Pereira		A	A	A	A	A	A	P	P	P	P	A	A	A	A		
45	Akanksha Phadnis		P	A	P	P	A	A	P	P	P	P	A	A	A	A		
46	Akhira Pillai		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
47	Mehak Pillai		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
48	Ravathi Pillai		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
49	Siddarth Pillai		P	A	P	P	A	A	P	P	P	P	A	A	A	A		
50	Ashwarya Ponnar		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
51	Aishani Pradhan		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
52	Rashi Rakh		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
53	Sumesh Raju		P	A	P	P	A	A	P	P	P	P	A	A	A	A		
54	Aaditi Rane		P	A	P	P	A	A	P	P	P	P	A	A	A	A		
55	Nikitha Rao		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
56	Rachishnu Mishra		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
57	Roshni Saraj		A	A	P	P	P	P	P	P	P	P	A	A	A	A		
58	Rukmini Narayanan		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
59	Shivraj Sahar		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
60	Tanushka Sarde		A	A	P	P	P	P	P	P	P	P	A	A	A	A		
61	Shubham Sarma		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
62	Vaishnavi Sarmakar		A	A	P	P	P	P	P	P	P	P	A	A	A	A		
63	Tiya Satra		A	A	P	P	A	A	P	P	P	P	A	A	A	A		
64	Harna Sayyed		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
65	Diya Shah		A	A	P	P	P	P	P	P	P	P	A	A	A	A		
66	Moksha Shah		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
67	Uzja Shah		A	A	P	P	P	P	P	P	P	P	A	A	A	A		
68	Aham Ashik		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
69	Saloni Sharma		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
70	Aditya Shetty		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
71	Anup Shetty		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
72	Anshree Shetty		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
73	Shivani Radhikishan		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
74	Nidhi Shivdasan		A	A	P	P	P	P	P	P	P	P	A	A	A	A		
75	Sahil Singh		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
76	Ashna Lawrance		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
77	Surya Kalaiselvan		P	A	P	P	P	P	P	P	P	P	A	A	A	A		
78	Riya Vaidya		P	A	P	P	P	P	P	P	P	P	A	A	A	A		

Attendance 3

Attendance for the Month of July-August-September CW-6
 Class & Div. T.V.B.A.M.M.C Advertising

Standard: Advertising

Roll No.	NAME	Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
79	Janhavi Vedat		P		A	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
80	Aditya Veliyil		P		A	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
81	Varun Vishwakarma		P		A	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
82	Dhwani Vora		P		A	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
83	Siddhi Vyas		P		A	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
84	Zeel Sutar		P		A	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Signature of the Faculty																																		
Remark																																		

Vaneeta

Report Prepared by: Dr. Vaneeta Raney
 Course Coordinator,
 Department of Mass Media

[Signature]

Principal
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