

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.

First Year **Fall Semester**

Photography Drawing and Perspective Introduction to Media Industries Civilization Studies-I **English for General Purposes** Pakistan Studies

Spring Semester

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)*

Second Year Fall Semester

Design Practices I Topics in Asian Literature Production Practices I Introduction to Sound Idea Development Principles of Journalism

Spring Semester

Play Analysis History of Commercial Art Audiovisual Editing Civilization Studies II Design Practices II

ThirdYear Fall Semester

Theatre Project Media Psychology Production Practices II Media Laws and Ethics **Creative Writing** Radio Programming and Production

Spring Semester

Animation and Motion Graphics State and Nation Building in Pakistan Theories of Visual Culture Stream Elective I Stream Elective II Stream Elective III

Fourth Year Fall Semester

Thesis I **Producing Short Narratives** Stream Elective IV Stream Elective V Stream Elective VI Stream Elective VII

Spring Semester

Thesis II Open Elective I Open Elective II **Open Elective III**

STREAMS

Film & Television Production

- 1. Directing I
- 2. Directing II 3. Sound Design
- 4. Cinematography

CURRICULUM

- 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

Advertising Strategy & Design

- 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. Copywriting10. Integrated Marketing Communications
- 11. Media Planning
- Interaction Design

- Digital Design and Publishing
- 14. Advertising in Pakistan 15. Brand Management
- 16. Digital Media Planning

- 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
- Peace Journalism
- Reporting of Politics and Governance
- Foreign Correspondence
- 14. Sports Reporting
- 15. Digital Public Relations and Blogging
- Fundamentals of Digital Advertising 16. Introduction to Digital News Reporting

- 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

ELECTIVES

- 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

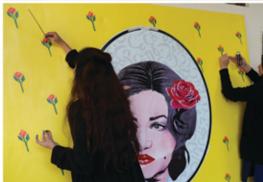
Electives



BACHELOR OF MEDIA SCIENCE (BMS) MEDIA SCIENCES DEPARTMENT SZABIST ISLAMABAD

























Multimedia Career Planning Map ilm a & Teacher Interpreter Designer Product Designer Industry Music Writers & Graphic Designer Animator Operator Camera Author Artist lockey Radio Advertiser Relations Anchor Specialist Screen Public News writer Caster Cartoonist Producer **3roadcast** Specialist Digital Media Director Artist Career Map llustrator 틢 Event Management Radio Broadcasting Script Writing Me @ SZABIST Islamabad Media Sciences Celebration Diversity Media Management sponsibility A sense of Anchoring Photo & Video Editing Responsible Citizenship Values Competencies Acting "Yes, We Can! Mindset Reporting Making **(1)** Equity for All Facilities Photography Tolerance Film Production Animation Respect Mutual State of the Art TV & Radio studio Screen Graphic Design Soft wares Production Art Gallery Cameras Latest Screen Green ≥ equipped Media lab ofessional Qualified faculty Well staff