MALLA REDDY VISHWAVIDYAPEETH

(Deemed to be University)

School of Media, Design & Technology

CURRICULUM & SYLLABUS DOCUMENT

Bachelor of Arts (B.A.) in Film, OTT & Digital Cinema

Four-Year Undergraduate Programme
Effective from Academic Year 2026–27

MALLA REDDY VISHWAVIDYAPEETH
(Deemed to be University)

Includes: Need & Justification | Vision & Mission | Programme Educational Objectives | Governance | Academic Structure | Eligibility | POs & PSOs | Graduate Attributes | Credit Framework | CO-PO Mapping | Assessment & Grading | Progression & Examination Rules | Infrastructure & Studios | Library & Digital Resources | Faculty & Support Staff | ICT & Production Infrastructure | Semester-wise Curriculum | Annexures

Prepared in accordance with the UGC Curriculum and Credit Framework for Undergraduate Programmes (CCFUP) and the National Education Policy (NEP) 2020

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1. Preamble, Need and Justification for the Programme

1.1 Preamble

The moving image and audio-visual storytelling have become the dominant modes of communication, entertainment and cultural expression in the twenty-first century. The explosive growth of the Over-The-Top (OTT) streaming sector, the digitization of the entire film-production pipeline, the rise of the creator economy and the emergence of artificial intelligence and virtual-production technologies have transformed how stories are conceived, produced, distributed and consumed. The School of Media, Design & Technology, Malla Reddy Vishwavidyapeeth (Deemed to be University), proposes the four-year undergraduate programme B.A. in Film, OTT & Digital Cinema to prepare a new generation of storytellers and media technologists who combine strong narrative craft with contemporary digital-production competence.

1.2 Need for the Programme

- India is among the largest content-producing nations globally, with a rapidly expanding OTT and streaming market, a resurgent theatrical industry and a booming creator/short-form content economy, all of which require a steady pipeline of trained, industry-ready professionals.

- Conventional mass-communication or fine-arts degrees are often generic and do not provide the intensive, studio-based, hands-on training in direction, cinematography, editing, sound and AI-enabled workflows demanded by contemporary film, OTT and digital-content production houses.

- Production houses, OTT platforms, advertising agencies, broadcast networks, post-production studios and independent creator ventures increasingly recruit for roles such as Assistant Director, Cinematographer, Video Editor, Sound Designer, Content Producer, Post-Production Supervisor and Creative Strategist — roles for which dedicated, outcome-based undergraduate pipelines remain limited in India.

- The rapid adoption of AI-assisted tools, virtual production (LED volumes, real-time engines) and immersive media across the global film industry requires curricula that integrate these emerging technologies alongside traditional craft skills.

1.3 Justification

Malla Reddy Vishwavidyapeeth, as a multi-disciplinary Deemed-to-be-University with established schools of engineering, design, management and computing, is well positioned to host this programme, drawing on shared production studios, computing and AI infrastructure, and management faculty for media-business and entrepreneurship modules. The proposed curriculum benchmarks favourably against comparable programmes at leading film and media institutes (see Section 18) while offering a distinctive progression from foundational visual and narrative craft (Semesters I–II), through applied film, OTT and digital-production practice (Semesters III–VI), to an independent thesis-film and industry-internship capstone (Semesters VII–VIII), backed by dedicated studios, equipment, faculty and library resources detailed in this document.

2. Vision and Mission

2.1 Vision of the School

To be a nationally recognised centre of excellence in film, media and digital-content education, research and innovation, producing globally competent storytellers and media technologists who shape the future of screen culture through creative excellence and responsible use of emerging technology.

2.2 Mission of the School

- M1: To impart a strong foundation in film language, storytelling and visual culture integrated with contemporary digital-production technologies.
- M2: To nurture creativity, design-thinking and entrepreneurial skills for producing original, high-quality film, OTT and digital-media content.
- M3: To provide hands-on exposure to cinematography, sound, editing, AI-assisted tools and virtual production through state-of-the-art studios and industry partnerships.
- M4: To instill professional ethics, regulatory awareness and responsible representation practices essential to contemporary media practice.
- M5: To foster lifelong learning, critical thinking and community engagement through inclusive, socially responsive storytelling.

2.3 Vision of the Programme (B.A. Film, OTT & Digital Cinema)

To develop industry-ready graduates capable of conceiving, producing and delivering compelling film, OTT and digital-media content that engages audiences, advances the craft of screen storytelling, and responds responsibly to a rapidly changing media landscape.

2.4 Mission of the Programme

- PM1: Build strong foundations in film language, screenwriting, cinematography, direction, editing and sound relevant to contemporary production practice.
- PM2: Develop competence in OTT content production, documentary, advertising and short-form/creator-economy content across platforms.
- PM3: Provide practical exposure to AI-assisted filmmaking, virtual production and immersive media through dedicated studios, labs and internships.
- PM4: Cultivate research, critical-thinking, production-management and entrepreneurial skills through a capstone thesis film and industry internship.

3. Programme Educational Objectives (PEOs)

Within a few years of graduation, graduates of the B.A. Film, OTT & Digital Cinema programme will:

PEO	Statement
PEO1	Apply integrated storytelling and technical-production knowledge to conceive and deliver effective film, OTT and digital-media content in creative, commercial or independent settings.
PEO2	Pursue successful careers as directors, cinematographers, editors, sound designers, content producers, post-production specialists or media entrepreneurs, or progress to higher studies (M.A./MFA/PGDM) and research.

PEO	Statement
PEO3	Demonstrate professional, ethical and regulatory responsibility in media representation, copyright practice and responsible use of AI-enabled production tools.
PEO4	Engage in lifelong learning, innovation and entrepreneurship to address emerging challenges and opportunities in film, OTT and digital-content industries.

4. Governance Structure

The programme is governed through the standard multi-tier academic governance framework of Malla Reddy Vishwavidyapeeth, ensuring accountability, curriculum currency and quality assurance.

Governance Body	Role / Responsibility
Board of Studies (BoS), School of Media, Design & Technology	Reviews and recommends curriculum, syllabi, course content and evaluation scheme every academic year; comprises the Head of School, senior faculty, subject experts, an industry/OTT-platform representative and an alumnus.
Academic Council	Approves BoS recommendations, regulations, examination scheme and credit framework across all Schools of the University.
School Academic Committee (SAC)	Monitors semester-wise time-tables, attendance, studio scheduling, internal assessment quality and student academic performance.
Research and Creative Projects Committee	Guides and evaluates the Semester VI–VII Capstone/Thesis Film and the Semester VIII Industry Internship.

5. Academic Structure

- Programme: B.A. in Film, OTT & Digital Cinema (Four-Year Honours / Honours with Research, NEP 2020 compliant).
- Duration: 4 years (8 semesters).
- Academic Calendar: Two semesters per year, each of minimum 90 working days including internal assessment and examinations.
- Medium of Instruction: English.
- Mode: Full-time, on-campus with studio, location-shoot and industry-internship components.
- Total Credits: 164 minimum (4-year Honours) as per UGC LOCF/NEP credit norms.
- Category of Courses: Major Core (MC), Minor Stream (MS), Multidisciplinary (MD), Ability Enhancement Courses (AEC), Skill Enhancement Courses (SEC), Value Added Courses (VAC), Summer/Industry Internship (SI), Research Project/Thesis (RP), and Studio/Practical components embedded within course credit.

5.1 Scheme of Multiple Entry and Exit (as per NEP 2020 / UGC Guidelines)

In accordance with the National Education Policy (NEP) 2020 and the UGC Curriculum and Credit Framework for Undergraduate Programmes (CCFUP), the programme offers multiple entry and exit options, enabling students to exit with a certification commensurate with credits earned and to re-enter later to complete the remaining stage(s). Credits earned at each stage are recorded on the Academic Bank of Credits (ABC) and are available for lateral re-entry or credit transfer, subject to University regulations:

Exit Stage	Duration	Minimum Credits	Award / Qualification	Additional Requirement
UG Certificate	After 1 Year (2 Semesters)	40–44	UG Certificate in Film & Digital Media	Requires completion of a 4-credit skill-based internship/apprenticeship in lieu of one Minor/vocational course for students exiting at this stage.
UG Diploma	After 2 Years (4 Semesters)	80–88	UG Diploma in Film, OTT & Digital Cinema	–
Bachelor's Degree	After 3 Years (6 Semesters)	120–132	B.A. Film, OTT & Digital Cinema (Pass)	–
Bachelor's (Honours)	After 4 Years (8 Semesters)	160–164	B.A. Film, OTT & Digital Cinema (Honours)	Minimum CGPA as prescribed by University regulations.
Bachelor's (Honours with Research)	After 4 Years (8 Semesters)	160–164	B.A. Film, OTT & Digital Cinema (Honours with Research)	Completion of the Thesis Film / Research Project (BFO7RP01) with minimum prescribed CGPA in lieu of additional coursework.

6. Eligibility Criteria for UG Admission

- Pass in 10+2 (or equivalent) examination from a recognised Board in any stream (Arts/Science/Commerce/Vocational).
- Minimum aggregate marks as prescribed by University admission regulations for the given academic year.
- Selection through a combination of academic merit, a portfolio/statement-of-purpose submission and a personal interview/aptitude assessment evaluating visual sensibility, communication and creative interest, as prescribed by the University's admission policy.
- Reservation and relaxation of marks for eligible categories as per applicable Central/State Government and University norms.

7. Programme Outcomes (POs)

On completion of the programme, graduates will be able to:

PO	Title	Description
PO1	Cinematic & Narrative Craft	Conceive, write and execute original narrative and non-fiction work using the language of cinema, OTT and digital media.
PO2	Technical Production Competence	Operate camera, lighting, sound, editing and post-production systems to professional technical standards.
PO3	AI & Digital/Virtual Production	Apply artificial intelligence, virtual-production and emerging digital tools responsibly across the production pipeline.
PO4	Design for Screen	Design production, visual and sonic elements (art direction, costume, sound, colour, VFX) that serve a project's creative vision.
PO5	Media Ethics, Law & Regulatory Compliance	Apply media ethics, copyright, certification (CBFC) and OTT/digital-media regulatory frameworks in professional practice.
PO6	Critical & Analytical Thinking	Critically analyse films, platforms, audiences and cultural contexts using appropriate theoretical frameworks.
PO7	Communication & Collaborative Teamwork	Communicate effectively and collaborate as a member or leader of multidisciplinary production teams.
PO8	Production & Project Management	Plan, schedule, budget and manage media projects and creative ventures using professional project-management tools.
PO9	Society, Culture & Sustainability	Assess the social, cultural and environmental impact of media content, with attention to inclusive and responsible representation.
PO10	Lifelong Learning & Entrepreneurship	Engage in continuous learning, innovation and entrepreneurship to adapt to the rapidly evolving media, film and OTT industry.

7.1 Graduate Attributes (GAs) of the Programme

In addition to the programme-specific Programme Outcomes (POs, Section 7) and Programme Specific Outcomes (PSOs, Section 8), the School defines ten institution-level Graduate Attributes (GAs). These are the generic qualities, values and transferable capabilities that every B.A. Film, OTT & Digital Cinema graduate is expected to demonstrate at the time of graduation, irrespective of specialisation.

Graduate Attributes are cascaded into every course through the Course Outcomes (COs) and are mapped to the POs/PSOs so that the curriculum-to-outcomes linkage required for NEP 2020/UGC Outcome-Based Education (OBE) and accreditation review is demonstrable at the programme, course and unit level.

GA	Title	Description
GA1	Disciplinary & Interdisciplinary Knowledge	Demonstrate integrated foundational and applied knowledge across film craft, storytelling, technology and media business.

GA	Title	Description
GA2	Critical Thinking & Problem Solving	Analyse complex creative and production problems and design workable, evidence-informed solutions.
GA3	Digital & Technological Literacy	Select, use and evaluate digital production tools, software, AI and emerging technologies competently and responsibly.
GA4	Research Aptitude & Evidence-Based Practice	Conduct research, apply critical/theoretical frameworks and use evidence to inform creative and strategic decisions.
GA5	Effective Communication	Communicate clearly in speech, writing and visual form, and present creative work persuasively.
GA6	Teamwork & Collaborative Leadership	Function effectively as a member or leader of multidisciplinary, inter-professional production teams.
GA7	Ethical Reasoning & Professional Integrity	Apply media ethics, regulatory compliance and professional codes of conduct with integrity and accountability.
GA8	Social Responsibility & Global Citizenship	Recognise the societal, cultural and representational implications of media content for local and global audiences.
GA9	Entrepreneurship & Innovation Mindset	Identify opportunities and apply design-thinking, project-management and entrepreneurial skills to media ventures.
GA10	Lifelong Learning & Self-Directed Growth	Engage independently and continuously in learning to keep pace with evolving media technologies and practices.

7.2 Mapping of Graduate Attributes (GAs) to Programme Outcomes (POs)

The table below shows the correlation of each Graduate Attribute with the ten Programme Outcomes (Section 7) on a qualitative scale: H = High, M = Medium, '–' = Not directly addressed.

GA	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
GA1	H	M	M	H	-	M	-	-	-	M
GA2	M	H	H	M	-	H	-	M	-	-
GA3	H	H	H	H	-	-	-	M	-	M
GA4	-	M	M	-	-	H	-	-	-	M
GA5	-	-	-	-	M	-	H	-	-	-

GA	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
GA6	-	-	-	-	-	-	H	M	-	-
GA7	-	-	-	-	H	-	-	-	M	-
GA8	-	-	-	-	M	M	-	-	H	-
GA9	M	-	-	M	-	-	-	H	M	-
GA10	-	-	M	-	-	M	-	-	-	H

This GA-PO matrix, together with the course-level CO-PO-PSO matrices (Section 10, Annexure V) and the course-level Graduate Attributes lines in Annexure IV, completes the outcome hierarchy: Graduate Attributes → Programme Outcomes/PSOs → Course Outcomes → Unit-level content and assessment, as required for NEP 2020-compliant Outcome-Based Education.

8. Programme Specific Outcomes (PSOs)

At the end of the programme, graduates of B.A. Film, OTT & Digital Cinema will specifically be able to:

PSO	Description
PSO1	Integrate film language, screenwriting and cinematic craft (direction, cinematography, editing, sound, production design) to originate and execute narrative and non-fiction screen work.
PSO2	Produce content for OTT, documentary, advertising and short-form/creator platforms, applying platform-specific formats and technical delivery standards.
PSO3	Apply AI-assisted tools, virtual production and immersive/emerging technologies across the production pipeline in a responsible, industry-relevant manner.
PSO4	Plan, produce and present an independent thesis film or media venture, demonstrating production management, portfolio development and entrepreneurial competence.

9. Credit Framework (as per UGC / NEP 2020)

The programme adopts the UGC Curriculum and Credit Framework for Undergraduate Programmes (CCFUP) issued under NEP 2020. One credit corresponds to 1 hour/week of lecture (L) or tutorial (T), or 2 hours/week of practical/studio work (P), sustained over a 15-week semester.

Broad Category of Course	4-Year UG (Minimum Credits)
Major (Core)	72
Minor Stream	36

Broad Category of Course	4-Year UG (Minimum Credits)
Multidisciplinary	18
Ability Enhancement Courses (AEC)	06
Skill Enhancement Courses (SEC)	12
Value Added Courses (VAC)	02
Summer / Industry Internship (SI)	12
Research Project / Dissertation (RP)	06

As designed, the B.A. Film, OTT & Digital Cinema curriculum totals 164 credits across 8 semesters (Section 19 and Annexure III), meeting the UGC minimum of 160 credits for the 4-year Honours/Honours-with-Research exit.

10. Course Outcomes (CO) – Programme Outcome (PO) Mapping

Every course in the curriculum defines 5 Course Outcomes (COs) in its syllabus (Annexure IV). Each CO is mapped to the relevant POs on a 3-point scale (1 = Low, 2 = Medium, 3 = High correlation) using a CO-PO matrix, prepared and reviewed by the course coordinator and approved by the Board of Studies. A representative sample matrix (applicable to a typical Major-Core course such as 'OTT Content Production') is provided in Annexure V; every course file must carry a similarly completed matrix.

Illustrative CO-PO mapping for 'OTT Content Production':

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	-	-	-	2	-	2	-	-
CO2	3	-	-	2	-	-	-	1	-	-
CO3	2	1	-	-	-	-	-	3	-	-
CO4	-	2	-	-	3	-	-	-	-	-
CO5	2	-	2	-	-	-	-	2	-	1

(Full CO statements for each course are listed with the corresponding syllabus in Annexure IV.)

11. Scheme of Assessment / Examination

11.1 Theory Courses

Component	Weightage	Description
Continuous Internal Assessment (CIA)	30%	Two mid-term tests (best of 2 or average), assignments/quizzes, seminars, attendance.
End-Semester University Examination (ESE)	70%	Written examination of 3 hours covering the entire syllabus (all units).

11.2 Practical / Studio Courses

Component	Weightage	Description
Continuous Internal Assessment	30%	Studio/production records, in-class exercises, screenings and viva-voce during the semester.
End-Semester Practical Examination	70%	Submission and screening of the practical output (film/portfolio/exercise), production record and viva-voce by internal + external examiner.

11.3 Internship, Thesis Film and Entrepreneurship Pathway

11.3.1 Internship / Professional Practice

Definition and Purpose

- A structured period of supervised work within a host organisation, where the student contributes to ordinary production/creative work while pursuing defined learning outcomes.
- The student is answerable to a workplace; outputs have consequences for real productions, clients or audiences.

Permissible Host Settings

- Film and television production houses, OTT platforms and their commissioning/content teams, post-production and VFX studios.
- Advertising, branded-content and creative agencies; broadcast news and entertainment channels.
- Independent producers, documentary units, music-video and creator-economy production companies.
- Film festivals, distribution and marketing companies, media-technology start-ups.
- University-run production facilities (studio, post-production lab) when supervised by a person other than the student's regular course teacher.

Non-Permissible Arrangements

- Placements in an organisation owned or controlled by the student or an immediate relative, unless specifically approved by the School Internship Review Committee with reasons recorded.
- Remote or 'virtual' internships offering no verifiable supervision, deliverable or attendance record.
- Placements consisting substantially of clerical duties unrelated to programme learning outcomes.
- Any placement not preceded by a written Internship Agreement in the prescribed form.

Credit Architecture

- Credits are computed on the National Credit Framework basis: 30 notional learning hours = 1 credit.
- Illustrative engagement modes: full-time block 4 weeks → 5 credits; 6 weeks → 8 credits; 8 weeks → 10 credits; 12 weeks → 16 credits; part-time/distributed (12–15 hours/week over one semester) → 6 credits; semester-long immersion (40 hours/week) → 20 credits.
- Fractional credits are not awarded; hours are rounded down.

11.3.2 Thesis Film / Research Project

- The Semester VII Thesis Film Production course (BFO7RP01) constitutes the programme's Research Project/Dissertation-equivalent capstone, assessed through a proposal defence, mid-term review, final screening and viva-voce before an internal-external panel.
- Assessment weightings: Proposal and pre-production package (20%), production process and mentor review (20%), final film quality and craft (40%), viva-voce and defence (20%).

11.3.3 Healthcare-Equivalent Start-up/Entrepreneurship Pathway

- Students may substitute an approved Media Start-up Pathway (business plan, pilot content and pitch to an industry panel) for a Minor Stream elective in Semester V or VI, subject to Board of Studies approval, mirroring the entrepreneurship-pathway option available in cognate UGC/NEP programmes.

12. Grading System

The University follows a 10-point Cumulative Grade Point Average (CGPA) system as per UGC guidelines.

Marks Range (%)	Grade	Grade Point	Description
90–100	O	10	Outstanding
80–89	A+	9	Excellent
70–79	A	8	Very Good
60–69	B+	7	Good
55–59	B	6	Above Average

Marks Range (%)	Grade	Grade Point	Description
50–54	C	5	Average
40–49	P	4	Pass
Below 40	F	0	Fail
–	Ab	0	Absent

SGPA and CGPA are computed as the credit-weighted average of grade points secured in a semester and cumulatively across semesters respectively, in accordance with University examination regulations.

13. Progression and Examination Rules

- A minimum of 75% attendance in each course (theory and practical/studio) is required to be eligible to appear for the End-Semester Examination, subject to condonation provisions approved by the Academic Council.
- A student must secure a minimum of Grade P (40%) in both CIA and ESE components, and in the aggregate, to pass a course; practical/studio courses additionally require successful submission of the prescribed production output.
- Students who do not pass a course may reappear in the subsequent supplementary/re-examination cycle as per University regulations, or re-register for the course where prescribed.
- Progression from one year to the next is governed by the University's minimum-credit-clearance norms; a student who does not clear the prescribed minimum credits in an academic year may be required to repeat/carry backlog courses as per regulations.
- Award of the UG Certificate, UG Diploma, Bachelor's Degree (Pass) or Bachelor's Degree (Honours/Honours with Research) is governed by the multiple entry-exit credit thresholds specified in Section 5.1.
- Malpractice in examinations, plagiarism in written or creative submissions, and unauthorised use of generative-AI tools in violation of course-specific AI-use policy are dealt with under the University's Academic Integrity Regulations.

14. Infrastructure, Studios and Learning Resources

14.1 Classroom and General Infrastructure

- Smart, air-conditioned classrooms with projection, screening and surround-sound capability for film screenings and critique sessions.
- Dedicated screening theatre/preview theatre for student-film screenings, festivals and masterclasses.
- Green rooms, storage for production equipment, wardrobe and props rooms.

- Student common areas, script-development room and production-planning war-room for team-based project work.

14.2 Dedicated Film, OTT and Digital Media Studios/Laboratories

Facility	Purpose
Film & Television Production Studio (with cyclorama/green screen)	Multi-camera and single-camera fiction, OTT and studio-format production exercises.
Location Equipment Store (cameras, lenses, lighting, grip)	Camera, lighting, sound and grip equipment issue for location and studio shoots.
Non-Linear Editing (NLE) Lab	Individual editing workstations running industry-standard editing software.
Colour Grading & Finishing Suite	Calibrated-monitor grading bays for colour correction and final finishing.
Sound Recording & Mixing Studio	Dialogue/Foley recording booth and mixing suite for sound design and scoring.
VFX & Compositing Lab	Workstations for compositing, roto and visual-effects coursework.
Virtual Production / AI Media Lab	LED-panel or chroma virtual-set setup, real-time-engine and generative-AI workstations.
Photography Studio	Controlled-lighting studio for still-photography coursework and portfolio work.

15. Library and Digital Resources

- Dedicated Film & Media collection of textbooks, screenplays, critical-theory works and trade publications.
- Subscription access to film-studies and media-studies journal databases and streaming-platform trade/analytics resources.
- Institutional access to a curated screening library of world and Indian cinema for coursework and research.
- Access to industry-standard software (NLE, colour, sound, VFX, AI-creative tools) under institutional/educational licenses.
- Digital repository for student thesis films, portfolios and production documentation.

16. Faculty and Supportive Staff

- Core faculty with postgraduate/doctoral qualifications and/or significant industry experience in direction, cinematography, editing, sound, screenwriting or media studies, as per UGC minimum-qualification norms for the discipline.

- Adjunct and visiting faculty drawn from practicing industry professionals for master classes, mentoring and studio-course co-teaching.
- Dedicated studio/equipment technicians and laboratory assistants to support production, editing, sound and VFX facilities.
- Faculty-Student Mentorship Ratio and thesis-film mentor allocation as prescribed under Section 16 staffing norms (Annexure VII).

17. ICT and Production/Post-Production Infrastructure

- Campus-wide high-speed network with dedicated bandwidth allocation for large media file transfer and cloud-collaboration workflows.
- Centralized media-storage and backup infrastructure (RAID/NAS) for student and departmental production data.
- Learning Management System (LMS) for course delivery, script/portfolio submission and assessment tracking.
- Licensed access to industry-standard production, editing, colour, sound, VFX and AI-creative software suites across labs.
- Video-conferencing and live-streaming infrastructure for masterclasses, virtual industry mentoring and remote festival participation.

18. Comparative Benchmarking with Leading Film & Media Schools

The curriculum structure, credit distribution, studio-intensive pedagogy and outcome-based framework of the B.A. Film, OTT & Digital Cinema programme have been benchmarked against comparable undergraduate film and media programmes offered by leading national film institutes, media schools within deemed/private universities, and international film-school curricula, with particular attention to: (a) the balance between narrative-craft theory and studio/production practice; (b) explicit integration of OTT-specific and creator-economy content alongside traditional film craft; (c) formal integration of AI-assisted and virtual-production technologies, which is emerging as a differentiator in leading global curricula; and (d) a capstone thesis-film plus industry-internship structure comparable to final-year practicum models at established institutions.

19. Semester-wise Curriculum Structure (Semesters I–VIII)

Semester I

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO1MC01	Introduction to Cinema & Film Language	Major Core	6	4
BFO1MC02	Storytelling & Screenwriting Fundamentals	Major Core	6	4
BFO1MC03	Photography & Visual Composition	Major Core	7	4

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
	[Practical]			
BFO1MD04	Introduction to AI & the Creator Economy	Multidisciplinary	6	4
BFO1AE05	Communication & Creative Thinking	Ability Enhancement Course (AEC)	5	3
BFO1SE06	Basic Digital Media Tools [Practical]	Skill Enhancement Course (SEC)	5	3

Total Semester Credits: 22

Semester-End Project: Micro-Film (2–3 minutes) with Visual Storytelling Portfolio

Semester II

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO2MC01	Film Direction Fundamentals	Major Core	7	4
BFO2MC02	Cinematography Basics	Major Core	7	4
BFO2MC03	Editing & Post-Production [Practical]	Major Core	7	4
BFO2MS04	Sound Design & Music for Film [Practical]	Minor Stream	6	4
BFO2MD05	Creator Economy & Short-Form Content	Multidisciplinary	6	4
BFO2VA06	Media Ethics and Regulations	Value Added Course (VAC)	3	2

Total Semester Credits: 22

Semester-End Project: 5–10 Minute Short Film with Creator Portfolio

Semester III

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO3MC01	Advanced Screenwriting & Series Writing	Major Core	7	4
BFO3MC02	Advanced Cinematography & Lighting [Practical]	Major Core	7	4
BFO3MC03	Directing Actors & Performance [Practical]	Major Core	7	4

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO3MS04	AI Filmmaking & Virtual Production [Practical]	Minor Stream	7	4
BFO3MS05	Film Editing, Colour & VFX Integration [Practical]	Minor Stream	7	4
BFO3SE06	Production Sound Recording [Practical]	Skill Enhancement Course (SEC)	5	3

Total Semester Credits: 23

Semester-End Project: OTT Pilot Episode with Cinematic Scene Recreation

Semester IV

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO4MC01	OTT Content Production	Major Core	7	4
BFO4MC02	Documentary Filmmaking [Practical]	Major Core	7	4
BFO4MS03	Advertising & Brand Films [Practical]	Minor Stream	7	4
BFO4MC04	Production Design & Visual Development	Major Core	6	4
BFO4MD05	Film Marketing & Distribution	Multidisciplinary	6	4

Total Semester Credits: 20

Semester-End Project: Brand Campaign Film and Documentary Short

Semester V

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO5MC01	Genre Filmmaking [Practical]	Major Core	7	4
BFO5MC02	Assistant Directing & Production Management	Major Core	7	4
BFO5MS03	AI Media Workflows & Automation [Practical]	Minor Stream	7	4

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO5MS04	Music Videos & Experimental Cinema [Practical]	Minor Stream	7	4
BFO5SE05	Creative Entrepreneurship & Media Business	Skill Enhancement Course (SEC)	6	4
BFO5SI06	Summer Internship (Media House)	Internship	0	2

Total Semester Credits: 22

Semester-End Project: Genre Short Film and Music Video

Semester VI

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO6MC01	International Cinema & Film Analysis	Major Core	6	4
BFO6MS02	Virtual Production & Immersive Media [Practical]	Minor Stream	7	4
BFO6MS03	Advanced Sound & Film Scoring [Practical]	Minor Stream	7	4
BFO6MD04	Content Strategy & Audience Analytics	Multidisciplinary	6	4
BFO6MC05	Capstone Pre-Production [Practical]	Major Core	8	4

Total Semester Credits: 20

Semester-End Project: Capstone Pre-Production Package

Semester VII

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO7RP01	Thesis Film Production [Practical]	Research Project / Dissertation	10	6
BFO7MC02	Advanced Post-Production & Finishing [Practical]	Major Core	8	4
BFO7MS03	Portfolio & Showreel Development [Practical]	Minor Stream	6	4
BFO7SE04	Industry Masterclasses & Networking	Skill Enhancement Course	4	2

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
		(SEC)		
BFO7AE05	Creative Leadership & Collaboration	Ability Enhancement Course (AEC)	5	3

Total Semester Credits: 19

Semester-End Project: Festival-Ready Thesis Film and Professional Showreel

Semester VIII

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BFO8SI01	Industry Internship / Media Internship	Internship	40	10

Total Semester Credits: 10

Semester-End Deliverable: Full Industry Internship with Employer Evaluation and Final Report

Grand Total Programme Credits (Semesters I–VIII): 158

Annexure I: Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

A. Programme Outcomes

PO	Title	Description
PO1	Cinematic & Narrative Craft	Conceive, write and execute original narrative and non-fiction work using the language of cinema, OTT and digital media.
PO2	Technical Production Competence	Operate camera, lighting, sound, editing and post-production systems to professional technical standards.
PO3	AI & Digital/Virtual Production	Apply artificial intelligence, virtual-production and emerging digital tools responsibly across the production pipeline.
PO4	Design for Screen	Design production, visual and sonic elements (art direction, costume, sound, colour, VFX) that serve a project's creative vision.
PO5	Media Ethics, Law & Regulatory Compliance	Apply media ethics, copyright, certification (CBFC) and OTT/digital-media regulatory frameworks in professional practice.
PO6	Critical & Analytical Thinking	Critically analyse films, platforms, audiences and cultural contexts using appropriate theoretical frameworks.
PO7	Communication & Collaborative Teamwork	Communicate effectively and collaborate as a member or leader of multidisciplinary production teams.
PO8	Production & Project Management	Plan, schedule, budget and manage media projects and creative ventures using professional project-management tools.
PO9	Society, Culture & Sustainability	Assess the social, cultural and environmental impact of media content, with attention to inclusive and responsible representation.
PO10	Lifelong Learning & Entrepreneurship	Engage in continuous learning, innovation and entrepreneurship to adapt to the rapidly evolving media, film and OTT industry.

B. Programme Specific Outcomes

PSO	Description
PSO1	Integrate film language, screenwriting and cinematic craft (direction, cinematography, editing, sound, production design) to originate and execute narrative and non-fiction screen work.
PSO2	Produce content for OTT, documentary, advertising and short-form/creator platforms, applying

PSO	Description
	platform-specific formats and technical delivery standards.
PSO3	Apply AI-assisted tools, virtual production and immersive/emerging technologies across the production pipeline in a responsible, industry-relevant manner.
PSO4	Plan, produce and present an independent thesis film or media venture, demonstrating production management, portfolio development and entrepreneurial competence.

C. Graduate Attributes

GA	Title	Description
GA1	Disciplinary & Interdisciplinary Knowledge	Demonstrate integrated foundational and applied knowledge across film craft, storytelling, technology and media business.
GA2	Critical Thinking & Problem Solving	Analyse complex creative and production problems and design workable, evidence-informed solutions.
GA3	Digital & Technological Literacy	Select, use and evaluate digital production tools, software, AI and emerging technologies competently and responsibly.
GA4	Research Aptitude & Evidence-Based Practice	Conduct research, apply critical/theoretical frameworks and use evidence to inform creative and strategic decisions.
GA5	Effective Communication	Communicate clearly in speech, writing and visual form, and present creative work persuasively.
GA6	Teamwork & Collaborative Leadership	Function effectively as a member or leader of multidisciplinary, inter-professional production teams.
GA7	Ethical Reasoning & Professional Integrity	Apply media ethics, regulatory compliance and professional codes of conduct with integrity and accountability.
GA8	Social Responsibility & Global Citizenship	Recognise the societal, cultural and representational implications of media content for local and global audiences.
GA9	Entrepreneurship & Innovation Mindset	Identify opportunities and apply design-thinking, project-management and entrepreneurial skills to media ventures.
GA10	Lifelong Learning & Self-Directed Growth	Engage independently and continuously in learning to keep pace with evolving media technologies and practices.

D. Consolidated Course – Graduate Attribute Matrix

The table below consolidates, for every course in the programme, the Graduate Attributes principally addressed (✓), as detailed course-by-course with full CO-GA mapping in Annexure IV. This consolidated matrix demonstrates that all ten Graduate Attributes are cumulatively addressed across the curriculum, as required for NEP 2020/UGC Outcome-Based Education and accreditation review.

Course Code	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10
BFO1MC01	✓	✓	-	-	✓	-	-	-	-	-
BFO1MC02	✓	✓	-	-	✓	-	-	-	-	-
BFO1MC03	✓	-	✓	-	-	-	-	-	-	-
BFO1MD04	-	-	✓	-	-	-	✓	-	✓	-
BFO1AE05	-	✓	-	-	✓	-	-	-	-	-
BFO1SE06	-	-	✓	-	-	✓	-	-	-	-
BFO2MC01	✓	-	-	-	-	✓	-	-	-	-
BFO2MC02	✓	-	✓	-	-	-	-	-	-	-
BFO2MC03	✓	-	✓	-	-	-	-	-	-	-
BFO2MS04	✓	-	✓	-	-	-	-	-	-	-
BFO2MD05	-	-	✓	-	-	-	-	-	✓	-
BFO2VA06	-	-	-	-	-	-	✓	✓	-	-
BFO3MC01	✓	-	-	-	-	✓	-	-	-	-
BFO3MC02	✓	-	✓	-	-	-	-	-	-	-
BFO3MC03	✓	-	-	-	-	✓	-	-	-	-
BFO3MS04	-	-	✓	-	-	-	-	-	✓	-
BFO3MS05	✓	-	✓	-	-	-	-	-	-	-
BFO3SE06	-	-	✓	-	-	✓	-	-	-	-

Course Code	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10
BFO4MC01	✓	-	-	-	-	-	-	-	✓	-
BFO4MC02	✓	-	-	-	-	-	-	✓	-	-
BFO4MS03	✓	-	-	-	-	-	-	-	✓	-
BFO4MC04	✓	-	-	-	-	✓	-	-	-	-
BFO4MD05	-	-	✓	-	-	-	-	-	✓	-
BFO5MC01	✓	✓	-	-	-	-	-	-	-	-
BFO5MC02	-	-	-	-	-	✓	-	✓	-	-
BFO5MS03	-	✓	✓	-	-	-	-	-	-	-
BFO5MS04	✓	-	-	-	-	-	-	-	✓	-
BFO5SE05	-	-	-	-	-	-	✓	-	✓	-
BFO5SI06	-	-	-	-	-	✓	-	-	-	✓
BFO6MC01	-	✓	-	-	-	-	-	✓	-	-
BFO6MS02	-	-	✓	-	-	-	-	-	✓	-
BFO6MS03	✓	-	✓	-	-	-	-	-	-	-
BFO6MD04	-	✓	-	-	-	-	-	-	✓	-
BFO6MC05	-	✓	-	-	-	✓	-	-	-	-
BFO7RP01	✓	✓	-	-	-	✓	-	-	-	-
BFO7MC02	✓	-	✓	-	-	-	-	-	-	-
BFO7MS03	-	-	-	-	✓	-	-	-	✓	-
BFO7SE04	-	-	-	-	-	✓	-	-	-	✓
BFO7AE05	-	-	-	-	-	✓	✓	-	-	-

Course Code	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10
BFO8SI01	-	-	-	-	-	✓	-	-	✓	✓

Annexure II: Minimum Credit Distribution (UGC/NEP Category-wise)

Broad Category of Course	Minimum Credits (4-Year UG)	Credits as Designed
Major (Core) [MC]	72	72
Minor Stream [MS]	36	36
Multidisciplinary [MD]	18	18
Ability Enhancement Courses (AEC)	06	06
Skill Enhancement Courses (SEC)	12	12
Value Added Courses (VAC)	02	02
Summer / Industry Internship (SI)	12	12
Research Project / Thesis (RP)	06	06
Total (Minimum)	160	164

Annexure III: Semester-wise Scheme of Instruction (L-T-P-C)

L = Lecture hours/week, T = Tutorial hours/week, P = Practical/Studio hours/week, C = Credits. Theory courses are notionally scheduled with L:T of instructional hours shown; Practical/Studio-heavy courses show the majority of hours as P.

Semester I – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO1MC01	Introduction to Cinema & Film Language	5	1	0	4	75	25	100
BFO1MC02	Storytelling & Screenwriting Fundamentals	5	1	0	4	75	25	100
BFO1MC03	Photography & Visual Composition	1	0	6	4	75	25	100
BFO1MD04	Introduction to AI & the Creator Economy	5	1	0	4	75	25	100
BFO1AE05	Communication & Creative Thinking	4	1	0	3	75	25	100
BFO1SE06	Basic Digital Media Tools	1	0	4	3	75	25	100

Semester II – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO2MC01	Film Direction Fundamentals	6	1	0	4	75	25	100
BFO2MC02	Cinematography Basics	6	1	0	4	75	25	100
BFO2MC03	Editing & Post-Production	1	0	6	4	75	25	100
BFO2MS04	Sound Design & Music for Film	1	0	5	4	75	25	100
BFO2MD05	Creator Economy & Short-Form Content	5	1	0	4	75	25	100
BFO2VA06	Media Ethics and Regulations	2	1	0	2	75	25	100

Semester III – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO3MC01	Advanced Screenwriting & Series Writing	6	1	0	4	75	25	100
BFO3MC02	Advanced Cinematography & Lighting	1	0	6	4	75	25	100
BFO3MC03	Directing Actors & Performance	1	0	6	4	75	25	100
BFO3MS04	AI Filmmaking & Virtual Production	1	0	6	4	75	25	100
BFO3MS05	Film Editing, Colour & VFX Integration	1	0	6	4	75	25	100
BFO3SE06	Production Sound Recording	1	0	4	3	75	25	100

Semester IV – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO4MC01	OTT Content Production	4	0	3	4	75	25	100
BFO4MC02	Documentary Filmmaking	1	0	6	4	75	25	100
BFO4MS03	Advertising & Brand Films	1	0	6	4	75	25	100
BFO4MC04	Production Design & Visual Development	5	1	0	4	75	25	100
BFO4MD05	Film Marketing & Distribution	5	1	0	4	75	25	100

Semester V – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO5MC01	Genre Filmmaking	1	0	6	4	75	25	100
BFO5MC02	Assistant Directing & Production Management	4	0	3	4	75	25	100
BFO5MS03	AI Media Workflows &	1	0	6	4	75	25	100

Code	Title	L	T	P	C	Ext.	Int.	Total
	Automation							
BFO5MS04	Music Videos & Experimental Cinema	1	0	6	4	75	25	100
BFO5SE05	Creative Entrepreneurship & Media Business	5	1	0	4	75	25	100
BFO5SI06	Summer Internship (Media House)	0	0	0	2	–	–	100

Semester VI – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO6MC01	International Cinema & Film Analysis	5	1	0	4	75	25	100
BFO6MS02	Virtual Production & Immersive Media	1	0	6	4	75	25	100
BFO6MS03	Advanced Sound & Film Scoring	1	0	6	4	75	25	100
BFO6MD04	Content Strategy & Audience Analytics	5	1	0	4	75	25	100
BFO6MC05	Capstone Pre-Production	1	0	7	4	75	25	100

Semester VII – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO7RP01	Thesis Film Production	1	0	9	6	75	25	100
BFO7MC02	Advanced Post-Production & Finishing	1	0	7	4	75	25	100
BFO7MS03	Portfolio & Showreel Development	1	0	5	4	75	25	100
BFO7SE04	Industry Masterclasses & Networking	3	1	0	2	75	25	100
BFO7AE05	Creative Leadership &	4	1	0	3	75	25	100

Code	Title	L	T	P	C	Ext.	Int.	Total
	Collaboration							

Semester VIII – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
BFO8SI01	Industry Internship / Media Internship	0	0	40	10	–	–	100

Annexure IV: Detailed Course Syllabi (Unit-wise)

Every course below carries: Course Objectives, five Units of content, Course Outcomes (COs), Graduate Attributes addressed, Teaching–Learning Methods and the Scheme of Assessment. Detailed CO-PO-PSO matrices are prepared per course by the coordinator following the sample template at Annexure V.

Semester I – Course Syllabi

BFO1MC01 — Introduction to Cinema & Film Language

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce the historical evolution and grammar of cinema.
- Develop the vocabulary needed to read and discuss films critically.
- Build awareness of world cinema movements and Indian cinema history.

Unit I: Origins and Evolution of Cinema

Pre-cinema devices, Lumière and Méliès, silent era, coming of sound, evolution of the studio system, birth of Indian cinema (Phalke to the studio era).

Unit II: Elements of Film Language

Shot, scene, sequence; mise-en-scène; framing, composition and aspect ratio; the 180-degree rule and continuity.

Unit III: Narrative Structure and Genre

Three-act and non-linear structures, classical Hollywood narration, genre conventions and hybridity.

Unit IV: Film Movements and Auteurs

Italian Neo-realism, French New Wave, German Expressionism, Parallel Cinema and the Indian New Wave, key world and Indian auteurs.

Unit V: Contemporary and Digital Screen Culture

Convergence of film, television and OTT; streaming aesthetics; the changing viewing context and its effect on film language.

Course Outcomes (COs)

- CO1: Explain the historical development of cinema as an art form and industry.
- CO2: Identify and apply core film-language terminology to analyse a scene.

- CO3: Distinguish narrative structures, genres and stylistic movements.
- CO4: Critically review a film using appropriate analytical frameworks.
- CO5: Relate historical film language to contemporary OTT and digital screen practice.

Graduate Attributes Addressed

GA1, GA2, GA5

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA2	GA5
CO1	H	M	H
CO2	M	H	M
CO3	H	M	L
CO4	M	L	H
CO5	L	H	M

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO1MC02 — Storytelling & Screenwriting Fundamentals

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Build foundational skills in dramatic storytelling for the screen.
- Introduce standard screenplay format and structure.
- Develop original short-form story ideas into script form.

Unit I: Foundations of Story

Premise, theme, conflict, stakes; the difference between plot and story.

Unit II: Character and Structure

Character arcs, want vs need, three-act structure, the hero's journey.

Unit III: Screenplay Format and Craft

Sluglines, action lines, dialogue, industry-standard formatting using screenwriting software.

Unit IV: Short-Film and Scene Writing

One-page synopsis, treatment, scene breakdown, writing a complete short screenplay.

Unit V: Table Reads and Revision

Peer table-reads, script coverage, feedback-driven rewriting.

Course Outcomes (COs)

- CO1: Identify the building blocks of dramatic story and character.
- CO2: Format a screenplay to professional industry standards.
- CO3: Write an original short-film screenplay of 3–5 pages.
- CO4: Give and incorporate structured script feedback.
- CO5: Prepare a one-page synopsis and treatment for pitching.

Graduate Attributes Addressed

GA1, GA2, GA5

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA2	GA5
CO1	H	M	H
CO2	M	H	M
CO3	H	M	L
CO4	M	L	H

CO	GA1	GA2	GA5
CO5	L	H	M

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO1MC03 — Photography & Visual Composition

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Develop a working command of still-camera operation and exposure.
- Train the eye in composition, light and colour.
- Build a portfolio demonstrating visual storytelling competence.

Unit I: Camera Fundamentals

Exposure triangle (aperture, shutter speed, ISO), lenses and focal length, depth of field.

Unit II: Composition and Framing

Rule of thirds, leading lines, framing, negative space, perspective.

Unit III: Light and Colour

Natural and artificial light, colour temperature, golden hour, colour theory for the frame.

Unit IV: Genres of Photography

Portrait, street, documentary and product photography exercises.

Unit V: Portfolio Development

Editing a themed photo-story, sequencing and curating a personal portfolio.

Course Outcomes (COs)

- CO1: Operate a camera manually to achieve a desired exposure.
- CO2: Apply compositional principles to still images.

- CO3: Use light and colour deliberately for visual effect.
- CO4: Produce photographic work across at least three genres.
- CO5: Curate and present a coherent visual portfolio.

Graduate Attributes Addressed

GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO1MD04 — Introduction to AI & the Creator Economy

Category: Multidisciplinary | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce foundational concepts of artificial intelligence relevant to media.
- Survey the platforms and business models of the creator economy.
- Build awareness of responsible and ethical AI use in content creation.

Unit I: What is AI?

Basic concepts of AI/ML, generative AI, large language models and diffusion models in plain terms.

Unit II: AI Tools for Creators

Overview of AI writing, image, voice and video-generation tools relevant to media production.

Unit III: The Creator Economy

Platforms (YouTube, Instagram, OTT), monetisation models, personal branding, audience building.

Unit IV: Ethics, Bias and Copyright

Deepfakes, misinformation, dataset bias, copyright and attribution in AI-generated content.

Unit V: Building a Creator Presence

Content calendars, analytics basics, cross-platform strategy for a student channel/portfolio.

Course Outcomes (COs)

- CO1: Explain basic AI/ML and generative-AI concepts in accessible terms.
- CO2: Identify AI tools applicable to media production workflows.
- CO3: Describe how the creator economy operates across platforms.
- CO4: Evaluate ethical issues in AI-generated media content.
- CO5: Plan a basic content strategy for a personal creator channel.

Graduate Attributes Addressed

GA3, GA7, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA7	GA9
CO1	H	M	H
CO2	M	H	M
CO3	H	M	L
CO4	M	L	H

CO	GA3	GA7	GA9
CO5	L	H	M

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO1AE05 — Communication & Creative Thinking

Category: Ability Enhancement Course (AEC) | Type: Theory | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

- Strengthen oral, written and presentation communication skills.
- Develop creative-thinking and brainstorming techniques.
- Build confidence in pitching and public speaking.

Unit I: Foundations of Communication

Verbal, non-verbal and written communication; active listening.

Unit II: Creative Thinking Techniques

Brainstorming, mind-mapping, lateral thinking, idea generation.

Unit III: Written Communication

Reports, proposals, emails, structuring a written pitch.

Unit IV: Public Speaking and Presentation

Voice, body language, slide design, presenting to an audience.

Unit V: Pitching Ideas

Elevator pitch, logline, pitching a creative concept persuasively.

Course Outcomes (COs)

- CO1: Communicate clearly in spoken and written form.
- CO2: Apply creative-thinking techniques to generate ideas.

- CO3: Draft a structured written proposal.
- CO4: Deliver a confident, well-organised presentation.
- CO5: Pitch a creative concept within a fixed time limit.

Graduate Attributes Addressed

GA5, GA2

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA5	GA2
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO1SE06 — Basic Digital Media Tools

Category: Skill Enhancement Course (SEC) | Type: Practical | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

- Build hands-on familiarity with the core software used across the programme.
- Introduce file, folder and project-management practice for media work.
- Develop basic digital-literacy and troubleshooting skills.

Unit I: Computer and OS Essentials

File systems, storage/backup, hardware basics relevant to media production.

Unit II: Office and Presentation Tools

Word processing, spreadsheets and presentation software for production documentation.

Unit III: Introduction to Adobe Creative Suite

Overview of Premiere Pro, Photoshop and Audition interfaces and workflows.

Unit IV: Cloud Storage and Collaboration

Cloud drives, version control basics, collaborative documents for production teams.

Unit V: Project Organisation

Naming conventions, folder structures, backup discipline for a student production.

Course Outcomes (COs)

- CO1: Operate common computer hardware and software confidently.
- CO2: Use office and presentation software for production documentation.
- CO3: Navigate the interfaces of core Adobe creative applications.
- CO4: Use cloud storage for collaborative media work.
- CO5: Organise a production project's files and folders systematically.

Graduate Attributes Addressed

GA3, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA6
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

CO	GA3	GA6
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

Semester II – Course Syllabi

BFO2MC01 — Film Direction Fundamentals

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce the role and responsibilities of the film director.
- Develop skills in shot planning and visual storytelling.
- Build competence in directing a short scene from script to screen.

Unit I: The Director's Role

Vision, collaboration with department heads, director-writer relationship.

Unit II: Shot Planning

Shot lists, storyboards, shot sizes and camera angles.

Unit III: Blocking and Staging

Actor blocking, staging within the frame, coverage patterns.

Unit IV: Visual Storytelling

Subtext, visual motifs, pacing and rhythm through direction.

Unit V: Directing a Scene

Rehearsal process, on-set decision-making, directing a short scene exercise.

Course Outcomes (COs)

- CO1: Explain the director's responsibilities across pre-production, production and post.
- CO2: Prepare a shot list and storyboard for a scene.
- CO3: Block actors and camera for coverage.
- CO4: Apply visual-storytelling techniques to convey subtext.
- CO5: Direct a short scene demonstrating basic craft.

Graduate Attributes Addressed

GA1, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA6
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO2MC02 — Cinematography Basics

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce camera systems and cinematographic tools.

- Build understanding of lighting for the moving image.
- Develop skill in camera movement and shot execution.

Unit I: Camera Systems

Digital cinema cameras, sensors, resolution, frame rate, codecs.

Unit II: Lenses and Optics

Focal length, prime vs zoom, depth of field for motion.

Unit III: Lighting Fundamentals

Three-point lighting, hard vs soft light, colour temperature on set.

Unit IV: Camera Movement

Pan, tilt, dolly, handheld, gimbal and basic rigging.

Unit V: Shooting Exercises

Exposure, white balance and framing exercises on a cinema camera.

Course Outcomes (COs)

- CO1: Operate a digital cinema camera and select appropriate lenses.
- CO2: Set up a basic three-point lighting scheme.
- CO3: Execute controlled camera movements.
- CO4: Apply exposure and white-balance techniques correctly.
- CO5: Shoot a short exercise demonstrating cinematographic control.

Graduate Attributes Addressed

GA1, GA3

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA3
CO1	H	M
CO2	M	H

CO	GA1	GA3
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO2MC03 — Editing & Post-Production

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Build practical competence in non-linear editing software.
- Introduce the grammar of editing and montage.
- Develop workflow discipline for post-production.

Unit I: Editing Software Interface

Timelines, bins, media management in an industry-standard NLE.

Unit II: Grammar of the Cut

Continuity editing, cutting on action, match cuts, jump cuts.

Unit III: Montage and Rhythm

Montage theory, pacing, editing to music/sound.

Unit IV: Sound and Titles in the Edit

Basic audio sync, sound levelling, title/lower-third creation.

Unit V: Export and Delivery

Colour-safe export settings, formats for web/OTT delivery.

Course Outcomes (COs)

- CO1: Navigate a professional NLE to assemble footage.
- CO2: Apply continuity-editing principles to a scene.
- CO3: Construct a montage sequence with appropriate rhythm.
- CO4: Integrate basic sound and titles into an edit.
- CO5: Export a finished cut to delivery specification.

Graduate Attributes Addressed

GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO2MS04 — Sound Design & Music for Film

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce the principles of sound recording and design for film.
- Build practical skills in dialogue, ambience and Foley recording.
- Develop basic mixing and music-placement competence.

Unit I: Fundamentals of Film Sound

Diegetic/non-diegetic sound, sound design vocabulary, microphone types.

Unit II: Production Sound

On-set dialogue recording, boom technique, noise management.

Unit III: Foley and Sound Effects

Foley recording, sourcing and layering sound effects.

Unit IV: Music for Picture

Temp scoring, licensing basics, placing music to picture.

Unit V: Mixing Basics

Levels, EQ, basic mix for dialogue clarity and balance.

Course Outcomes (COs)

- CO1: Record clean production dialogue on a film set.
- CO2: Create and layer Foley and sound effects.
- CO3: Select and place music appropriately for a scene.
- CO4: Apply basic mixing techniques for dialogue clarity.
- CO5: Deliver a mixed soundtrack for a short film.

Graduate Attributes Addressed

GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA1
CO1	H	M

CO	GA3	GA1
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO2MD05 — Creator Economy & Short-Form Content

Category: Multidisciplinary | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Deepen understanding of short-form and social-video content strategy.
- Build practical skill in producing platform-native content.
- Introduce analytics-driven content iteration.

Unit I: Short-Form Platforms

Reels, Shorts, TikTok-style formats and their conventions.

Unit II: Hooks and Retention

Writing hooks, pacing for retention, vertical framing.

Unit III: Production for Short-Form

Fast turnaround shooting and editing workflows.

Unit IV: Branding and Series Thinking

Personal brand, content pillars, recurring series formats.

Unit V: Analytics and Iteration

Reading platform analytics, A/B testing thumbnails/hooks.

Course Outcomes (COs)

- CO1: Identify the conventions of major short-form platforms.
- CO2: Write effective hooks for short-form video.
- CO3: Produce a short-form video from concept to publish.
- CO4: Develop a coherent personal-brand content plan.
- CO5: Interpret basic content analytics to refine output.

Graduate Attributes Addressed

GA9, GA3

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA9	GA3
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO2VA06 — Media Ethics and Regulations

Category: Value Added Course (VAC) | Type: Theory | Credits: 2 | Instructional Hours/Week: 3

Course Objectives

- Introduce ethical principles governing media and film practice.
- Build awareness of Indian broadcast/censorship and OTT regulatory frameworks.
- Sensitise students to responsible, inclusive representation.

Unit I: Foundations of Media Ethics

Truth, harm, consent, privacy in media practice.

Unit II: Indian Regulatory Framework

CBFC certification, Cable TV Act, IT Rules 2021 for OTT/digital media.

Unit III: Representation and Inclusion

Stereotyping, diversity, sensitive portrayal of gender, caste, disability.

Unit IV: Copyright and Fair Use

Copyright basics, fair use, plagiarism, music/footage licensing.

Unit V: Professional Conduct

On-set conduct codes, POSH awareness, crew welfare.

Course Outcomes (COs)

- CO1: Explain core ethical principles applicable to media production.
- CO2: Identify applicable Indian regulatory requirements for film/OTT content.
- CO3: Evaluate content for inclusive and responsible representation.
- CO4: Apply copyright and fair-use principles to student work.
- CO5: Describe expected professional conduct on a production set.

Graduate Attributes Addressed

GA7, GA8

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA7	GA8
CO1	H	M

CO	GA7	GA8
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

Semester III – Course Syllabi

BFO3MC01 — Advanced Screenwriting & Series Writing

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Extend screenwriting craft to longer and serialised formats.
- Introduce episodic structure and the writers'-room process.
- Develop an original series bible and pilot script.

Unit I: Episodic Structure

A/B/C plots, act breaks for streaming, season arcs.

Unit II: World and Character Bible

Building a series bible: world, characters, tone, format.

Unit III: The Writers' Room

Breaking story collaboratively, beat sheets, outlining.

Unit IV: Dialogue and Subtext

Voice differentiation, subtext, economy of dialogue.

Unit V: Pilot Script

Writing and revising a full pilot episode script.

Course Outcomes (COs)

- CO1: Structure a serialised story across an episode and season.
- CO2: Compile a professional series bible.
- CO3: Participate in a simulated writers'-room breaking process.
- CO4: Write dialogue with distinct character voice and subtext.
- CO5: Complete a polished OTT pilot script.

Graduate Attributes Addressed

GA1, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA6
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO3MC02 — Advanced Cinematography & Lighting

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Develop advanced lighting design and lighting-ratio control.
- Build competence with grip, rigging and camera support systems.
- Refine cinematographic style through practical exercises.

Unit I: Lighting Design

Motivated lighting, contrast ratios, lighting for mood and genre.

Unit II: Grip and Rigging

Stands, flags, diffusion, dolly track, basic rigging safety.

Unit III: Camera Movement Systems

Gimbal, slider, crane basics, motivated camera movement.

Unit IV: Colour and Look Development

Shooting for LUTs, on-set monitoring, look development basics.

Unit V: Cinematography Portfolio Exercise

Lighting and shooting a styled scene demonstrating a chosen visual approach.

Course Outcomes (COs)

- CO1: Design a lighting scheme suited to a scene's mood and genre.
- CO2: Operate grip and rigging equipment safely.
- CO3: Execute advanced camera movement for narrative effect.
- CO4: Shoot with a defined colour/look strategy.
- CO5: Deliver a cinematography portfolio scene.

Graduate Attributes Addressed

GA1, GA3

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA3
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO3MC03 — Directing Actors & Performance

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Build directorial skill in working with performers.
- Introduce acting-technique fundamentals relevant to directors.
- Develop rehearsal and on-set communication methods.

Unit I: Acting Fundamentals for Directors

Objective, obstacle, tactics; basics of method and technique acting.

Unit II: Casting and Auditions

Breakdown writing, audition technique, casting decisions.

Unit III: Rehearsal Process

Table work, blocking rehearsals, improvisation exercises.

Unit IV: Directing on Set

Giving actionable notes, adjusting performance across takes.

Unit V: Performance Capstone

Directing a two-actor scene from casting through final take.

Course Outcomes (COs)

- CO1: Apply basic acting-technique vocabulary when directing performers.
- CO2: Conduct a casting/audition process.
- CO3: Lead a structured rehearsal process.
- CO4: Give clear, actionable direction to actors on set.
- CO5: Direct a scene demonstrating performance nuance.

Graduate Attributes Addressed

GA6, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA6	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO3MS04 — AI Filmmaking & Virtual Production

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce AI-assisted tools across the filmmaking pipeline.
- Build foundational understanding of virtual-production technology.
- Develop critical judgement on when and how to use AI in production.

Unit I: AI in Pre-Production

AI for concept art, storyboarding, script analysis and previsualisation.

Unit II: AI in Production

AI-assisted camera tools, virtual scouting, generative backgrounds.

Unit III: Virtual Production Basics

LED-volume concepts, green-screen/chroma workflow, real-time engines (overview).

Unit IV: AI in Post-Production

AI-assisted rotoscoping, upscaling, voice/ADR tools, generative VFX.

Unit V: Studio Exercise

Producing a short scene using at least two AI-assisted or virtual-production techniques.

Course Outcomes (COs)

- CO1: Identify AI tools applicable to each stage of the filmmaking pipeline.
- CO2: Explain the basic principles of virtual production and LED-volume workflows.
- CO3: Use chroma-key and virtual-scouting techniques in a shoot.
- CO4: Apply AI tools in post-production responsibly and with disclosure.
- CO5: Produce a scene integrating AI-assisted or virtual-production methods.

Graduate Attributes Addressed

GA3, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA9
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO3MS05 — Film Editing, Colour & VFX Integration

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Extend editing skills to multi-camera and complex sequences.
- Introduce colour-grading principles and basic VFX compositing.
- Build an integrated post-production workflow.

Unit I: Multi-Camera and Advanced Editing

Multi-cam sync, advanced trimming, sound-driven editing.

Unit II: Colour Grading Fundamentals

Primary/secondary correction, scopes, look development.

Unit III: Introduction to Compositing

Green-screen keying, tracking, basic compositing nodes/layers.

Unit IV: VFX Integration

Adding simple VFX elements, roto basics, matching grain/light.

Unit V: Finishing a Sequence

Conform, grade and finish a graded, composited scene.

Course Outcomes (COs)

- CO1: Edit multi-camera footage into a coherent sequence.
- CO2: Apply primary and secondary colour-correction techniques.
- CO3: Key and composite a green-screen shot.
- CO4: Integrate simple VFX elements into live-action footage.
- CO5: Deliver a finished, graded and composited scene.

Graduate Attributes Addressed

GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO3SE06 — Production Sound Recording

Category: Skill Enhancement Course (SEC) | Type: Practical | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

- Build advanced hands-on skill in location sound recording.
- Introduce wireless and multi-track recording systems.
- Develop sound-report and post-handoff discipline.

Unit I: Location Sound Equipment

Field recorders, wireless lavaliers, boom mics, cabling.

Unit II: Recording Techniques

Mic placement strategies for dialogue in varied locations.

Unit III: Multi-Track Workflows

Recording multiple actors/sources, scratch tracks, timecode sync.

Unit IV: Noise and Environment Management

Handling wind, traffic and room noise on location.

Unit V: Sound Reports and Handoff

Sound reports, file naming, handoff to the editing/post team.

Course Outcomes (COs)

- CO1: Set up and operate location sound-recording equipment.
- CO2: Apply appropriate microphone-placement strategies.
- CO3: Manage multi-track recording on a live set.
- CO4: Mitigate common location-noise problems.
- CO5: Prepare accurate sound reports for post-production handoff.

Graduate Attributes Addressed

GA3, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA6
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

Semester IV – Course Syllabi

BFO4MC01 — OTT Content Production

Category: Major Core | Type: Theory + Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Understand the OTT content ecosystem and commissioning process.
- Develop skill in producing episodic content for streaming platforms.
- Build awareness of platform-specific formats and technical delivery specs.

Unit I: The OTT Landscape

Major platforms, commissioning process, content categories and windows.

Unit II: Development for OTT

Pitch decks, treatments, platform-specific tone and format.

Unit III: Producing an Episode

Scheduling, budgeting basics, line-producing an episodic shoot.

Unit IV: Technical Delivery Standards

Resolution, codec, captioning and QC standards for OTT delivery.

Unit V: Pilot Production Exercise

Producing a short OTT-style episode from pitch to delivery.

Course Outcomes (COs)

- CO1: Describe the OTT commissioning and content lifecycle.
- CO2: Develop a pitch deck for an OTT concept.
- CO3: Prepare a basic production schedule and budget.
- CO4: Apply OTT technical-delivery standards to a finished cut.
- CO5: Produce a short OTT-style episode.

Graduate Attributes Addressed

GA1, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA9
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO4MC02 — Documentary Filmmaking

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce documentary forms, ethics and research methods.
- Develop observational and interview-based shooting skills.
- Build competence in documentary structure and editing.

Unit I: Documentary Forms and History

Expository, observational, participatory and reflexive modes.

Unit II: Research and Access

Subject research, gaining access/consent, release forms.

Unit III: Interview and Observational Technique

Interview craft, verité shooting, capturing authentic moments.

Unit IV: Documentary Ethics

Representation, informed consent, power dynamics with subjects.

Unit V: Structuring and Editing

Story structure from footage, editing a short documentary.

Course Outcomes (COs)

- CO1: Distinguish major documentary modes and their conventions.
- CO2: Conduct ethical subject research and obtain informed consent.
- CO3: Shoot effective interview and observational footage.
- CO4: Apply documentary-ethics principles to real subjects.
- CO5: Structure and edit a short documentary film.

Graduate Attributes Addressed

GA8, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA8	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO4MS03 — Advertising & Brand Films

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce the principles of advertising creative and brand storytelling.
- Develop skill in producing short-form brand/commercial content.
- Build understanding of client briefs and creative pitching.

Unit I: Advertising Fundamentals

Brief interpretation, big idea, target audience, tone of voice.

Unit II: Storyboarding for Ads

Storyboard/animatic creation for a commercial concept.

Unit III: Producing Brand Films

Casting, locations and logistics for a branded shoot.

Unit IV: Shooting for Advertising

Product/beauty lighting, controlled studio setups.

Unit V: Client Pitch and Delivery

Presenting a finished brand film with a rationale deck.

Course Outcomes (COs)

- CO1: Interpret a creative brief and develop a central idea.
- CO2: Create a storyboard/animatic for an advertising concept.
- CO3: Plan and produce a branded-content shoot.
- CO4: Apply studio lighting techniques for product/brand imagery.
- CO5: Pitch and deliver a finished brand film.

Graduate Attributes Addressed

GA9, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA9	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO4MC04 — Production Design & Visual Development

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce the principles of production and art design for film.
- Develop skill in visual research and concept development.
- Build competence in set, costume and prop planning.

Unit I: Role of the Production Designer

Visual concept, collaboration with director and DoP.

Unit II: Visual Research and Mood Boards

Reference gathering, mood boards, colour palettes.

Unit III: Set and Location Design

Set dressing, location scouting for design continuity.

Unit IV: Costume and Prop Design

Character-driven costume choices, prop continuity.

Unit V: Design Bible Exercise

Compiling a production-design bible for a short-film concept.

Course Outcomes (COs)

- CO1: Explain the production designer's role and workflow.
- CO2: Conduct visual research and produce mood boards.
- CO3: Plan set/location design for narrative continuity.
- CO4: Design costumes and props aligned with character.

- CO5: Compile a complete production-design bible.

Graduate Attributes Addressed

GA1, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA6
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO4MD05 — Film Marketing & Distribution

Category: Multidisciplinary | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce film and OTT marketing and distribution models.
- Develop skill in designing a release/marketing plan.
- Build awareness of festival, theatrical and digital distribution routes.

Unit I: Distribution Models

Theatrical, OTT, festival and hybrid release strategies.

Unit II: Marketing Fundamentals

Positioning, trailers, key art, social-media rollout.

Unit III: Festival Strategy

Festival selection, submission process, building a festival run.

Unit IV: Digital Marketing Tools

Paid/organic promotion, influencer collaboration, analytics.

Unit V: Marketing Plan Exercise

Building a release and marketing plan for a student film.

Course Outcomes (COs)

- CO1: Compare theatrical, OTT and festival distribution routes.
- CO2: Design core marketing assets for a film release.
- CO3: Develop a festival-submission strategy.
- CO4: Use digital-marketing tools to plan a promotional rollout.
- CO5: Produce a complete marketing plan for a short film.

Graduate Attributes Addressed

GA9, GA3

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA9	GA3
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

Semester V – Course Syllabi

BFO5MC01 — Genre Filmmaking

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Build competence in writing and directing within established genres.
- Develop genre-specific visual and sound strategies.
- Produce a polished genre short film.

Unit I: Genre Conventions

Thriller, horror, comedy, drama conventions and audience expectation.

Unit II: Genre Writing

Structuring a short screenplay within a chosen genre.

Unit III: Genre Visual Style

Lighting, colour and camera strategies suited to genre.

Unit IV: Genre Sound and Music

Sound design and scoring choices that reinforce genre tone.

Unit V: Genre Short Production

Producing a complete genre short film.

Course Outcomes (COs)

- CO1: Identify and apply the conventions of a chosen film genre.
- CO2: Write a genre-appropriate short screenplay.
- CO3: Design visual style consistent with genre expectations.

- CO4: Use sound and music to reinforce genre tone.
- CO5: Produce a complete, genre-consistent short film.

Graduate Attributes Addressed

GA1, GA2

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA2
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO5MC02 — Assistant Directing & Production Management

Category: Major Core | Type: Theory + Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce first assistant director and production-management functions.
- Develop scheduling, budgeting and on-set logistics skills.
- Build competence in managing a shoot day.

Unit I: Roles on a Production

1st/2nd AD, line producer, production manager functions.

Unit II: Scheduling

Breakdown sheets, stripboards, shooting-schedule creation.

Unit III: Budgeting Basics

Line-item budgeting, cost estimation for a short production.

Unit IV: Call Sheets and On-Set Logistics

Call sheets, crew coordination, safety and permissions.

Unit V: Managing a Shoot Day

Simulated shoot-day management exercise.

Course Outcomes (COs)

- CO1: Explain the responsibilities of key production-management roles.
- CO2: Prepare a shooting schedule from a script breakdown.
- CO3: Draft a basic production budget.
- CO4: Prepare call sheets and manage on-set logistics.
- CO5: Manage a simulated shoot day effectively.

Graduate Attributes Addressed

GA6, GA8

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA6	GA8
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

CO	GA6	GA8
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO5MS03 — AI Media Workflows & Automation

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Extend AI application to production-pipeline automation.
- Build skill in AI-assisted post and delivery workflows.
- Develop critical evaluation of AI output quality and bias.

Unit I: Pipeline Automation

Automating transcription, logging, rough-cut assembly with AI tools.

Unit II: AI-Assisted Post

AI colour matching, noise reduction, audio cleanup tools.

Unit III: Generative Media Tools

Generative image/video tools for previs and B-roll supplementation.

Unit IV: Quality and Bias Evaluation

Assessing AI output for artefacts, bias and authenticity.

Unit V: Automated Workflow Project

Building an AI-assisted post-production pipeline for a short project.

Course Outcomes (COs)

- CO1: Automate routine post-production tasks using AI tools.
- CO2: Apply AI-assisted tools to improve picture and sound quality.

- CO3: Use generative tools appropriately within a production workflow.
- CO4: Critically evaluate AI-generated output for quality and bias.
- CO5: Build and document an AI-assisted production pipeline.

Graduate Attributes Addressed

GA3, GA2

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA2
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO5MS04 — Music Videos & Experimental Cinema

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Introduce music-video form and rhythm-driven visual storytelling.
- Explore experimental and non-narrative approaches to cinema.
- Produce a polished music video or experimental short.

Unit I: Music-Video Form

Performance, narrative and abstract music-video approaches.

Unit II: Editing to Rhythm

Beat-matched editing, tempo and visual rhythm.

Unit III: Experimental Cinema Traditions

Structuralist, found-footage and abstract film traditions.

Unit IV: Alternative Techniques

In-camera effects, unconventional formats and materials.

Unit V: Production Exercise

Producing a complete music video or experimental short.

Course Outcomes (COs)

- CO1: Distinguish approaches to music-video storytelling.
- CO2: Edit visuals to musical rhythm with precision.
- CO3: Situate work within experimental-cinema traditions.
- CO4: Apply at least one alternative/experimental technique.
- CO5: Produce a finished music video or experimental short film.

Graduate Attributes Addressed

GA1, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA9
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

CO	GA1	GA9
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO5SE05 — Creative Entrepreneurship & Media Business

Category: Skill Enhancement Course (SEC) | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce business fundamentals relevant to media entrepreneurship.
- Develop skill in building a production-house or freelance business plan.
- Build awareness of contracts, pricing and client management.

Unit I: Media Business Models

Production house, freelance, agency and studio business models.

Unit II: Costing and Pricing

Costing a project, pricing services, negotiation basics.

Unit III: Contracts and Legal Basics

Service agreements, IP ownership, invoicing.

Unit IV: Client and Team Management

Client communication, team structuring for small productions.

Unit V: Business Plan Exercise

Drafting a business plan for a student production venture.

Course Outcomes (COs)

- CO1: Compare common media-business models.
- CO2: Cost and price a media production project.

- CO3: Draft a basic service contract for a production.
- CO4: Apply client- and team-management practices.
- CO5: Produce a business plan for a media venture.

Graduate Attributes Addressed

GA9, GA7

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA9	GA7
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO5SI06 — Summer Internship (Media House)

Category: Internship | Type: Internship | Credits: 2 | Instructional Hours/Week: 0

Course Objectives

- Provide structured, supervised exposure to a professional media/production environment.
- Apply classroom learning to real production or post-production tasks.
- Build professional workplace skills and industry contacts.

Unit I: Placement and Orientation

Host organisation induction, learning-objective agreement with supervisor.

Unit II: Assigned Production/Post Tasks

Supervised participation in live production or post-production work.

Unit III: Reflective Log

Structured weekly reflective logging of tasks and learning.

Unit IV: Mid-Term Review

Faculty-mentor check-in on progress against learning objectives.

Unit V: Internship Report and Presentation

Compiling and presenting an internship report to the department.

Course Outcomes (COs)

- CO1: Function professionally within a media/production organisation.
- CO2: Apply academic skills to real workplace tasks.
- CO3: Maintain a structured reflective log of learning.
- CO4: Receive and act on supervisory feedback.
- CO5: Present a coherent internship report.

Graduate Attributes Addressed

GA6, GA10

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA6	GA10
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

CO	GA6	GA10
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Assessed through supervisor evaluation, reflective log/report, mid-term review and a final viva-voce/presentation, weighted as prescribed in Section 11.3.1.

Semester VI – Course Syllabi

BFO6MC01 — International Cinema & Film Analysis

Category: Major Core | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Deepen critical engagement with world cinema traditions.
- Develop advanced film-analysis and academic-writing skills.
- Build comparative understanding of global storytelling approaches.

Unit I: Comparative World Cinema

Survey of major national cinemas beyond earlier movements (East Asian, Latin American, African, Middle Eastern).

Unit II: Authorship and Style

Auteur theory, stylistic signature analysis.

Unit III: Critical Frameworks

Formalist, feminist, postcolonial approaches to film analysis.

Unit IV: Comparative Case Studies

Comparing treatment of shared themes across national cinemas.

Unit V: Critical Essay

Researching and writing an extended critical essay on a chosen film/body of work.

Course Outcomes (COs)

- CO1: Survey major international cinema traditions comparatively.
- CO2: Apply auteur and stylistic analysis to a filmmaker's body of work.
- CO3: Use critical/theoretical frameworks to analyse films.
- CO4: Compare thematic treatment across different national cinemas.
- CO5: Write an extended, well-researched critical essay.

Graduate Attributes Addressed

GA2, GA8

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA2	GA8
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO6MS02 — Virtual Production & Immersive Media

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Extend virtual-production skills using real-time engines.

- Introduce immersive media formats (360°, AR/VR).
- Build a project demonstrating virtual/immersive production techniques.

Unit I: Real-Time Engine Basics

Overview of real-time rendering engines for virtual sets.

Unit II: LED Volume and Chroma Workflows

Practical chroma and virtual-background integration.

Unit III: 360°/VR Capture

Shooting and stitching 360° content, VR viewing considerations.

Unit IV: AR Overlays

Basic augmented-reality overlay concepts for media content.

Unit V: Immersive Project

Producing a short immersive or virtual-production piece.

Course Outcomes (COs)

- CO1: Explain real-time engine and virtual-set fundamentals.
- CO2: Execute a chroma/virtual-background production workflow.
- CO3: Capture and assemble 360° content.
- CO4: Describe basic AR-overlay concepts for media.
- CO5: Produce a short immersive or virtual-production project.

Graduate Attributes Addressed

GA3, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA9
CO1	H	M
CO2	M	H

CO	GA3	GA9
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO6MS03 — Advanced Sound & Film Scoring

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 7

Course Objectives

- Extend sound-design skills to advanced mixing and mastering.
- Introduce principles of composing/curating an original film score.
- Build competence in final sound delivery standards.

Unit I: Advanced Mixing

Stem mixing, dynamics, spatial/surround basics.

Unit II: Scoring Principles

Thematic scoring, leitmotif, tempo mapping to picture.

Unit III: Composing/Sourcing a Score

Composing or curating an original score for a scene.

Unit IV: Mastering and Loudness Standards

Loudness normalisation, delivery standards for OTT/broadcast.

Unit V: Final Mix Project

Delivering a fully mixed and mastered soundtrack.

Course Outcomes (COs)

- CO1: Apply advanced mixing techniques across multiple stems.
- CO2: Explain core principles of scoring for picture.
- CO3: Compose or curate an original score for a scene.
- CO4: Master audio to OTT/broadcast loudness standards.
- CO5: Deliver a complete, broadcast-ready soundtrack.

Graduate Attributes Addressed

GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO6MD04 — Content Strategy & Audience Analytics

Category: Multidisciplinary | Type: Theory | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Introduce audience-research and data-driven content strategy.
- Develop skill in interpreting platform and audience analytics.
- Build competence in designing content strategy from data insight.

Unit I: Audience Research

Audience segmentation, personas, qualitative/quantitative research methods.

Unit II: Platform Analytics

Reading engagement, retention and reach metrics across platforms.

Unit III: Content Strategy Frameworks

Content pillars, calendars, funnel thinking.

Unit IV: A/B Testing and Optimisation

Testing titles, thumbnails and formats for performance.

Unit V: Strategy Deck Exercise

Building a data-informed content strategy deck.

Course Outcomes (COs)

- CO1: Define audience segments and personas for a content property.
- CO2: Interpret platform analytics to assess content performance.
- CO3: Apply content-strategy frameworks to plan output.
- CO4: Design and interpret basic A/B tests for content.
- CO5: Produce a complete, data-informed content-strategy deck.

Graduate Attributes Addressed

GA2, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA2	GA9
CO1	H	M

CO	GA2	GA9
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO6MC05 — Capstone Pre-Production

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 8

Course Objectives

- Consolidate learning into planning a final-year capstone/thesis film.
- Develop a complete pre-production package.
- Prepare students for independent thesis production in Semester VII.

Unit I: Capstone Concept Development

Selecting and refining a thesis-film concept and script.

Unit II: Design and Look Development

Visual references, production-design and cinematography planning.

Unit III: Casting and Location Planning

Casting process, location scouting and recce.

Unit IV: Scheduling and Budgeting

Full schedule and budget for the capstone shoot.

Unit V: Pre-Production Pitch

Pitching the complete pre-production package to a faculty panel.

Course Outcomes (COs)

- CO1: Develop a well-formed capstone film concept and script.
- CO2: Prepare visual and design references for the capstone.
- CO3: Complete casting and location planning.
- CO4: Prepare a full shooting schedule and budget.
- CO5: Pitch a complete, panel-ready pre-production package.

Graduate Attributes Addressed

GA6, GA2

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA6	GA2
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

Semester VII – Course Syllabi

BFO7RP01 — Thesis Film Production

Category: Research Project / Dissertation | Type: Practical | Credits: 6 | Instructional Hours/Week: 10

Course Objectives

- Independently produce a complete thesis short film.
- Apply the full range of programme skills under faculty mentorship.
- Develop a festival-ready final deliverable.

Unit I: Production Planning Review

Finalising schedule, crew and resource plan under mentor review.

Unit II: Principal Photography

Executing the thesis-film shoot.

Unit III: Rough-Cut Review

Assembling and mentoring review of a rough cut.

Unit IV: Fine Cut and Sound

Picture lock, sound design and mix.

Unit V: Final Delivery

Colour-graded, mixed, festival-spec final deliverable.

Course Outcomes (COs)

- CO1: Execute independent principal photography to a professional standard.
- CO2: Manage the post-production pipeline for the thesis film.
- CO3: Incorporate mentor feedback across rough- and fine-cut stages.
- CO4: Deliver a fully graded and mixed final film.
- CO5: Meet festival technical-delivery specifications.

Graduate Attributes Addressed

GA1, GA2, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA1	GA2	GA6
CO1	H	M	H
CO2	M	H	M
CO3	H	M	L
CO4	M	L	H
CO5	L	H	M

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO7MC02 — Advanced Post-Production & Finishing

Category: Major Core | Type: Practical | Credits: 4 | Instructional Hours/Week: 8

Course Objectives

- Extend finishing skills to professional-grade colour and mix.
- Introduce mastering and delivery for festival/OTT submission.
- Build competence in quality-control review.

Unit I: Advanced Colour Grading

Node-based grading, look matching across scenes.

Unit II: Advanced VFX and Compositing

Multi-layer compositing, clean-up and paint fixes.

Unit III: Final Mix and Mastering

5.1/stereo mix options, loudness mastering.

Unit IV: Deliverables and QC

DCP/streaming deliverable formats, quality-control checklist.

Unit V: Finishing Project

Finishing a scene or short to full delivery specification.

Course Outcomes (COs)

- CO1: Apply advanced, node-based colour-grading technique.
- CO2: Execute multi-layer VFX compositing and clean-up.
- CO3: Deliver a mastered final mix meeting loudness standards.
- CO4: Prepare festival/OTT-compliant deliverable files.
- CO5: Conduct a systematic quality-control review of a finished piece.

Graduate Attributes Addressed

GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA3	GA1
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO7MS03 — Portfolio & Showreel Development

Category: Minor Stream | Type: Practical | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Build a professional portfolio and demo reel for industry entry.
- Develop personal branding and online presence materials.
- Prepare application materials for jobs, internships and festivals.

Unit I: Portfolio Strategy

Selecting and sequencing best work for a target role.

Unit II: Showreel Editing

Cutting a concise, high-impact showreel.

Unit III: Personal Branding

Website/portfolio site, professional social presence.

Unit IV: Resume and Cover Materials

Industry-style resume, cover letter and pitch materials.

Unit V: Portfolio Review

Peer and faculty review of finished portfolio materials.

Course Outcomes (COs)

- CO1: Curate a coherent, role-targeted portfolio.
- CO2: Edit an effective, concise showreel.
- CO3: Build a professional online portfolio presence.
- CO4: Prepare industry-standard resume and application materials.
- CO5: Incorporate structured feedback into final portfolio materials.

Graduate Attributes Addressed

GA9, GA5

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA9	GA5
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

BFO7SE04 — Industry Masterclasses & Networking

Category: Skill Enhancement Course (SEC) | Type: Theory | Credits: 2 | Instructional Hours/Week: 4

Course Objectives

- Expose students to practising industry professionals.
- Build professional networking and etiquette skills.
- Develop reflective understanding of career pathways.

Unit I: Masterclass Series I

Sessions with directors/cinematographers on craft and career.

Unit II: Masterclass Series II

Sessions with editors/sound designers/producers on craft and career.

Unit III: Networking Skills

Professional etiquette, LinkedIn/industry-platform presence.

Unit IV: Industry Visit

Structured visit to a studio/production house/OTT office.

Unit V: Reflective Career Report

Reflective report mapping masterclass learning to career goals.

Course Outcomes (COs)

- CO1: Engage critically with insights from practising professionals.
- CO2: Apply professional networking etiquette.
- CO3: Build an appropriate professional online presence.
- CO4: Relate industry exposure to a personal career plan.
- CO5: Produce a reflective career-planning report.

Graduate Attributes Addressed

GA10, GA6

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA10	GA6
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

BFO7AE05 — Creative Leadership & Collaboration

Category: Ability Enhancement Course (AEC) | Type: Theory | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

- Develop leadership skills for creative and production teams.
- Build conflict-resolution and collaborative decision-making skills.
- Prepare students to lead a production unit professionally.

Unit I: Leadership Styles

Leadership approaches suited to creative/production environments.

Unit II: Team Dynamics

Building and motivating a small creative team.

Unit III: Conflict Resolution

Managing creative disagreement and on-set conflict.

Unit IV: Decision-Making Under Pressure

Time/resource-constrained creative decision-making.

Unit V: Leadership Case Studies

Analysing leadership case studies from real productions.

Course Outcomes (COs)

- CO1: Compare leadership styles suited to creative teams.
- CO2: Apply team-building techniques to a small production unit.
- CO3: Resolve creative conflict constructively.
- CO4: Make sound decisions under production-pressure constraints.

- CO5: Analyse real-world leadership case studies critically.

Graduate Attributes Addressed

GA6, GA7

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA6	GA7
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L
CO5	L	H

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (30%): mid-term tests, assignments, seminars. End-Semester Examination (70%): 3-hour written examination covering all units.

Semester VIII – Course Syllabi

BFO8SI01 — Industry Internship / Media Internship

Category: Internship | Type: Internship | Credits: 10 | Instructional Hours/Week: 40

Course Objectives

- Provide an extended, full-time supervised industry placement.
- Enable application of the complete range of programme competencies in a professional setting.
- Facilitate transition from student to industry-ready professional.

Unit I: Placement Confirmation and Induction

Formal internship agreement, host-organisation induction, defined learning outcomes.

Unit II: Supervised Professional Practice

Sustained full-time engagement in assigned production/post/creative tasks.

Unit III: Mid-Internship Review

Faculty-mentor and supervisor joint review of progress.

Unit IV: Portfolio Integration

Incorporating internship work samples into the professional portfolio.

Unit V: Final Report, Evaluation and Viva

Comprehensive report, supervisor evaluation and viva-voce presentation.

Course Outcomes (COs)

- CO1: Function effectively as a contributing member of a professional media organisation.
- CO2: Apply the full range of programme competencies to real industry work.
- CO3: Respond constructively to supervisory and mentor feedback.
- CO4: Integrate professional work into a career-ready portfolio.
- CO5: Present and defend a comprehensive internship report.

Graduate Attributes Addressed

GA6, GA10, GA9

Mapping of Graduate Attributes to Course Outcomes

Correlation of each Course Outcome with the Graduate Attributes principally addressed by this course (H = High, M = Medium, L = Low).

CO	GA6	GA10	GA9
CO1	H	M	H
CO2	M	H	M
CO3	H	M	L
CO4	M	L	H
CO5	L	H	M

Teaching–Learning Methods

Lectures, screenings, demonstrations, tutorials, studio/lab sessions, location/field work, group production exercises, critiques, presentations and project-based learning, supported by peer and faculty review.

Assessment

Assessed through supervisor evaluation, reflective log/report, mid-term review and a final viva-voce/presentation, weighted as prescribed in Section 11.3.1.

Annexure V: CO-PO-PSO Mapping Template (Sample, Course-level)

Every course file maintained by the course coordinator must include a completed CO-PO-PSO matrix following the template below, using a 3-point scale (1 = Low, 2 = Medium, 3 = High; '–' = Not addressed). The sample below is illustrative for a Major-Core practical course.

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	2	-	1	-	-	1	-	-	-	3	1	-	-
CO2	3	-	1	2	-	-	-	-	-	-	2	2	1	-
CO3	2	1	-	-	-	2	-	-	-	-	2	1	-	-
CO4	-	2	2	-	-	-	-	1	-	1	1	2	2	-
CO5	1	-	-	2	-	-	2	2	-	-	-	1	-	2

Annexure VI: Model Question Paper Pattern

Theory Courses (Internal Examination, 30 marks, 2 hours)

- Part A: 5 short-answer questions x 2 marks = 10 marks (answer all).
- Part B: 2 essay-type questions out of 3 x 10 marks = 20 marks (answer any 2).

Theory Courses (End-Semester Examination, 70 marks, 3 hours)

- Part A: 5 short-answer questions x 4 marks = 20 marks (answer all; one from each unit).
- Part B: 5 essay-type questions with internal choice x 10 marks = 50 marks (one question from each unit, with internal choice).

Practical / Studio Courses (Internal Examination, 30 marks)

- In-semester studio exercises and records: 20 marks.
- Viva-voce: 10 marks.

Practical / Studio Courses (End-Semester Examination, 70 marks)

- Execution/conduct of the prescribed practical task or submission and screening of the production output: 40 marks.
- Production record / process documentation: 15 marks.
- Viva-voce (internal + external examiner): 15 marks.

Annexure VII: Faculty Requirement Norms and Staffing Pattern

Designation	Minimum Qualification	Indicative Student:Faculty Ratio	Primary Responsibility
Professor / Head of School	Ph.D. in Film/Media Studies or equivalent with substantial industry/academic experience	1:60 (overall)	Programme leadership, BoS coordination, curriculum review
Associate Professor	Ph.D./M.Phil. or equivalent professional experience in film/media craft	1:40	Core theory and advanced studio courses
Assistant Professor	Postgraduate degree (M.A./MFA) in Film/Media/related field	1:25	Core and elective theory/studio courses
Adjunct/Visiting Faculty (Industry)	Established industry professional (director/DoP/editor/sound designer/producer)	As required per course	Masterclasses, studio mentoring, portfolio review
Studio/Equipment Technician	Diploma/ITI or equivalent technical training	1 per major studio facility	Equipment maintenance, studio operations support
Laboratory Assistant (Editing/VFX/Sound)	Diploma/graduate in relevant technical field	1 per lab (per shift)	Lab operations, software support, student assistance

Annexure VIII: List of Studios, Laboratories and Equipment

Facility	Key Equipment / Resources
Film & Television Production Studio	Cyclorama/green screen, grid lighting rig, multi-camera setup, studio flooring/dolly track
Camera & Grip Equipment Store	Digital cinema cameras, prime and zoom lens kits, tripods, gimbals, sliders, basic crane, grip stands and flags
Lighting Equipment Store	LED panel lights, tungsten/HMI fixtures, softboxes, diffusion and grip accessories
Non-Linear Editing (NLE) Lab	Editing workstations with industry-standard NLE, colour and audio software, shared storage server
Colour Grading & Finishing Suite	Calibrated reference monitors, grading control surface, colour-management software
Sound Recording & Mixing Studio	Acoustically treated booth, field recorders, boom and lavalier microphones, mixing console, monitoring speakers
VFX & Compositing Lab	Workstations with compositing and 3D/roto software, green-screen keying setup
Virtual Production / AI Media Lab	Chroma/LED virtual-set setup, real-time rendering engine workstations, AI creative-tool licences
Photography Studio	Studio lighting kit, backdrops, DSLR/mirrorless camera kits, reflectors
Screening / Preview Theatre	Digital projection system, calibrated screen, surround-sound playback for critique and festival-style screenings
Central Media Storage & Server Room	RAID/NAS storage, backup infrastructure, media-asset management system