**School of Media and Communication Studies SMCS, UMT**

**M.Phil. Professional Track**

**Submission Rules & Regulations**

Policy and Style Guidelines for M. Phil Professional Track Project Writing & Submission

**General Guidelines**

For M. Phil Project submission in soft (Documentary/short film in USB) and thesis project write up in hard copy).

Note: SMCS will follow as per university policy

**1. Paper:** Project Papers file should be printed on a good quality (minimum

80 grams White imported offset) paper of A4 size.

**2. Temporary Bound for Viva-Voce:** For temporary bound copies the title covering   
page shall be white card board of minimum 100 grams.

**3. Hard Bound Thesis:** The color of binding of M. Phil Project is green with Golden printing in boldface. Front Title page should give Title,   
Name of the Candidate and Name of the School through   
which project is submitted.

**4. Spine of Thesis:** Spine of the Project should show M.Phil. Project on the top   
across the width of spine, Name of the Candidate in the middle along the Year of submission across the width at the bottom. Lettering on the spine   
 should be 18 pt. in boldface.

**5. Layout of Script.**

1) Typescript should appear on one side of the page only.

2) **Line Spacing:** Lines in the text should be 1.5 lines spaced. Footnotes, quotations,   
references and photographic captions may be single line spaced.

3) **Font Type:** Time New Roman   
4) **Font Size:**

 Title/ Cover: 14-20 (See Sample)   
 Inner Title: 14-18 (See Sample)   
 Headings/ subheadings: 12-16

 Body text: 12   
 Footnotes if any: 10   
 References/ Bibliography if any: 10

**6. Margins:** 1.5 inches on the left hand side, 1.25 inches at the top and bottom of page   
and 0.75 inch at the outer edge

**7. Pagination:** All preliminary pages should be numbered in lower case Roman   
Numerals. Arabic Numerals shall be used for pagination starting the text and shall be   
followed throughout the project. The page number should appear in the center at the   
bottom of page.

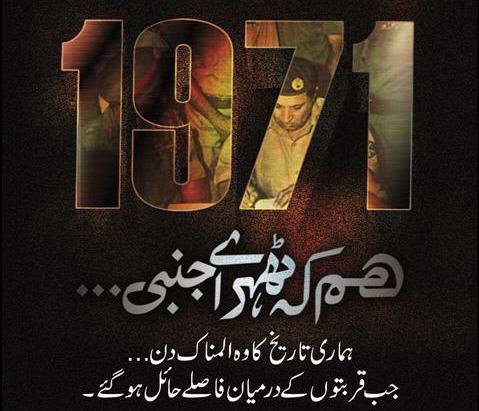
**Project Starting & Submission**

1. Students have to develop project proposals that would be evaluated in departmental graduation committee.
2. After the approval from departmental graduation committee and BASR students will work on project production
3. The title of the Project should not be changed after the approval.
4. Three copies of the project (Properly labeled and covered in case) complete in all respects, soft and hard copies for viva purposes.
5. No duplication and lifting of video shots allowed
6. Plagiarism will be checked as per HEC policy
7. Approval form for defense should be submitted in a temporarily bound form to the Head of the Department who will forward the same to the Controller Examinations for further process.
8. After successful defense/ Viva-Voce, four copies of the Project (properly labeled and covered in case) and booklet of hard binding duly signed by the supervisor and co-supervisor (if applicable) submitted to the HOD of the department who will forward one copy along with the result to the Controller Examinations, one copy to the University Library and one may be retained for departmental library. Soft copy should be attached with each hard copy of the project.

**Project Evaluation**

* Project involving the production and direction of an individually authored documentary film or short film accompanied by a research dossier, a proposal and a treatment.
* The students will also ensure the exhibition of their films for reviews along with submission of USB copies and thesis project write up.
* Projects will be reviewed by imminent media professionals with viva in the presence of head of department Dean, internal supervisor & co-supervisor (if any) and external supervisor accordingly.

**Sample Cover Page for MS/M. Phil Research Project Write up**



(20 font)

**Shahid Rafiq Fall 2011-2013** (16 font)



**School of Media and Communication SMCS, UMT**

**(Font 18)**

Sample Inner Title Page for M. Phil Project



**Shahid Rafiq 2018-2020**   
 **(**14 font**)**

Submitted in Partial fulfillment of the requirements for the degree of Master of Philosophy in Media and Communication at School of Media and Communication SMCS, UMT

(Font 14)

December, 2020 (Font 14)

Project **and Defense Approval Form** (Font 16)

**The undersigned certify that they have read the following** Project**, examined the defense, and are satisfied with the overall exam performance, and recommend the project to the Institute of Communication for acceptance:**

Note: SMCS will follow as per university policy

Project **Title:**

**Submitted By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Roll No: \_\_\_\_\_\_\_\_\_\_\_\_\_**

Name of Student

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Degree Name in Full (e.g. .Master of Philosophy) Subject

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and Signature of Project Supervisor

Name and Signature of External Examiner

Name of Dean Signature of Dean

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Director

Signature of Director BASR

Centre for Advanced Studies and Research (BASR)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date

**Candidate Declaration Form** (Font 16)

Note: SMCS will follow as per university policy

I solemnly declare that the Project submitted by me in partial fulfillment of M. Phil degree, is my original work, and has not been submitted for any other degree or published earlier. I also declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my thesis at any stage, even after the award of degree, the work may be cancelled and the degree revoked.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature of Candidate

Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Candidate

**Certificate by Supervisor** (Font 16)

Note: SMCS will follow as per university policy

This project work has been carried out under my direct supervision. It has been read by me and has been found to be satisfactory regarding content, language, format, citations, bibliographic style, and consistency and thus fulfills the requirements for the award of M. Phil degree.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name of Supervisor Signature of Supervisor

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date

MPhil Professional Track

Documentary/Video, PR and Advertising Campaign

***Thesis Project Writing Outline***

Word limit: 8000 to 12000 words

Follow APA 7th edition

**Writing Concept Paper/Proposal of the Thesis Project (documentary/ Short Film, PR and Advertising Campaign)**

* MPhil Students have to submit concept paper/Proposal form of the final project
* Sample concept paper is attached with the documents

1. **Title of the Project Theme**
2. **Introduction (3-4 Pages)**

* Mention the basic introduction and potential values of the selected subject at large.
* Write down logics for choosing titles or topic for the program
* Clearly mention reasons of selecting titles/topic.
  + **Objective**
* Objective should be concise, specifying results to be achieved in measurable terms. Good program objectives provide the basis of good evaluation methods.
  + **Statement of Problem (1-2 pages)**

Clearly write the problem statement

1. **Synopsis (1-2 pages)**

A synopsis is a condensed statement outlining the subject of the project and the story the project will tell

Synopsis also briefly summarizes the background of the theme, that is, the larger context out of which the story emerged.

1. **Literature Review**

* Study documentary topics, articles. Books and videos for literature review purposes
* Write down at least 20 videos and 20 research articles and books

1. **Project Concept (4-6 pages)**

(The concept is the framework or theme you choose to deliver the content to the audience)

* Development from script writing process
* Basic concept will communicate the history, traditions, values and target audience
* Strong commitment with target audience
* Detail of the theme of the concept
* Set the parameter for production consideration

1. **Project Method/Design (3-5 pages)**

* Project design consist of clearly identifying the problems you wish to solve.
* Project design creates the road map for the entire learning event to follow
* Pre planning of all visuals elements and sound to enhance the program and reach the communication objectives
* Designing all the elements ensures a coherent, comprehensive program that has aesthetic continuity
* Mention those visual elements that are chosen and designed for the biggest impact and educational value for the viewers
* The design is integrated into shooting and affects the choice of camera angles, composition, lighting, pace, movement, colour and sound
* What type of video format will be appropriate for your communication needs?

**1.1-Duration (1-2 pages with justification)**

Mention the length of the proposed documentary and justify the duration by mentioning entire duration, percentage of content, visuals and interviews.

* 3 minutes
* 5 minutes
* 10-15 minutes
* 25 minutes
* 50 minutes
* 90 minutes

**1.2-Language (1 page with justification)**

Student can use any language for project production but clearly mention the understanding and range of this language and also describe literacy rate, however the thesis project write up will be in English.

* International as English, Arabic, French, Persian, Chinese etc
* National as Urdu,
* Provincial as Punjabi, Sindhi, Pashtu, Balochi etc.
* Regional as Saraiki, Hindko, Barahvi, Gujrati etc.

The project may use sub-titles in video.

**7- Script Format Treatment (simple script 6-7 pages)**

(Treatment is a narrative description of how the genre (documentary/short film, PR and Advertising Campaigns) will appear on the screen)

* Based on objectives, audience profile and concept
* Development in a chronological sequence of events as you develop them on screen
* Describes the concept and sets the tone for entire production to be produced
* Budget, talent selection, music, graphics and location will all be based on the treatment.

**8- Estimated cost (preferably on excel sheet)**

Budget for the production of documentary

Program title:

Genre:

Duration:

Language:

Shooting location:

Reece date:

Shooting date:

Producer:

Facilitator/instructor:

Pre production:

Production procedures:

Post production:

*(Provide you sample budget copies)*

**9-Technical equipment (complete list)**

Director:

Topic:

Location:

Cameraman:

Audio man:

Ass. Crew:

List of equipment:

*(Provide you sample technical equipment list and request form)*

**10-Production Schedule (preferably in table format)**

Write down the below mentioned information:

1. Scripting and collection of data
2. Reece of the location
3. Shooting at location
4. Preview of rushes
5. Continuity sheet
6. Visual logging for EDL, script drafting
7. Final script, collection of music, treatment final Editing
8. Submission of project

**11-Shooting schedule**

* Write down reference tips for the shot day

**12-Reece report**

Reece date:

Topic:

Producer:

Location:

Facilitator/instructor:

Write down both positive and negative aspects

**13-Talent (brief profile with pictures)**

* Write down the capacity, expertise and specialty of the persons to whom you have conducted interviews

**14-Script and shooting script of documentary**

* Split page in to two columns i.e. audio & video
* In audio column, write script and in video column write video/picture/graphs options
* Wherever needed, mention montage/collage/animations in video column

**15-Director’s shooting list (1-2 pages exclusive shots)**

* Write down simple, developing and complex shots which you conceived before going on production/shooting
* Explain screenplay for scene/sequence of the documentary with shots detail

**16-EDL, Edit Decision List**

* After logging of shots with time in and time out, place shots in video column
* Place all recorded shots with accuracy, detail, type, duration
* Mention possible pictures, graphics and animation in video column with duration
* EDL helps in batch capturing ,accurate grabbing with TC in and TC out

**17-Continuity Sheet/Preview Visual Logging**

* Attach visual logging sheet

**18-Production Problems/ Limitations**

* Mention overall problems you faced during the whole production process

**19-Resolution/ recommendations**

* Mention the solutions of the problems, you faced during production process

**20- Analysis, Findings and Conclusion (4-6 pages)**

* Write down outcome of the project
* Match resolution with research questions
* Recommendation

**21- Research Material**

* Enclose the research material, you used for content, script etc
* Clearly mention the sources of the content

**22-Ending credits**

* Acknowledgment

(SMCS UMT)

* Special thanks

Dean SMCS

Name of Project supervisor

Name the voice over artist

Research and script

Transportation

Cameraman

Name the audio engineer

Assistant crew

Production Facilities

Graphics and montage

Non-linear editing

Assistant coordinator

Production coordinator

Facilitator

Location director

Producer/director

Produced for

As a part of Master of Philosophy Degree Media and Communication at School of media and communication Studies SMCS UMT

**23-Enclosures**

Add your working/directing/producing/editing snaps/pictures

**Sample Project Proposal**

**Brief Proposal Form**

|  |  |
| --- | --- |
| **Title** | **Description** |
| **Date** |  |
| **Title** | **Nanhe Mazdoor** |
| **Duration** | 38 Minutes |
| **No. of Episodes** | Special episode on World Children Day |
| **Script language** | Urdu |
| **Format** | Outdoor with characters + VO |
| **Target audience** | General |
| **Producer/Director** |  |
| **One liner** | The documentary deals with the issue of child labor especially the problems in implementations of existing laws. |
| **Concept & Objective** | Although World day against Child labor is observed world wide on June, 12, every year since 2003, but situation is deepening day by day. The documentary titled “Nanhe Mazdoor” is focused on the core issues that are directly related with the curse of child labor in Pakistan. In spite of signatory of UN Conventions on Rights of the Children and other ILO conventions, the situation of child labor is very poor in Pakistan. The content and visuals of the documentary is designed with the aim to develop a sense of awareness and responsibilities among common people and authorizes to do good for the destitute, homeless and children that are bound in child labor. Moreover, laws are existed but there is a lack of implementation.  The documentary unfolds that child labor is an outcome of a multitude of socio economic factors and has its roots in poverty, lack of opportunities, high rate of population growth, unemployment, uneven distribution of wealth and resources, outdated social customs and norms and plethora of other factors.  There is a general observation that child rights violations do not get the suitable and necessary priority in the public discourse or in politics. The core focus is based on the gaps in application of the child labor laws. In the end, it will highlight the circumstances surrounding child labor in Pakistan including the deprivation of childhood rights and opportunities in practice. There will be an effort to raise awareness and priority to basic legal protections to be given to children in relation to work and to advocate for legislative change .The society will be informed about the existence of laws and lack of implementations. |
| **Synopsis** | Millions of children in the age group of five to 18 years are involved in child labor in Pakistan. Children work in almost every economic sector, such as carpet weaving, tanneries, roadsides restaurants and hotels, factories, brick kilns, bangle making and in clandestine factories, where they are forced to do dangerous work. Officially children make up about seven percent of the total workforce.  Convention on Minimum Age No 138 was adopted by International Labor Organization (ILO) on June 26, 1973, setting forth a larger framework for the longer term objectives of the effective abolition of child labor. Pakistan is the latest member to have ratified the Convention No. 138 on July6, 2006, becoming the 147th country to do so. Moreover Pakistan has also ratified several conventions on child labor including the 1957 ILO Forced Labor Convention and in 1990, the UN Rights of the Child Convention. In 1991, the Employment of Children Act was passed, which allows families to employ children under 14.In 1992, the government passed the Bonded Labor Abolition Act, which cancelled all the debts of people in bonded labor.  By ratifying the convention, Pakistan has committed to take immediate action to reduce the number of child laborers and eventually eliminates child labor from Pakistan.  UNICEF has estimated that approximately one million children work in carpet industry and that many of these children started working there when they were under 10 years old. But however, Pakistan carpet manufactures and exporters association claimed that 90 % of carpet weaving is done in the homes and therefore, they do not know whether parents or children are working. The most common ailment in the carpet industry is back pain, poor eyesight and respiratory disorders. In the carpet industry alone, half a million children must work due to family debt, according to a U.S department of labor report on Pakistan. One of the worst kinds of child labor is domestic labor; mainly it is hidden away and not regulated by the government.  Another industry in which many children are involved is the surgical tool industry. The children experience many terrible things in this industry including burns, respiratory illness and carpel tunnel syndrome.  In the end, the continuation of child labor is a tragic situation. There have been many positive laws passed that regulates child labor and Pakistan is a party to many conventions and prohibit child abuse in labor. But these practices are still a reality. |
| **Treatment** | The documentary opens with a character shots showing them doing some related activities in the actual scenario. Three different case history/characters are shown in the documentary depicting and supporting the story and showing their efforts and hardships. The montage is build on the saddest violin music loop to establish the gravity of the issue and texture color and tone of the character’s footage is giving appealing and sorrow look. Collage of different shots embedded on music will be added to the start of every character story to build content flow and support to script. The introduction of the characters will be done with graphically, showing their activities and printing of introduction of the freeze frame with support of music and sound effects. Relevant and personality of high ranks will be interviewed to justify the hypothesis and peg of the issue. Interviews of the personalities/ authorities will be done in their respective locations and different point of views of them will add beauty to the content. Use of graphical slides/templates and pointers will give documentary a catchy look.  A video will be added at the end of the documentary, knitted on the famous poetic verses and voice over. |
| **Resolution** | The under discussion content is very common and heart throbbing. The overall content, pattern, format and style of the documentary will gain a huge response. The effort is all about to shake/hit the concerned authorities who are not working accurately and menace of issue is growing rapidly in the country. The viewers will understand the gravity and intensity of the issue by watching audio and video content. The documentary approach will support and justify the curse of child labor. The issue of domestic labor is very touchy and hopes to concern authorize to implement laws on the issue.  We also expect to gain good reputation and some awards and acknowledgement of our work on child labor issues. |

Prepared by: Approved by HOD: Final Approval: