FACULTY OF MEDIA SCIENCES

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, Game 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 Final Year Project (to be offered over last two semesters), 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 or Game Design and 3 electives. All students must complete their degree within 6 years.

First Year

Fall Semester

MD 1122	English for General Purposes	-
MD 1107	Drawing and Perspective	-
MD 1115	Introduction to Media Industries	-
MD 1124	Civilization Studies	-
MD 1123	Pakistan Studies	-
MD 1106	Photography	-

Spring Semester

MD 1222	English for Academic Purposes	MD 1122
MD 1104	Culture, Media and Society	MD 1115, MD 1122
MD 3601	Art of Music	-
MD 1211	Basic Design	MD 1107
MD 2321	History and Aesthetics of Film	
MD 1223	Islamic Studies OR	-
MD 1224	Humanities (For non-Muslim students)*	-

Second Year

Fall Semester

MD 2427	Design Practices I	MD 1211
MD 1118	Topics in Asian Literature	MD 1222
MD 2323	Production Practices I	MD 1107
MD 1217	Introduction to Sound	MD 3601
MD 2313	Idea Development	MD 1107
MD 3505	Principles of Journalism	MD 1122

Spring Semester

MD 1119	Play Analysis	MD 1122
MD 2318	History of Commercial Art	MD 1107, MD 1211
MD 2425	Audiovisual Editing	MD 2323, MD 1217
MD 2428	Introduction to Advertising Strategy	
MD 3527	Design Practices II	MD 2427
MD 2325	Media Research	MD 1104, MD 1222

(*Humanities will be offered to the non-Muslim students instead of Islamic Studies)

Third Year

Fall Semester

MD 2423	Theatre Project	MD 1112
MD 2424	Media Psychology	MD 1104, MD 1222
MD 3523	Production Practices II	MD 2323, MD 2313 MD 1217
MD 2405	Media Laws and Ethics	MD 1115, MD 1222
MD 1213	Creative Writing	MD 1122, MD 1118
MD 3525	Radio Programming and Production	MD 1217 MD 3601

Spring Semester

MD 3518	Animation and Motion Graphics	MD 2425 MD 2427
MD 4701	State and Nation Building in Pakistan	MD 1216 MD 1222
MD 3506	Theories of Visual Culture	MD 1104, MD 1222
MD 4xxx	Stream Elective I	-
MD 4xxx	Stream Elective II	-
MD 4xxx	Stream Elective III	-

Fourth Year

Fall Semester

MD 4716	Final Year Project-I	MD 2325
MD 4714	Producing Short Narratives	MD 3523
MD 4xxx	Stream Elective IV	-
MD 4xxx	Stream Elective V	-
MD 4xxx	Stream Elective VI	-
MD 4xxx	Stream Elective VII	-

Spring Semester

MD 4816	Final Year Project-II	MD 4807
MD 4xxx	Cross Specialization Stream Elective I	-
MD 4xxx	Cross Specialization Stream Elective II	-
MD 4xxx	Cross Specialization Stream Elective III	-

SPECIALIZATION STREAMS

Game Design

MD 4911	Principles of game design
MD 4903	Game design theory - Lodology
MD 4913	Gamification in the real world

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MD 4905 Narratology I
MD 4915 Narratology II
MD 4902 Concept art for character design I
MD 4912 Concept art for character design II
MD 4904 Concept art for game environment design I
MD 4901 Advanced Animation for 2D games
MD 4914 Introduction to Unreal Engine

Film & Television Production Stream
MD 4726 Directing I
MD 4728 Directing II
MD 4781 Sound Design
MD 4821 Cinematography
MD 4825 Screenwriting
MD 4872 Visual Storytelling
MD 4868 Production Practices III
MD 4724 Documentary Vision
MD 4764 Production Design
MD 4765 Basic Lighting
MD 4829 Screenwriting II
MD 4789 Green Screen Keying and Composition for Production VFX
MD 4889 Narrative and Social Change
MD 4898 Music Score for Film and Television
MD 4867 Topics in Film and Television
MD 4883 Urdu Literature in South Asian Cinema
MD 4873 Modernity in Cinema in Bengal
MD 4792 Music Production and Design
MD 4892 Music Theory and Performance

Advertising Strategy & Design Stream
MD 4723 Advance Animation
MD 4731 Advertising Research
MD 4739 Advertising Design and Concept
MD 4754 Creative Aspect in Advertising
MD 4779 Digital Brand Communication
MD 4835 Consumer Behavior
MD 4843 Campaign Strategy
MD 4846 New Media Advertising
MD 4847 Copywriting
MD 4736 Integrated Marketing Communications
MD 4837 Media Planning
MD 4782 Interaction Design
MD 4787 Digital Design and Publishing
MD 4834 Advertising in Pakistan
MD 4833 Brand Management
MD 4897 Digital Media Planning
MD 4798 Fundamentals of Digital Advertising
MD 4854 Illustration
MD 4732 Typography
MD 4878 Design for Social Change

Journalism Stream
MD 4757 Feature Writing I
MD 4879 Multimedia Journalism
MD 4864 Investigative Journalism and Crisis Reporting
MD 4877 The International Newsroom
MD 4783 TV Journalism
MD 4859 Introduction to Photojournalism
MD 4839 Reporting the News
MD 4793 Citizen Journalism
MD 4893 Environmental Journalism
MD 4794 Fashion Journalism
MD 4895 Peace Journalism
MD 4795 Reporting of Politics and Governance
MD 4894 Foreign Correspondence
MD 4896 Sports Reporting
MD 4796 Digital Public Relations and Blogging
MD 4797 Introduction to Digital News Reporting
MD 4774 Media Anthropology
MD 4776 Media Convergence and Innovation
MD xxxx Science Communication and Journalism

Cross Specialization Stream Electives
Students have to do three cross specialization-stream electives. The student may take 3 courses from any other specialization stream apart from the one that they are majoring in.

Stream specialization and cross stream specialization will be offered depending on the availability of resources.

Certain film and video production courses may require additional fees for equipment rental, film purchases, and travel. The Faculty of Media Sciences makes every effort to subsidize these costs in order to minimize financial impact on students.

Students enrolled full time are required to take at least 5 courses in each semester. Students unable to enroll full time should consult the Program Manager to discuss any accommodation they might need.

All first semester students are required to enroll in 6 courses. In order to register for thesis credits in the 7th and 8th semester for Thesis I and II respectively, students must complete all pre-requisites. Students on academic probation will not be allowed to register for thesis credits.

Internship
The Faculty of Media Sciences requires all students to complete a 6-week internship at an organization of their choice by the end of their third year. Upon completion of the internship, students must submit a comprehensive summary of what they have learned in their internship.

All students are also required to work with the faculty to organize faculty's annual media festival in the third year of their degree.