



## **BACHELOR OF MEDIA SCIENCE (BMS)**

*Celebrating Diversity*

Bachelor of Media Science, SZABIST Islamabad is a four years program and offers three specializations

**ADVERTISING STRATEGY & DESIGN**  
**FILM AND TV PRODUCTIONS**  
**JOURNALISM**



# BACHELOR OF MEDIA SCIENCE (BMS)

## MEDIA SCIENCES DEPARTMENT

### SZABIST ISLAMABAD

**Credit Hours: 136**

The Faculty of Media Sciences at SZABIST offers a comprehensive 4-year Bachelor of Media Science degree with majors in Film and Television Production, Advertising Strategy & Design, and Journalism.

To earn an undergraduate degree, students must enroll in and successfully complete a total of 136 credit hours which include 44 courses, a 6-credit thesis, and an internship (Forty-four courses include: 34 core courses, 7 from the stream of specialization requirements, i.e. Film and Television production, or Advertising Strategy & Design, or Journalism and 3 electives). All students must complete their degree within 6 years.

<b>CURRICULUM</b>	<b>First Year</b> <b>Fall Semester</b>  Photography Drawing and Perspective Introduction to Media Industries Civilization Studies-I English for General Purposes Pakistan Studies  <b>Spring Semester</b>  Culture, Media and Society Basic Design English for Academic Purposes History and Aesthetics of Film Art of Music Islamic Studies OR Humanities (For non-Muslim students)*  <b>Second Year</b> <b>Fall Semester</b>  Design Practices I Topics in Asian Literature Production Practices I Introduction to Sound Idea Development Principles of Journalism  <b>Spring Semester</b>  Play Analysis History of Commercial Art Audiovisual Editing Civilization Studies II Design Practices II	<b>Third Year</b> <b>Fall Semester</b>  Theatre Project Media Psychology Production Practices II Media Laws and Ethics Creative Writing Radio Programming and Production  <b>Spring Semester</b>  Animation and Motion Graphics State and Nation Building in Pakistan Theories of Visual Culture Stream Elective I Stream Elective II Stream Elective III  <b>Fourth Year</b> <b>Fall Semester</b>  Thesis I Producing Short Narratives Stream Elective IV Stream Elective V Stream Elective VI Stream Elective VII  <b>Spring Semester</b>  Thesis II Open Elective I Open Elective II Open Elective III
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## STREAMS

## ELECTIVES

<b>Film &amp; Television Production</b> 1. Directing I 2. Directing II 3. Sound Design 4. Cinematography 5. Screenwriting 6. Visual Storytelling 7. Production Practices III 8. Documentary Vision 9. Production Design 10. Basic Lighting 11. Screenwriting II 12. Green Screen Keying and Composition for Production VFX 13. Narrative and Social Change 14. Music Score for Film and Television	<b>Advertising Strategy &amp; Design</b> 1. Advance Animation 2. Advertising Research 3. Advertising Design and Concept 4. Creative Aspect in Advertising 5. Digital Brand Communication 6. Consumer Behavior 7. Campaign Strategy 8. New Media Advertising 9. Copywriting 10. Integrated Marketing Communications 11. Media Planning 12. Interaction Design 13. Digital Design and Publishing 14. Advertising in Pakistan 15. Brand Management 16. Digital Media Planning 17. Fundamentals of Digital Advertising	<b>Journalism</b> 1. Feature Writing I 2. Multimedia Journalism 3. Investigative Journalism and Crisis Reporting 4. The International Newsroom 5. TV Journalism 6. Introduction to Photojournalism 7. Reporting the News 8. Citizen Journalism 9. Environmental Journalism 10. Fashion Journalism 11. Peace Journalism 12. Reporting of Politics and Governance 13. Foreign Correspondence 14. Sports Reporting 15. Digital Public Relations and Blogging 16. Introduction to Digital News Reporting	<b>Electives</b> 1. Illustration 2. Typography 3. Topics in Film and Television 4. Design for Social Change 5. Game Design 6. Urdu Literature in South Asian Cinema 7. Modernity in Cinema in Bengal 8. Media Anthropology 9. Media Convergence and Innovation 10. Culture and Media in Sindh 11. Music Production and Design 12. Music Theory and Performance 13. Sindh Studies
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# Career Planning Map

