

Programme: B.Sc.(Artificial Intelligence & Data Science)			Semester : II		
Course : Introduction to Vlogging			Code:		
Academic Year: 2026-27 Batch: 2026-29					
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20	30

Learning Objectives :	• To outline the fundamentals of vlogging • To illustrate the skills of storytelling and content creation in order to create engaging vlogs • To determine the technical skills and equipment required to build an audience
Learning Outcomes :	• Learners will be able to plan, create and produce engaging vlog content on the topic of their interest • Learners will be able to generate creative and engaging vlog content through different narratives • Learners will be able to identify the components of successful vlogs through niche selection and audience retention
Pedagogy:	• Lecture • Brainstorming for ideas • Brain mapping activities • Script writing • Hands on practice • Editing

Detailed Syllabus: (per session plan)

Session Outline for “Introduction to Vlogging”

Each lecture session would be of one hour duration (30 Sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction to Vlogging: • What is vlogging? • Key elements, Niche segmentation and target audience • Vlogging equipment and technical skills • Trending vloggers, their style and content	Lecture AV Presentation	15
II	Content creation and storytelling: • Content planning and ideation • Scripting, storytelling and filming styles • Understanding algorithms • Viewers engagement, Social media marketing and collaborations • Content Monetization and growth	Ideation and brain mapping Hands on activities	15

REFERENCE BOOKS

1. Kim, D. (2017). Vlog as a branding tool: How to build a brand with a video blog in social media.
2. Schmittauer, A. (2017). *Vlog Like a Boss: How to Kill it Online with Video Blogging*. Author Academy Elite.
3. Figgis, M. (2014). *Digital Film-making Revised Edition*. Faber & Faber.
4. Aran, O., Biel, J. I., & Gatica-Perez, D. (2013). Broadcasting oneself: Visual discovery of vlogging styles. *IEEE Transactions on multimedia*, 16(1), 201-215.
5. NURHAJATI, D. (2018). Creating Vlog As The Learning Outcome To Teach Speaking. *BICOLE Proceeding 2018*, 1-7.
6. Budi, P. Teenager's Preferences, Creations and Participation in Vlogging Activities.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (3 out of 4)	12
	TOTAL	30