

**HUMANITIES DEPARTMENT**  
**GRADE XII (2022-23)**  
**INVESTIGATORY PROJECTS / PRACTICALS**

**MASS MEDIA**

**PROJECT 1**

**Topic: Launch of a project**

**Learning objective:**

To understand the role of R & D, how it defines the form of the product, specifications, look and appearance.

How market strategies and advertisement turn a new product into a brand, the student learns to conceive and execute ideas that are medium-specific, student learns to identify upon his/her own strengths and weaknesses

**Activities**

- **Logo for the product**
- **Analysis of market segmentation**
- **Questionnaire**
- **Brochure with USP details**
- **Advertisement for social media**

**PROJECT 2**

**Topic: Movie Making**

Non-fiction: students will conceive, write, direct and edit a non-fiction film project of 3-5 minutes duration.

**Learning objective:**

To understand pre- production, production and postproduction process. To understand the stages of film making – writing, budgeting the project, acquiring finance, casting actors, planning a schedule of the shooting and post-shooting stage.