MALLA REDDY VISHWAVIDYAPEETH

(Deemed to be University)
School of Media, Design & Technology

CURRICULUM & SYLLABUS DOCUMENT

Bachelor of Arts (B.A.) in Creative Media with AI
Four-Year Undergraduate Programme
Effective from Academic Year 2026–27

Digital Media • Multimedia • Digital Marketing • SEO • Social Media • Video Production • Photography • AI in Filmmaking • AI in Digital Media

Table of Contents

1. Preamble, Need and Justification for the Programme

2. Vision and Mission

3. Programme Educational Objectives (PEOs)

4. Governance Structure

5. Academic Structure

5.1 Scheme of Multiple Entry and Exit

6. Eligibility Criteria for UG Admission

7. Programme Outcomes (POs)

7.1 Graduate Attributes

7.2 Mapping of Graduate Attributes to POs

8. Programme Specific Outcomes (PSOs)

9. Credit Framework

10. Course Outcomes – PO Mapping

11. Scheme of Assessment / Examination

12. Grading System

13. Progression and Examination Rules

14. Infrastructure, Studios and Learning Resources

15. Library and Digital Resources

16. Faculty and Support Staff

17. ICT, AI and Production/Post-Production Infrastructure

18. Comparative Benchmarking

19. Semester-wise Curriculum Structure

Annexure I – POs, PSOs and Graduate Attributes

Annexure II – Credit Distribution

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

Annexure IV – Detailed Course Syllabi (Unit-wise)

Annexure V – CO-PO-PSO Mapping Template

Annexure VI – Model Question Paper Pattern

Annexure VII – Faculty Requirement Norms

Annexure VIII – Studios, Laboratories and Equipment

1. Preamble, Need and Justification for the Programme

1.1 Preamble

Digital media has become a central mode of communication, entertainment, education, marketing and cultural expression. The convergence of social media, multimedia platforms, creator-led publishing, video production, photography, search engines, digital advertising and artificial intelligence has created a new media ecosystem in which creative thinking and technology must operate together. The School of Media, Design & Technology, Malla Reddy Vishwavidyapeeth proposes the four-year B.A. in Creative Media with AI to prepare graduates who can conceive, create, distribute, analyse and optimise digital content across platforms while applying AI responsibly.

1.2 Need for the Programme

- Rapid growth of creator economy, social platforms, short-form video, branded content, digital publishing and multimedia communication requires multidisciplinary graduates.
- Employers increasingly seek professionals who can combine visual storytelling, video production, photography, content strategy, social media, SEO, analytics and digital marketing.
- AI-assisted writing, image generation, video generation, editing, voice, research, automation and audience analysis are transforming digital-media workflows.
- Traditional media programmes may separate production, marketing and technology; this programme integrates them into one applied creative-media pathway.
- Students need portfolio-based, studio-oriented learning with real projects, platform publishing, analytics and industry exposure.

1.3 Justification

The proposed curriculum integrates communication and creative foundations with digital-media production, multimedia design, photography, video production, digital marketing, search engine optimisation, social-media strategy, analytics and AI-enabled creative workflows. It follows an outcome-based structure with theory, practical work, projects, internship and a final capstone. The programme also provides a pathway for entrepreneurship and creator-led media ventures.

2. Vision and Mission

2.1 Vision of the School

To be a nationally recognised centre of excellence in media, design, creative technology and digital-content education, research and innovation.

2.2 Mission of the School

1. To develop strong foundations in communication, media, design and storytelling integrated with contemporary digital technologies.
2. To nurture creativity, critical thinking, design-thinking and entrepreneurial capability.
3. To provide hands-on exposure to photography, video, multimedia, digital marketing, social media, SEO, analytics and AI-assisted production.
4. To promote ethical, inclusive, legally compliant and responsible media practice.

5. To foster lifelong learning, research and industry collaboration.

2.3 Vision of the Programme

To develop industry-ready creative-media professionals who can create meaningful, engaging and measurable digital experiences using media craft, platform knowledge, analytics and responsible artificial intelligence.

2.4 Mission of the Programme

6. Build competence in digital-media theory, visual communication, multimedia and storytelling.
7. Develop practical capability in photography, video production, editing, motion graphics and content creation.
8. Develop professional competence in digital marketing, SEO, social-media strategy, content planning and audience analytics.
9. Integrate AI across ideation, writing, visual development, filmmaking, editing, marketing, research and digital-media workflows.
10. Develop portfolio, project-management, entrepreneurship and industry-readiness.

3. Programme Educational Objectives (PEOs)

PEO	Statement
PEO1	Apply integrated creative, technical and strategic knowledge to conceive and deliver digital-media and multimedia content.
PEO2	Pursue careers in digital media, content creation, photography, video production, social media, SEO, digital marketing, multimedia design, AI-enabled media and related fields.
PEO3	Demonstrate ethical, legal and responsible use of digital platforms, data and AI-generated media.
PEO4	Engage in lifelong learning, innovation and entrepreneurship to respond to emerging media technologies and audience behaviours.

4. Governance Structure

The programme is governed through the standard academic governance framework of Malla Reddy Vishwavidyapeeth, ensuring curriculum currency, quality assurance and industry relevance.

Governance Body	Role / Responsibility
Board of Studies, School of Media, Design & Technology	Reviews curriculum, syllabi, assessment and industry relevance; includes academic and industry experts.
Academic Council	Approves academic regulations, curriculum recommendations, examination scheme and credit framework.
School Academic Committee	Monitors timetable, attendance, practical facilities, assessment quality and student performance.
Research, Creative Projects & Industry Committee	Guides capstone projects, internships, industry projects, portfolio development and external review.

5. Academic Structure

- Programme: B.A. in Creative Media with AI (Four-Year Honours / Honours with Research pathway).

- 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, laboratory, project, field and industry components.
- Total Credits: 164.
- Course categories: Major Core (MC), Minor Stream (MS), Multidisciplinary (MD), Ability Enhancement (AEC), Skill Enhancement (SEC), Value Added Course (VAC), Summer/Industry Internship (SI), Research Project/Capstone (RP).

5.1 Scheme of Multiple Entry and Exit

Exit Stage	Duration	Minimum Credits	Award / Qualification	Additional Requirement
UG Certificate	After 1 year (2 semesters)	40–44	UG Certificate in Creative & Digital Media	Skill-based internship/apprenticeship as prescribed.
UG Diploma	After 2 years (4 semesters)	80–88	UG Diploma in Creative Media	Completion of prescribed coursework.
Bachelor's Degree	After 3 years (6 semesters)	120–132	B.A. Creative Media with AI (Pass)	Completion of prescribed requirements.
Bachelor's Honours	After 4 years (8 semesters)	160–164	B.A. Creative Media with AI (Honours)	Minimum CGPA as prescribed by University regulations.
Bachelor's Honours with Research	After 4 years (8 semesters)	160–164	B.A. Creative Media with AI (Honours with Research)	Completion of capstone/research project and eligibility under University regulations.

6. Eligibility Criteria for UG Admission

11. Pass in 10+2 (or equivalent) examination from a recognised Board in any stream (Arts/Science/Commerce/Vocational).
12. Minimum aggregate marks as prescribed by University admission regulations for the academic year.
13. Selection may include academic merit, portfolio/statement of purpose and personal interview/aptitude assessment, as prescribed by University policy.
14. Reservation and relaxation shall follow applicable Government and University norms.

7. Programme Outcomes (POs)

PO	Title	Description
PO1	Creative & Media Communication	Conceive and communicate ideas through digital, visual, audio-visual and multimedia forms.
PO2	Digital Production Competence	Plan and execute photography, video, editing, motion graphics and multimedia production to professional standards.

PO	Title	Description
PO3	AI & Emerging Media Technology	Apply AI tools and emerging technologies responsibly across creative and digital-media workflows.
PO4	Digital Marketing & SEO	Develop measurable digital marketing, search optimisation and audience-growth strategies.
PO5	Social Media & Content Strategy	Design platform-specific content, calendars, campaigns and community strategies.
PO6	Multimedia & Interactive Design	Create integrated multimedia experiences combining text, image, audio, video, graphics and interactive elements.
PO7	Analytics & Critical Thinking	Use audience data, platform analytics and research to evaluate and improve media decisions.
PO8	Communication & Teamwork	Communicate effectively and collaborate in multidisciplinary creative and production teams.
PO9	Media Ethics, Law & Responsibility	Apply copyright, privacy, platform policies, AI ethics and responsible representation principles.
PO10	Entrepreneurship & Lifelong Learning	Develop portfolios, creative ventures and continuous-learning capability for a changing media industry.

7.1 Graduate Attributes (GAs)

GA	Title	Description
GA1	Disciplinary & Interdisciplinary Knowledge	Integrate knowledge across media, design, technology, communication and business.
GA2	Critical Thinking & Problem Solving	Analyse creative and strategic problems and develop workable solutions.
GA3	Digital & Technological Literacy	Use digital tools, software, AI and emerging technologies competently and responsibly.
GA4	Research Aptitude	Conduct research and use evidence to support creative and strategic decisions.
GA5	Effective Communication	Communicate clearly in written, spoken, visual and multimedia forms.
GA6	Teamwork & Leadership	Collaborate effectively and lead multidisciplinary creative projects.
GA7	Ethical & Professional Integrity	Apply ethical reasoning, copyright, privacy, platform and professional standards.
GA8	Social Responsibility & Global Citizenship	Recognise cultural, social and representational implications of digital media.
GA9	Entrepreneurship & Innovation	Identify opportunities and apply innovation, project-management and business thinking.
GA10	Lifelong Learning	Continuously update skills in response to rapidly changing media technologies and platforms.

7.2 Mapping of Graduate Attributes to POs

GA	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
GA1	H	M	M	M	M	H	M	M	-	M

GA	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
GA2	M	H	H	M	M	H	H	M	-	M
GA3	M	H	H	H	H	H	M	M	-	H
GA4	M	M	M	H	M	H	H	-	-	H
GA5	H	M	M	M	H	-	M	H	M	M
GA6	M	H	M	M	M	-	M	H	-	M
GA7	M	M	H	M	M	-	M	M	H	M
GA8	M	M	M	M	H	M	M	M	H	M
GA9	M	M	M	H	H	M	H	H	M	H
GA10	M	M	H	H	H	M	H	M	M	H

8. Programme Specific Outcomes (PSOs)

PSO	Description
PSO1	Create professional digital-media content using photography, video production, editing, graphics, multimedia and visual storytelling.
PSO2	Plan and execute digital marketing, SEO, social-media and content strategies using platform-specific practices and analytics.
PSO3	Integrate AI into ideation, scripting, visual development, video production, post-production, research, automation and digital-media workflows.
PSO4	Build a professional portfolio, execute an industry-oriented capstone and develop a sustainable creative-media or creator-economy venture.

9. Credit Framework

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

The programme is designed as a 164-credit four-year undergraduate curriculum. Credit allocation is distributed across theory, practical/studio work, project-based learning, internship and capstone work.

10. Course Outcomes (CO) – Programme Outcome Mapping

Each course defines five Course Outcomes (COs). Course-level CO-PO-PSO mapping shall be prepared by the course coordinator and approved through the Board of Studies. A three-point scale may be used: 1 = Low, 2 = Medium, 3 = High.

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

11. Scheme of Assessment / Examination

11.1 Theory Courses

Component	Weightage	Description
Continuous Internal Assessment (CIA)	30%	Mid-term tests, assignments, quizzes, seminars, presentations, projects and participation as prescribed.
End-Semester Examination (ESE)	70%	Written examination covering the complete syllabus.

11.2 Practical / Studio Courses

Component	Weightage	Description
Continuous Internal Assessment	30%	Studio records, exercises, project reviews, screenings, portfolios and viva.
End-Semester Practical Examination	70%	Submission/screening of practical output, production documentation and viva-voce by internal/external examiners.

11.3 Internship and Capstone

- Internship assessment shall include supervisor evaluation, attendance/engagement record, reflective report, portfolio of work and final viva/presentation.
- Capstone assessment shall include proposal, research/design document, production process, final output, documentation, presentation and viva-voce.
- AI usage must be disclosed where required. Unauthorised generation, plagiarism, impersonation, deepfakes or misuse of copyrighted material shall be governed by University academic-integrity regulations.

12. Grading System

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
50–54	C	5	Average

Marks Range	Grade	Grade Point	Description
40–49	P	4	Pass
Below 40	F	0	Fail
—	Ab	0	Absent

SGPA and CGPA shall be calculated as credit-weighted averages in accordance with University examination regulations.

13. Progression and Examination Rules

15. Minimum attendance of 75% in each course is required, subject to applicable condonation provisions.
16. A student must secure the minimum passing grade prescribed by the University in CIA, ESE and aggregate components.
17. Students failing a course may reappear in the prescribed supplementary/re-examination cycle.
18. Progression is subject to University minimum-credit-clearance rules.
19. Plagiarism, copyright infringement, fabrication, impersonation, unauthorised AI use and other academic-integrity violations shall be dealt with under University regulations.

14. Infrastructure, Studios and Learning Resources

Facility	Purpose
Digital Media & Multimedia Studio	Content creation, multimedia production, presentations, livestreaming and platform content.
Photography Studio	Portrait, product, fashion, editorial and controlled-light photography.
Video Production Studio	Single-camera/multi-camera production, interviews, branded content and studio formats.
Editing & Post-Production Lab	Non-linear editing, sound editing, colour correction and content finishing.
Motion Graphics & VFX Lab	Motion design, compositing, titles, graphics and visual effects.
AI Media Lab	Generative-AI workstations for text, image, audio, video, research and workflow experimentation.
Digital Marketing & Analytics Lab	SEO, social-media management, advertising dashboards, web analytics and campaign simulation.
Podcast / Audio Studio	Voice recording, podcasting, audio storytelling and sound design.
Screening / Review Space	Content screenings, critiques, masterclasses and portfolio reviews.

15. Library and Digital Resources

- Media, communication, advertising, marketing, photography, film, design, AI and digital-culture textbooks.
- Access to scholarly journals and digital databases relevant to media, communication, marketing, design and technology.
- Curated access to Indian and international digital-media case studies and audiovisual content for teaching.

- Institutionally licensed access to relevant creative, editing, design, analytics and AI tools where available.
- Digital repository for student portfolios, projects, campaign plans, films, photographs and capstone outputs.

16. Faculty and Support Staff

- Core faculty with relevant postgraduate/doctoral qualifications and/or significant professional experience in media, communication, design, marketing, film, photography, digital technology or related disciplines.
- Visiting faculty and industry practitioners for masterclasses in SEO, social media, digital advertising, filmmaking, AI and creator economy.
- Studio technicians and laboratory assistants for photography, video, editing, multimedia and AI labs.
- Academic mentors for capstone, internship and portfolio development.

17. ICT, AI and Production/Post-Production Infrastructure

- High-speed campus network and secure storage for large media files.
- Learning Management System for teaching, submissions, assessment and feedback.
- Cloud collaboration and version-control practices for creative projects.
- Industry-standard video, photography, editing, design, audio and motion-graphics software.
- AI-enabled workstations and access to approved generative-AI and productivity tools.
- Digital analytics, SEO and social-media campaign environments for practical learning.

18. Comparative Benchmarking

The curriculum is designed around contemporary multidisciplinary media education, with emphasis on the integration of creative production, digital strategy and emerging AI tools. Benchmarking considerations include the balance between media theory and studio practice, portfolio-oriented assessment, digital marketing and analytics, creator-economy skills, AI-enabled workflows, and industry internship/capstone structures.

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

Semester I

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM1MC01	Foundations of Creative Media	Major Core	6	4
BCM1MC02	Digital Media & Multimedia Fundamentals	Major Core	6	4
BCM1MC03	Photography & Visual Composition [Practical]	Major Core	7	4

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM1MD04	Introduction to AI & the Creator Economy	Multidisciplinary	6	4
BCM1AE05	Communication & Creative Thinking	AEC	5	3
BCM1SE06	Digital Content Tools [Practical]	SEC	5	3

Total Semester Credits: 22

Semester-End Project: Visual Storytelling Portfolio + 2–3 minute Digital Story

Semester II

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM2MC01	Video Production Fundamentals [Practical]	Major Core	7	4
BCM2MC02	Graphic Design & Visual Communication [Practical]	Major Core	7	4
BCM2MC03	Editing & Post-Production [Practical]	Major Core	7	4
BCM2MS04	Social Media Content Creation [Practical]	Minor Stream	6	4
BCM2MD05	Digital Culture, Platforms & Audiences	Multidisciplinary	6	4
BCM2VA06	Media Ethics, Copyright & Digital Law	VAC	3	2

Total Semester Credits: 22

Semester-End Project: Short Video Series + Social Content Portfolio

Semester III

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM3MC01	Advanced Video Production & Cinematography [Practical]	Major Core	7	4
BCM3MC02	Motion Graphics & Visual Effects [Practical]	Major Core	7	4
BCM3MC03	Multimedia Storytelling & Interactive Content	Major Core	7	4
BCM3MS04	AI in Filmmaking [Practical]	Minor Stream	7	4
BCM3MS05	Digital Marketing Fundamentals	Minor Stream	7	4
BCM3SE06	Audio, Podcasting & Sound for Digital Media	SEC	5	3

Total Semester Credits: 23

Semester-End Project: AI-Assisted Short Film + Multimedia Story

Semester IV

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM4MC01	Digital Campaign & Content Strategy	Major Core	7	4
BCM4MC02	Photography for Media & Advertising [Practical]	Major Core	7	4
BCM4MS03	Search Engine Optimisation (SEO) [Practical]	Minor Stream	7	4
BCM4MC04	Video Editing, Colour & Finishing [Practical]	Major Core	7	4
BCM4MD05	Social Media Marketing & Community Management	Multidisciplinary	6	4

Total Semester Credits: 20

Semester-End Project: Integrated Digital Campaign

Semester V

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM5MC01	Brand Content & Branded Video [Practical]	Major Core	7	4
BCM5MC02	Digital Advertising & Performance Marketing	Major Core	7	4
BCM5MS03	AI in Digital Media & Content Automation [Practical]	Minor Stream	7	4
BCM5MS04	Creator Economy, Influencer & Personal Branding	Minor Stream	7	4
BCM5SE05	Creative Entrepreneurship & Media Business	SEC	6	4
BCM5SI06	Summer Industry Internship	Internship	0	2

Total Semester Credits: 22

Semester-End Project: Brand Campaign + Creator Portfolio

Semester VI

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM6MC01	Advanced Digital Media Production	Major Core	6	4
BCM6MS02	AI Video, Image, Voice & Generative Production [Practical]	Minor Stream	7	4
BCM6MS03	Advanced Photography & Visual Storytelling [Practical]	Minor Stream	7	4

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM6MD04	Audience Analytics, SEO & Content Performance	Multidisciplinary	6	4
BCM6MC05	Capstone Development & Pre-Production [Practical]	Major Core	8	4

Total Semester Credits: 20

Semester-End Project: Capstone Proposal + Production Package

Semester VII

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM7RP01	Creative Media Capstone Project [Practical]	Research Project	10	6
BCM7MC02	Advanced Post-Production & Digital Finishing [Practical]	Major Core	8	4
BCM7MS03	Portfolio, Showreel & Professional Branding [Practical]	Minor Stream	6	4
BCM7SE04	Industry Masterclasses & Professional Practice	SEC	4	2
BCM7AE05	Creative Leadership & Collaboration	AEC	5	3

Total Semester Credits: 19

Semester-End Project: Capstone + Professional Portfolio

Semester VIII

Course Code	Course Title	Category	Inst. Hrs/Wk	Credits
BCM8SI01	Industry Internship / Professional Media Practice	Internship	40	10

Total Semester Credits: 10

Final Deliverable: Industry Internship Portfolio + Employer Evaluation + Viva

Grand Total Programme Credits: 158 shown by the above semester allocation. To meet the designed 164-credit framework, the University may add 6 credits through approved additional multidisciplinary/minor/skill courses or redistribute credits during BoS finalisation.

Note: The supplied reference curriculum itself contains a credit inconsistency between its stated 164-credit framework and semester totals. This draft preserves that transparency rather than silently changing the source framework. The final approved scheme should reconcile the 164-credit total before Academic Council approval.

Annexure I – Programme Outcomes, PSOs and Graduate Attributes

The POs, PSOs and Graduate Attributes defined in Sections 7 and 8 apply across the programme. Every course shall identify the principal attributes addressed and map its COs to POs/PSOs.

Annexure II – Minimum Credit Distribution

Category	Minimum Credits	Designed Credits
Major Core	72	72
Minor Stream	36	36
Multidisciplinary	18	18
AEC	06	06
SEC	12	12
VAC	02	02
Internship	12	12
Research/Capstone	06	06
Total	160	164

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

Semester I

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM1MC01	Foundations of Creative Media	5	1	0	4	75	25	100
BCM1MC02	Digital Media & Multimedia Fundamentals	5	1	0	4	75	25	100
BCM1MC03	Photography & Visual Composition [Practical]	3	0	4	4	75	25	100
BCM1MD04	Introduction to AI & the Creator Economy	5	1	0	4	75	25	100
BCM1AE05	Communication & Creative Thinking	4	1	0	3	75	25	100
BCM1SE06	Digital Content Tools [Practical]	1	0	4	3	75	25	100

Semester II

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM2MC01	Video Production Fundamentals [Practical]	3	0	4	4	75	25	100
BCM2MC02	Graphic Design & Visual Communication [Practical]	3	0	4	4	75	25	100
BCM2MC03	Editing & Post-Production [Practical]	3	0	4	4	75	25	100
BCM2MS04	Social Media Content Creation [Practical]	2	0	4	4	75	25	100
BCM2MD05	Digital Culture, Platforms & Audiences	5	1	0	4	75	25	100

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM2VA06	Media Ethics, Copyright & Digital Law	2	0	0	2	75	25	100

Semester III

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM3MC01	Advanced Video Production & Cinematography [Practical]	3	0	4	4	75	25	100
BCM3MC02	Motion Graphics & Visual Effects [Practical]	3	0	4	4	75	25	100
BCM3MC03	Multimedia Storytelling & Interactive Content	6	1	0	4	75	25	100
BCM3MS04	AI in Filmmaking [Practical]	3	0	4	4	75	25	100
BCM3MS05	Digital Marketing Fundamentals	6	1	0	4	75	25	100
BCM3SE06	Audio, Podcasting & Sound for Digital Media	4	1	0	3	75	25	100

Semester IV

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM4MC01	Digital Campaign & Content Strategy	6	1	0	4	75	25	100
BCM4MC02	Photography for Media & Advertising [Practical]	3	0	4	4	75	25	100
BCM4MS03	Search Engine Optimisation (SEO) [Practical]	3	0	4	4	75	25	100
BCM4MC04	Video Editing, Colour & Finishing [Practical]	3	0	4	4	75	25	100
BCM4MD05	Social Media Marketing & Community Management	5	1	0	4	75	25	100

Semester V

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM5MC01	Brand Content & Branded Video [Practical]	3	0	4	4	75	25	100

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM5MC02	Digital Advertising & Performance Marketing	6	1	0	4	75	25	100
BCM5MS03	AI in Digital Media & Content Automation [Practical]	3	0	4	4	75	25	100
BCM5MS04	Creator Economy, Influencer & Personal Branding	6	1	0	4	75	25	100
BCM5SE05	Creative Entrepreneurship & Media Business	5	1	0	4	75	25	100
BCM5SI06	Summer Industry Internship	0	0	0	2	75	25	100

Semester VI

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM6MC01	Advanced Digital Media Production	5	1	0	4	75	25	100
BCM6MS02	AI Video, Image, Voice & Generative Production [Practical]	3	0	4	4	75	25	100
BCM6MS03	Advanced Photography & Visual Storytelling [Practical]	3	0	4	4	75	25	100
BCM6MD04	Audience Analytics, SEO & Content Performance	5	1	0	4	75	25	100
BCM6MC05	Capstone Development & Pre-Production [Practical]	4	1	4	4	75	25	100

Semester VII

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM7RP01	Creative Media Capstone Project [Practical]	6	1	4	6	75	25	100
BCM7MC02	Advanced Post-Production & Digital Finishing [Practical]	4	1	4	4	75	25	100
BCM7MS03	Portfolio, Showreel & Professional Branding [Practical]	2	0	4	4	75	25	100

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM7SE04	Industry Masterclasses & Professional Practice	3	0	0	2	75	25	100
BCM7AE05	Creative Leadership & Collaboration	4	1	0	3	75	25	100

Semester VIII

Code	Title	L	T	P	C	Ext.	Int.	Total
BCM8SI01	Industry Internship / Professional Media Practice	0	0	40	10	75	25	100

Annexure IV – Detailed Course Syllabi (Unit-wise)

Each course below carries Course Objectives, five Units, Course Outcomes, Graduate Attributes, Teaching–Learning Methods and Assessment. Course-level CO-PO-PSO matrices shall be prepared by the course coordinator.

Semester I – Detailed Course Syllabi

BCM1MC01 — Foundations of Creative Media

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

Course Objectives

20. Introduce the evolution, concepts and vocabulary of creative media.

21. Develop critical understanding of digital media forms and audiences.

22. Establish foundations for subsequent production and strategy courses.

Unit 1: Media and Communication Foundations: communication models, media forms, mass media and digital convergence.

communication models, media forms, mass media and digital convergence.

Unit 2: Visual and Audio-Visual Language: image, sequence, sound, editing, visual hierarchy and storytelling.

image, sequence, sound, editing, visual hierarchy and storytelling.

Unit 3: Digital Media Ecosystem: websites, social platforms, streaming, creator economy and platform cultures.

websites, social platforms, streaming, creator economy and platform cultures.

Unit 4: Media Audiences and Participation: users, communities, algorithms, engagement and participatory culture.

users, communities, algorithms, engagement and participatory culture.

Unit 5: Contemporary Creative Media Practice: trends, careers, portfolios and responsible digital practice.

trends, careers, portfolios and responsible digital practice.

Course Outcomes

CO1: Explain key concepts and historical developments in creative media.

CO2: Analyse digital-media forms using appropriate terminology.

CO3: Relate audience behaviour to platform design and content formats.

CO4: Evaluate creative-media examples critically.

CO5: Describe professional pathways and emerging opportunities in creative media.

Graduate Attributes Addressed: GA1, GA2, GA5

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM1MC02 — Digital Media & Multimedia Fundamentals

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

Course Objectives

23. Introduce multimedia principles and digital content formats.

24. Develop understanding of text, image, audio, video and interactive integration.

25. Build basic multimedia planning and production skills.

Unit 1: Digital Media Basics: pixels, resolution, aspect ratio, file formats, compression and codecs.

pixels, resolution, aspect ratio, file formats, compression and codecs.

Unit 2: Multimedia Elements: typography, image, audio, video, animation and interaction.

typography, image, audio, video, animation and interaction.

Unit 3: Digital Story Architecture: information hierarchy, sequencing, navigation and user attention.

information hierarchy, sequencing, navigation and user attention.

Unit 4: Production Workflow: planning, asset management, editing, export and delivery.

planning, asset management, editing, export and delivery.

Unit 5: Multimedia Project Development: concept, storyboard, prototype, testing and presentation.

concept, storyboard, prototype, testing and presentation.

Course Outcomes

CO1: Explain core digital-media and multimedia concepts.

CO2: Select suitable formats for different communication goals.

CO3: Plan an integrated multimedia story.

CO4: Organise multimedia assets and production workflows.

CO5: Produce and present a basic multimedia project.

Graduate Attributes Addressed: GA1, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM1MC03 — Photography & Visual Composition [Practical]

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

Course Objectives

26. Develop manual camera and exposure skills.

27. Train visual observation, composition and lighting.

28. Create a portfolio of purposeful photographic work.

Unit 1: Camera Fundamentals: exposure triangle, lenses, focal length, depth of field and focus.

exposure triangle, lenses, focal length, depth of field and focus.

Unit 2: Composition: rule of thirds, leading lines, symmetry, negative space, perspective and framing.

rule of thirds, leading lines, symmetry, negative space, perspective and framing.

Unit 3: Light and Colour: natural light, artificial light, colour temperature and mood.

natural light, artificial light, colour temperature and mood.

Unit 4: Photography Genres: portrait, documentary, product, street and editorial exercises.

portrait, documentary, product, street and editorial exercises.

Unit 5: Portfolio Practice: editing, sequencing, captions, metadata and presentation.

editing, sequencing, captions, metadata and presentation.

Course Outcomes

CO1: Operate a camera manually for controlled exposure.

CO2: Apply composition principles intentionally.

CO3: Use light and colour to communicate mood.

CO4: Produce photographs in multiple genres.

CO5: Curate and present a coherent photo portfolio.

Graduate Attributes Addressed: GA1, GA3, GA5

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM1MD04 — Introduction to AI & the Creator Economy

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

Course Objectives

29. Introduce AI concepts relevant to media creators.

30. Survey generative AI tools for text, image, audio and video.

31. Build awareness of ethical, legal and responsible AI use.

Unit 1: AI Foundations: AI, machine learning, generative AI, LLMs and diffusion models.

AI, machine learning, generative AI, LLMs and diffusion models.

Unit 2: AI Tools for Creators: ideation, writing, image, voice, music and video assistance.

ideation, writing, image, voice, music and video assistance.

Unit 3: Creator Economy: YouTube, Instagram, OTT, newsletters, communities and monetisation.

YouTube, Instagram, OTT, newsletters, communities and monetisation.

Unit 4: AI Ethics: bias, misinformation, deepfakes, copyright, attribution and disclosure.

bias, misinformation, deepfakes, copyright, attribution and disclosure.

Unit 5: Creator Strategy: content calendars, audience building, analytics and portfolio development.

content calendars, audience building, analytics and portfolio development.

Course Outcomes

CO1: Explain foundational AI concepts in accessible terms.

CO2: Identify AI tools relevant to media workflows.

CO3: Describe creator-economy models and platforms.

CO4: Evaluate ethical risks in AI-generated media.

CO5: Plan a basic AI-assisted content strategy.

Graduate Attributes Addressed: GA3, GA7, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM1AE05 — Communication & Creative Thinking

Category: AEC | Type: Theory | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

32. Strengthen oral, written and presentation skills.

33. Develop creative ideation and problem-solving techniques.

34. Build confidence in pitching media concepts.

Unit 1: Communication Foundations: verbal, non-verbal, written and active listening.

verbal, non-verbal, written and active listening.

Unit 2: Creative Thinking: brainstorming, mind mapping, lateral thinking and observation.

brainstorming, mind mapping, lateral thinking and observation.

Unit 3: Writing for Media: briefs, proposals, captions, scripts and professional correspondence.

briefs, proposals, captions, scripts and professional correspondence.

Unit 4: Presentation Skills: voice, visual support, storytelling and audience engagement.

voice, visual support, storytelling and audience engagement.

Unit 5: Creative Pitching: logline, concept note, mood board and elevator pitch.

logline, concept note, mood board and elevator pitch.

Course Outcomes

CO1: Communicate clearly in professional contexts.

CO2: Apply creative-thinking techniques to generate ideas.

CO3: Draft structured media briefs and proposals.

CO4: Present creative concepts effectively.

CO5: Pitch a media idea within a defined time.

Graduate Attributes Addressed: GA2, GA5

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM1SE06 — Digital Content Tools [Practical]

Category: SEC | Type: Practical | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

35. Develop hands-on familiarity with common digital content tools.

36. Introduce digital asset organisation and collaboration.

37. Build basic troubleshooting and production discipline.

Unit 1: Computer and File Essentials: storage, folders, backups and media formats.

storage, folders, backups and media formats.

Unit 2: Design Tools: raster/vector basics, templates, typography and image preparation.

raster/vector basics, templates, typography and image preparation.

Unit 3: Video and Audio Tools: project setup, timeline, basic editing and export.

project setup, timeline, basic editing and export.

Unit 4: Cloud Collaboration: shared folders, versioning, permissions and review workflows.

shared folders, versioning, permissions and review workflows.

Unit 5: Production Organisation: naming conventions, asset libraries, delivery checklists.

naming conventions, asset libraries, delivery checklists.

Course Outcomes

CO1: Use common digital production software confidently.

CO2: Prepare assets for digital publication.

CO3: Perform basic video/audio edits.

CO4: Collaborate using cloud-based workflows.

CO5: Organise a digital-media project systematically.

Graduate Attributes Addressed: GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

Semester II – Detailed Course Syllabi

BCM2MC01 — Video Production Fundamentals [Practical]

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

Course Objectives

38. Introduce camera-based video production.

39. Develop shot planning, lighting and production skills.

40. Produce short-form video content.

Unit 1: Video Language: shot sizes, angles, movement, continuity and visual storytelling.

shot sizes, angles, movement, continuity and visual storytelling.

Unit 2: Camera & Lenses: exposure, frame rate, shutter, focus, lens selection.

exposure, frame rate, shutter, focus, lens selection.

Unit 3: Lighting for Video: three-point lighting, natural light, modifiers and safety.

three-point lighting, natural light, modifiers and safety.

Unit 4: Production Workflow: pre-production, crew roles, shot list, location and continuity.

pre-production, crew roles, shot list, location and continuity.

Unit 5: Video Project: interview, scene-based and short-form production.

interview, scene-based and short-form production.

Course Outcomes

CO1: Plan a simple video production.

CO2: Operate a camera for basic professional capture.

CO3: Apply basic lighting and composition.

CO4: Work within a small production team.

CO5: Produce and deliver a short video project.

Graduate Attributes Addressed: GA1, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM2MC02 — Graphic Design & Visual Communication [Practical]

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

Course Objectives

41. Build visual-design fundamentals.

42. Develop skills in typography, layout, colour and branding.

43. Create digital graphics for media platforms.

Unit 1: Design Principles: balance, contrast, hierarchy, alignment and proximity.

balance, contrast, hierarchy, alignment and proximity.

Unit 2: Typography: type families, readability, hierarchy and pairing.

type families, readability, hierarchy and pairing.

Unit 3: Colour: colour systems, psychology, accessibility and visual identity.

colour systems, psychology, accessibility and visual identity.

Unit 4: Layout & Branding: posters, thumbnails, social posts, banners and brand systems.

posters, thumbnails, social posts, banners and brand systems.

Unit 5: Design Project: campaign identity and platform-specific asset suite.

campaign identity and platform-specific asset suite.

Course Outcomes

CO1: Apply visual-design principles.

CO2: Select typography and colour appropriately.

CO3: Create structured digital layouts.

CO4: Adapt designs for different platforms.

CO5: Produce a coherent mini brand-asset system.

Graduate Attributes Addressed: GA1, GA3, GA5

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM2MC03 — Editing & Post-Production [Practical]

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

Course Objectives

44. Introduce non-linear editing workflows.

45. Develop narrative and rhythmic editing skills.

46. Deliver platform-ready video outputs.

Unit 1: Editing Concepts: continuity, montage, pace, rhythm and transitions.

continuity, montage, pace, rhythm and transitions.

Unit 2: NLE Workflow: bins, timelines, media management and proxies.

bins, timelines, media management and proxies.

Unit 3: Audio in Editing: dialogue, ambience, music, levels and basic mixing.

dialogue, ambience, music, levels and basic mixing.

Unit 4: Colour & Finishing: correction, matching, titles and captions.

correction, matching, titles and captions.

Unit 5: Delivery: codecs, aspect ratios, subtitles, thumbnails and platform exports.

codecs, aspect ratios, subtitles, thumbnails and platform exports.

Course Outcomes

CO1: Organise media for editing.

CO2: Assemble coherent sequences.

CO3: Use sound and music to support narrative.

CO4: Perform basic colour correction and finishing.

CO5: Export content for multiple platforms.

Graduate Attributes Addressed: GA2, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM2MS04 — Social Media Content Creation [Practical]

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

Course Objectives

47. Develop platform-native content skills.

48. Create short-form and campaign content.

49. Understand content calendars and audience engagement.

Unit 1: Platform Formats: Instagram, YouTube, LinkedIn, X and emerging formats.

Instagram, YouTube, LinkedIn, X and emerging formats.

Unit 2: Content Ideation: hooks, captions, scripts, trends and storytelling.

hooks, captions, scripts, trends and storytelling.

Unit 3: Short-Form Video: vertical composition, pacing, subtitles and thumbnails.

vertical composition, pacing, subtitles and thumbnails.

Unit 4: Community Content: comments, UGC, collaborations and creator partnerships.

comments, UGC, collaborations and creator partnerships.

Unit 5: Content Calendar: publishing workflow, metrics and optimisation.

publishing workflow, metrics and optimisation.

Course Outcomes

CO1: Match content to platform formats.

CO2: Develop compelling hooks and short-form concepts.

CO3: Produce social videos and visual posts.

CO4: Plan a content calendar.

CO5: Evaluate basic engagement metrics.

Graduate Attributes Addressed: GA3, GA5, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM2MD05 — Digital Culture, Platforms & Audiences

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

Course Objectives

50. Understand digital cultures and platform behaviour.

51. Introduce algorithms, participation and audience communities.

52. Develop critical media literacy.

Unit 1: Digital Culture: convergence, participation and networked publics.

convergence, participation and networked publics.

Unit 2: Platforms: affordances, algorithms, moderation and monetisation.

affordances, algorithms, moderation and monetisation.

Unit 3: Audiences: identity, communities, fandom and engagement.

identity, communities, fandom and engagement.

Unit 4: Information Ecosystems: misinformation, virality and attention economy.

misinformation, virality and attention economy.

Unit 5: Critical Digital Citizenship: privacy, safety, inclusion and responsible participation.

privacy, safety, inclusion and responsible participation.

Course Outcomes

CO1: Explain key concepts in digital culture.

CO2: Analyse platform affordances.

CO3: Relate algorithms to audience behaviour.

CO4: Critically evaluate digital information flows.

CO5: Apply responsible digital citizenship principles.

Graduate Attributes Addressed: GA2, GA7, GA8

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM2VA06 — Media Ethics, Copyright & Digital Law

Category: VAC | Type: Theory | Credits: 2 | Instructional Hours/Week: 3

Course Objectives

53. Introduce media ethics and copyright.

54. Develop awareness of privacy and platform rules.

55. Promote responsible content creation.

Unit 1: Media Ethics: truth, representation, consent and harm.

truth, representation, consent and harm.

Unit 2: Copyright: ownership, licensing, fair dealing and attribution.

ownership, licensing, fair dealing and attribution.

Unit 3: Privacy & Data: personal data, consent, image rights and security.

personal data, consent, image rights and security.

Unit 4: Platforms & AI: terms, moderation, deepfakes and disclosure.

terms, moderation, deepfakes and disclosure.

Unit 5: Professional Practice: case studies and ethical decision-making.

case studies and ethical decision-making.

Course Outcomes

CO1: Explain core ethical principles.

CO2: Identify copyright and licensing issues.

CO3: Recognise privacy risks.

CO4: Evaluate ethical use of AI and digital platforms.

CO5: Apply responsible practices to media projects.

Graduate Attributes Addressed: GA7, GA8

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

Semester III – Detailed Course Syllabi

BCM3MC01 — Advanced Video Production & Cinematography [Practical]

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

Course Objectives

56. Advance cinematography and lighting skills.

57. Develop professional camera movement and visual style.

58. Create a polished visual sequence.

Unit 1: Advanced Exposure & Camera Systems

Key concepts, principles, tools, workflows and practical applications related to Advanced Exposure & Camera Systems.

Unit 2: Lighting Design & Ratios

Key concepts, principles, tools, workflows and practical applications related to Lighting Design & Ratios.

Unit 3: Camera Movement & Stabilisation

Key concepts, principles, tools, workflows and practical applications related to Camera Movement & Stabilisation.

Unit 4: Visual Style, Colour and Mood

Key concepts, principles, tools, workflows and practical applications related to Visual Style, Colour and Mood.

Unit 5: Advanced Production Exercise

Key concepts, principles, tools, workflows and practical applications related to Advanced Production Exercise.

Course Outcomes

CO1: Operate advanced camera and support systems.

CO2: Design controlled lighting.

CO3: Plan motivated camera movement.

CO4: Develop a consistent visual style.

CO5: Produce a polished cinematographic sequence.

Graduate Attributes Addressed: GA1, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM3MC02 — Motion Graphics & Visual Effects [Practical]

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

Course Objectives

59. Introduce motion design and compositing.

60. Create titles, transitions and visual effects.

61. Integrate graphics into video.

Unit 1: Motion Principles

Key concepts, principles, tools, workflows and practical applications related to Motion Principles.

Unit 2: Typography in Motion

Key concepts, principles, tools, workflows and practical applications related to Typography in Motion.

Unit 3: Compositing & Keying

Key concepts, principles, tools, workflows and practical applications related to Compositing & Keying.

Unit 4: Tracking, Masks & Effects

Key concepts, principles, tools, workflows and practical applications related to Tracking, Masks & Effects.

Unit 5: Motion Graphics Project

Key concepts, principles, tools, workflows and practical applications related to Motion Graphics Project.

Course Outcomes

CO1: Apply motion principles.

CO2: Create animated typography.

CO3: Perform basic compositing.

CO4: Track and integrate visual elements.

CO5: Produce a finished motion-graphics sequence.

Graduate Attributes Addressed: GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM3MC03 — Multimedia Storytelling & Interactive Content

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

Course Objectives

62. Develop interactive storytelling.

63. Integrate media formats around user experience.

64. Prototype a multimedia story.

Unit 1: Interactive Story Structures

Key concepts, principles, tools, workflows and practical applications related to Interactive Story Structures.

Unit 2: UX for Media

Key concepts, principles, tools, workflows and practical applications related to UX for Media.

Unit 3: Web and Mobile Content

Key concepts, principles, tools, workflows and practical applications related to Web and Mobile Content.

Unit 4: Interactive Video & Visual Narratives

Key concepts, principles, tools, workflows and practical applications related to Interactive Video & Visual Narratives.

Unit 5: Prototype and User Testing

Key concepts, principles, tools, workflows and practical applications related to Prototype and User Testing.

Course Outcomes

CO1: Design interactive story structures.

CO2: Apply basic UX principles.

CO3: Integrate multimedia assets.

CO4: Prototype an interactive experience.

CO5: Use user feedback to improve content.

Graduate Attributes Addressed: GA1, GA3, GA7

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM3MS04 — AI in Filmmaking [Practical]

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

Course Objectives

65. Introduce AI across filmmaking stages.

66. Develop responsible AI-assisted film workflows.

67. Produce an AI-assisted short film.

Unit 1: AI for Research, Ideation & Story

Key concepts, principles, tools, workflows and practical applications related to AI for Research, Ideation & Story.

Unit 2: AI-Assisted Screenwriting & Previsualisation

Key concepts, principles, tools, workflows and practical applications related to AI-Assisted Screenwriting & Previsualisation.

Unit 3: AI Image, Video & Virtual Production

Key concepts, principles, tools, workflows and practical applications related to AI Image, Video & Virtual Production.

Unit 4: AI-Assisted Editing, Sound & Post

Key concepts, principles, tools, workflows and practical applications related to AI-Assisted Editing, Sound & Post.

Unit 5: Ethics, Disclosure & AI Film Project

Key concepts, principles, tools, workflows and practical applications related to Ethics, Disclosure & AI Film Project.

Course Outcomes

CO1: Identify appropriate AI applications in filmmaking.

CO2: Develop prompts and creative briefs.

CO3: Use AI for previsualisation and visual development.

CO4: Integrate AI outputs into a production workflow.

CO5: Evaluate ethical and copyright considerations.

Graduate Attributes Addressed: GA3, GA7, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM3MS05 — Digital Marketing Fundamentals

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

Course Objectives

68. Introduce digital marketing concepts.

69. Develop campaign planning skills.

70. Understand paid, owned and earned media.

Unit 1: Digital Marketing Ecosystem

Key concepts, principles, tools, workflows and practical applications related to Digital Marketing Ecosystem.

Unit 2: Audience, Positioning & Buyer Journey

Key concepts, principles, tools, workflows and practical applications related to Audience, Positioning & Buyer Journey.

Unit 3: Content Marketing & Email

Key concepts, principles, tools, workflows and practical applications related to Content Marketing & Email.

Unit 4: Paid Media & Campaign Basics

Key concepts, principles, tools, workflows and practical applications related to Paid Media & Campaign Basics.

Unit 5: Measurement & Campaign Planning

Key concepts, principles, tools, workflows and practical applications related to Measurement & Campaign Planning.

Course Outcomes

CO1: Explain digital marketing concepts.

CO2: Define target audiences.

CO3: Develop content-led marketing plans.

CO4: Understand paid media fundamentals.

CO5: Create a basic integrated campaign plan.

Graduate Attributes Addressed: GA1, GA4, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM3SE06 — Audio, Podcasting & Sound for Digital Media

Category: SEC | Type: Practical | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

71. Develop audio recording skills.

72. Introduce podcast formats and sound storytelling.

73. Produce a short audio programme.

Unit 1: Microphones & Recording

Key concepts, principles, tools, workflows and practical applications related to Microphones & Recording.

Unit 2: Dialogue, Noise & Room Sound

Key concepts, principles, tools, workflows and practical applications related to Dialogue, Noise & Room Sound.

Unit 3: Podcast Formats & Scripting

Key concepts, principles, tools, workflows and practical applications related to Podcast Formats & Scripting.

Unit 4: Editing, Music & Sound Design

Key concepts, principles, tools, workflows and practical applications related to Editing, Music & Sound Design.

Unit 5: Publishing & Distribution

Key concepts, principles, tools, workflows and practical applications related to Publishing & Distribution.

Course Outcomes

CO1: Select microphones appropriately.

CO2: Record clean dialogue.

CO3: Plan a podcast episode.

CO4: Edit and mix basic audio.

CO5: Publish a finished audio programme.

Graduate Attributes Addressed: GA3, GA5

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

Semester IV – Detailed Course Syllabi

BCM4MC01 — Digital Campaign & Content Strategy

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

Course Objectives

74. Develop integrated content strategies.

75. Plan campaigns around objectives and audiences.

76. Use calendars and creative briefs.

Unit 1: Campaign Objectives & KPIs

Key concepts, principles, tools, workflows and practical applications related to Campaign Objectives & KPIs.

Unit 2: Audience Research & Personas

Key concepts, principles, tools, workflows and practical applications related to Audience Research & Personas.

Unit 3: Content Pillars & Editorial Planning

Key concepts, principles, tools, workflows and practical applications related to Content Pillars & Editorial Planning.

Unit 4: Creative Briefs & Platform Adaptation

Key concepts, principles, tools, workflows and practical applications related to Creative Briefs & Platform Adaptation.

Unit 5: Integrated Campaign Project

Key concepts, principles, tools, workflows and practical applications related to Integrated Campaign Project.

Course Outcomes

CO1: Define campaign objectives.

CO2: Develop audience personas.

CO3: Create content pillars and calendars.

CO4: Prepare platform-specific creative briefs.

CO5: Present an integrated campaign strategy.

Graduate Attributes Addressed: GA4, GA5, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM4MC02 — Photography for Media & Advertising [Practical]

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

Course Objectives

77. Develop commercial photography skills.

78. Apply lighting and styling to media assignments.

79. Create advertising-ready image sets.

Unit 1: Commercial Camera Practice

Key concepts, principles, tools, workflows and practical applications related to Commercial Camera Practice.

Unit 2: Portrait & People Lighting

Key concepts, principles, tools, workflows and practical applications related to Portrait & People Lighting.

Unit 3: Product & Food Photography

Key concepts, principles, tools, workflows and practical applications related to Product & Food Photography.

Unit 4: Editorial & Lifestyle Photography

Key concepts, principles, tools, workflows and practical applications related to Editorial & Lifestyle Photography.

Unit 5: Advertising Photo Campaign

Key concepts, principles, tools, workflows and practical applications related to Advertising Photo Campaign.

Course Outcomes

CO1: Plan a commercial photo shoot.

CO2: Control lighting for people and products.

CO3: Style photographic compositions.

CO4: Deliver edited image sets.

CO5: Create a small advertising photo campaign.

Graduate Attributes Addressed: GA1, GA3, GA5

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM4MS03 — Search Engine Optimisation (SEO) [Practical]

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

Course Objectives

80. Introduce SEO concepts and search behaviour.

81. Develop on-page and technical SEO skills.

82. Measure and optimise content performance.

Unit 1: Search Engines & Search Intent

Key concepts, principles, tools, workflows and practical applications related to Search Engines & Search Intent.

Unit 2: Keyword Research & Content Planning

Key concepts, principles, tools, workflows and practical applications related to Keyword Research & Content Planning.

Unit 3: On-Page SEO: titles, headings, metadata and internal links

titles, headings, metadata and internal links

Unit 4: Technical & Local SEO: crawlability, indexing and structured content

crawlability, indexing and structured content

Unit 5: SEO Analytics & Optimisation

Key concepts, principles, tools, workflows and practical applications related to SEO Analytics & Optimisation.

Course Outcomes

CO1: Explain search intent and ranking concepts.

CO2: Conduct keyword research.

CO3: Optimise digital content for search.

CO4: Identify basic technical SEO issues.

CO5: Use analytics to recommend optimisation.

Graduate Attributes Addressed: GA3, GA4, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM4MC04 — Video Editing, Colour & Finishing [Practical]

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

Course Objectives

83. Advance editing craft.

84. Develop colour correction and finishing skills.

85. Prepare professional digital deliverables.

Unit 1: Advanced Narrative Editing

Key concepts, principles, tools, workflows and practical applications related to Advanced Narrative Editing.

Unit 2: Sound Editing & Mix Preparation

Key concepts, principles, tools, workflows and practical applications related to Sound Editing & Mix Preparation.

Unit 3: Colour Correction & Look Development

Key concepts, principles, tools, workflows and practical applications related to Colour Correction & Look Development.

Unit 4: Titles, Captions & Finishing

Key concepts, principles, tools, workflows and practical applications related to Titles, Captions & Finishing.

Unit 5: Mastering & Multi-Platform Delivery

Key concepts, principles, tools, workflows and practical applications related to Mastering & Multi-Platform Delivery.

Course Outcomes

CO1: Edit complex sequences.

CO2: Prepare audio for finishing.

CO3: Perform colour correction and basic look development.

CO4: Create polished titles and captions.

CO5: Deliver technically appropriate masters.

Graduate Attributes Addressed: GA2, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM4MD05 — Social Media Marketing & Community Management

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

Course Objectives

86. Develop social marketing strategy.

87. Understand community management.

88. Use social analytics for optimisation.

Unit 1: Social Strategy & Objectives

Key concepts, principles, tools, workflows and practical applications related to Social Strategy & Objectives.

Unit 2: Platform-Specific Campaigns

Key concepts, principles, tools, workflows and practical applications related to Platform-Specific Campaigns.

Unit 3: Community Building & Engagement

Key concepts, principles, tools, workflows and practical applications related to Community Building & Engagement.

Unit 4: Influencer, UGC & Collaboration

Key concepts, principles, tools, workflows and practical applications related to Influencer, UGC & Collaboration.

Unit 5: Social Analytics & Crisis Response

Key concepts, principles, tools, workflows and practical applications related to Social Analytics & Crisis Response.

Course Outcomes

CO1: Develop social-media objectives.

CO2: Adapt campaigns to platforms.

CO3: Design community-engagement approaches.

CO4: Plan creator and UGC collaborations.

CO5: Interpret social metrics and response scenarios.

Graduate Attributes Addressed: GA3, GA5, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

Semester V – Detailed Course Syllabi

BCM5MC01 — Brand Content & Branded Video [Practical]

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

Course Objectives

89. Create brand stories and branded content.

90. Develop production workflows for clients.

91. Produce a professional branded video.

Unit 1: Brand Storytelling

Key concepts, principles, tools, workflows and practical applications related to Brand Storytelling.

Unit 2: Creative Brief & Concept

Key concepts, principles, tools, workflows and practical applications related to Creative Brief & Concept.

Unit 3: Script, Storyboard & Pre-Production

Key concepts, principles, tools, workflows and practical applications related to Script, Storyboard & Pre-Production.

Unit 4: Production & Client Workflow

Key concepts, principles, tools, workflows and practical applications related to Production & Client Workflow.

Unit 5: Branded Video Campaign

Key concepts, principles, tools, workflows and practical applications related to Branded Video Campaign.

Course Outcomes

CO1: Translate brand objectives into stories.

CO2: Prepare creative briefs.

CO3: Develop branded scripts and storyboards.

CO4: Manage a small client-style production.

CO5: Deliver a branded video package.

Graduate Attributes Addressed: GA1, GA6, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM5MC02 — Digital Advertising & Performance Marketing

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

Course Objectives

92. Introduce performance advertising.

93. Develop campaign structures and creative testing.

94. Use metrics for optimisation.

Unit 1: Performance Marketing Models

Key concepts, principles, tools, workflows and practical applications related to Performance Marketing Models.

Unit 2: Search & Social Advertising

Key concepts, principles, tools, workflows and practical applications related to Search & Social Advertising.

Unit 3: Creative Testing & Landing Pages

Key concepts, principles, tools, workflows and practical applications related to Creative Testing & Landing Pages.

Unit 4: Budgets, Bidding & Conversion Tracking

Key concepts, principles, tools, workflows and practical applications related to Budgets, Bidding & Conversion Tracking.

Unit 5: Reporting & Optimisation

Key concepts, principles, tools, workflows and practical applications related to Reporting & Optimisation.

Course Outcomes

CO1: Explain performance-marketing models.

CO2: Plan search and social campaigns.

CO3: Design testable creative variants.

CO4: Interpret core advertising metrics.

CO5: Prepare a performance campaign report.

Graduate Attributes Addressed: GA3, GA4, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM5MS03 — AI in Digital Media & Content Automation [Practical]

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

Course Objectives

95. Apply AI to digital-media workflows.

96. Develop responsible automation practices.

97. Build repeatable content systems.

Unit 1: AI Research & Content Ideation

Key concepts, principles, tools, workflows and practical applications related to AI Research & Content Ideation.

Unit 2: AI Writing, Editing & Repurposing

Key concepts, principles, tools, workflows and practical applications related to AI Writing, Editing & Repurposing.

Unit 3: AI Image, Audio & Video for Digital Media

Key concepts, principles, tools, workflows and practical applications related to AI Image, Audio & Video for Digital Media.

Unit 4: Automation, Agents & Workflow Design

Key concepts, principles, tools, workflows and practical applications related to Automation, Agents & Workflow Design.

Unit 5: AI Content System Project & Governance

Key concepts, principles, tools, workflows and practical applications related to AI Content System Project & Governance.

Course Outcomes

CO1: Select AI tools for digital-media tasks.

CO2: Create and refine AI-assisted content.

CO3: Repurpose content across formats.

CO4: Design a controlled automation workflow.

CO5: Evaluate quality, disclosure, privacy and copyright risks.

Graduate Attributes Addressed: GA3, GA7, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM5MS04 — Creator Economy, Influencer & Personal Branding

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

Course Objectives

98. Understand creator-business models.

99. Develop personal brand strategy.

100. Plan sustainable creator content.

Unit 1: Creator Economy Models

Key concepts, principles, tools, workflows and practical applications related to Creator Economy Models.

Unit 2: Personal Brand Positioning

Key concepts, principles, tools, workflows and practical applications related to Personal Brand Positioning.

Unit 3: Influencer Strategy & Partnerships

Key concepts, principles, tools, workflows and practical applications related to Influencer Strategy & Partnerships.

Unit 4: Monetisation, Communities & Products

Key concepts, principles, tools, workflows and practical applications related to Monetisation, Communities & Products.

Unit 5: Creator Portfolio & Growth Plan

Key concepts, principles, tools, workflows and practical applications related to Creator Portfolio & Growth Plan.

Course Outcomes

CO1: Explain creator-economy models.

CO2: Develop a personal brand position.

CO3: Plan influencer collaborations.

CO4: Identify monetisation options.

CO5: Prepare a creator growth plan.

Graduate Attributes Addressed: GA5, GA9, GA10

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM5SE05 — Creative Entrepreneurship & Media Business

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

Course Objectives

101. Develop entrepreneurial thinking.

102. Introduce business models and project economics.

103. Prepare a media venture concept.

Unit 1: Creative Business Models

Key concepts, principles, tools, workflows and practical applications related to Creative Business Models.

Unit 2: Pricing, Budgeting & Contracts

Key concepts, principles, tools, workflows and practical applications related to Pricing, Budgeting & Contracts.

Unit 3: Client Acquisition & Proposals

Key concepts, principles, tools, workflows and practical applications related to Client Acquisition & Proposals.

Unit 4: Intellectual Property & Risk

Key concepts, principles, tools, workflows and practical applications related to Intellectual Property & Risk.

Unit 5: Business Plan & Pitch

Key concepts, principles, tools, workflows and practical applications related to Business Plan & Pitch.

Course Outcomes

CO1: Identify media-business opportunities.

CO2: Prepare basic budgets and pricing.

CO3: Develop client proposals.

CO4: Recognise IP and contractual risks.

CO5: Pitch a creative-media venture.

Graduate Attributes Addressed: GA7, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

Semester VI – Detailed Course Syllabi

BCM6MC01 — Advanced Digital Media Production

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

Course Objectives

104. Integrate multiple media production skills.

105. Develop complex platform-ready projects.

106. Manage production from concept to delivery.

Unit 1: Integrated Pre-Production

Key concepts, principles, tools, workflows and practical applications related to Integrated Pre-Production.

Unit 2: Multi-Format Production

Key concepts, principles, tools, workflows and practical applications related to Multi-Format Production.

Unit 3: Advanced Editing & Motion

Key concepts, principles, tools, workflows and practical applications related to Advanced Editing & Motion.

Unit 4: Platform Adaptation & Accessibility

Key concepts, principles, tools, workflows and practical applications related to Platform Adaptation & Accessibility.

Unit 5: Integrated Production Project

Key concepts, principles, tools, workflows and practical applications related to Integrated Production Project.

Course Outcomes

CO1: Plan integrated media production.

CO2: Coordinate multiple formats.

CO3: Combine video, graphics and audio.

CO4: Adapt content for platforms and accessibility.

CO5: Deliver an integrated digital-media package.

Graduate Attributes Addressed: GA1, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM6MS02 — AI Video, Image, Voice & Generative Production [Practical]

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

Course Objectives

107. Explore current generative-media workflows.

108. Develop prompt, iteration and selection skills.

109. Create a responsible multi-modal AI production.

Unit 1: Generative Image Workflows

Key concepts, principles, tools, workflows and practical applications related to Generative Image Workflows.

Unit 2: Generative Video & Previsualisation

Key concepts, principles, tools, workflows and practical applications related to Generative Video & Previsualisation.

Unit 3: Synthetic Voice, Music & Sound

Key concepts, principles, tools, workflows and practical applications related to Synthetic Voice, Music & Sound.

Unit 4: Consistency, Editing & Hybrid Production

Key concepts, principles, tools, workflows and practical applications related to Consistency, Editing & Hybrid Production.

Unit 5: Generative Media Project & Ethics

Key concepts, principles, tools, workflows and practical applications related to Generative Media Project & Ethics.

Course Outcomes

CO1: Design effective generative prompts.

CO2: Create and evaluate generated visuals.

CO3: Use synthetic audio responsibly.

CO4: Combine generated and conventional media.

CO5: Document provenance and ethical safeguards.

Graduate Attributes Addressed: GA3, GA7, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM6MS03 — Advanced Photography & Visual Storytelling [Practical]

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

Course Objectives

110. Develop advanced photographic storytelling.

111. Explore editorial and documentary approaches.

112. Produce a professional photo essay.

Unit 1: Advanced Lighting & Camera Control

Key concepts, principles, tools, workflows and practical applications related to Advanced Lighting & Camera Control.

Unit 2: Editorial & Documentary Photography

Key concepts, principles, tools, workflows and practical applications related to Editorial & Documentary Photography.

Unit 3: Photo Essays & Narrative Sequencing

Key concepts, principles, tools, workflows and practical applications related to Photo Essays & Narrative Sequencing.

Unit 4: Advanced Retouching & Colour

Key concepts, principles, tools, workflows and practical applications related to Advanced Retouching & Colour.

Unit 5: Professional Photo Story Project

Key concepts, principles, tools, workflows and practical applications related to Professional Photo Story Project.

Course Outcomes

CO1: Control advanced lighting setups.

CO2: Create documentary/editorial images.

CO3: Sequence images into a visual narrative.

CO4: Apply ethical retouching practices.

CO5: Produce a professional photo essay.

Graduate Attributes Addressed: GA1, GA3, GA8

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM6MD04 — Audience Analytics, SEO & Content Performance

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

Course Objectives

113. Integrate analytics with content strategy.

114. Evaluate SEO and social performance.

115. Develop data-informed recommendations.

Unit 1: Analytics Fundamentals & KPIs

Key concepts, principles, tools, workflows and practical applications related to Analytics Fundamentals & KPIs.

Unit 2: Web and Search Performance

Key concepts, principles, tools, workflows and practical applications related to Web and Search Performance.

Unit 3: Social Analytics

Key concepts, principles, tools, workflows and practical applications related to Social Analytics.

Unit 4: Content Testing & Optimisation

Key concepts, principles, tools, workflows and practical applications related to Content Testing & Optimisation.

Unit 5: Performance Report & Strategy

Key concepts, principles, tools, workflows and practical applications related to Performance Report & Strategy.

Course Outcomes

CO1: Define relevant media KPIs.

CO2: Interpret web/search data.

CO3: Analyse social performance.

CO4: Recommend evidence-based optimisation.

CO5: Prepare a content-performance report.

Graduate Attributes Addressed: GA4, GA7, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM6MC05 — Capstone Development & Pre-Production [Practical]

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

Course Objectives

116. Develop a capstone concept.

117. Complete research and pre-production.

118. Prepare a professional production plan.

Unit 1: Project Research & Problem Definition

Key concepts, principles, tools, workflows and practical applications related to Project Research & Problem Definition.

Unit 2: Concept, Treatment & Creative Direction

Key concepts, principles, tools, workflows and practical applications related to Concept, Treatment & Creative Direction.

Unit 3: Budget, Schedule & Production Design

Key concepts, principles, tools, workflows and practical applications related to Budget, Schedule & Production Design.

Unit 4: Technical Plan, AI-use Plan & Risk Management

Key concepts, principles, tools, workflows and practical applications related to Technical Plan, AI-use Plan & Risk Management.

Unit 5: Pitch, Review & Final Pre-Production Package

Key concepts, principles, tools, workflows and practical applications related to Pitch, Review & Final Pre-Production Package.

Course Outcomes

CO1: Define a feasible capstone problem.

CO2: Develop a strong creative treatment.

CO3: Prepare budget and schedule.

CO4: Document technical and AI-use workflows.

CO5: Defend a production-ready project proposal.

Graduate Attributes Addressed: GA2, GA4, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

Semester VII – Detailed Course Syllabi

BCM7RP01 — Creative Media Capstone Project [Practical]

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

Course Objectives

119. Execute an independent creative-media project.

120. Demonstrate research, production and strategic competence.

121. Present a professional final output and defence.

Unit 1: Research & Development

Key concepts, principles, tools, workflows and practical applications related to Research & Development.

Unit 2: Pre-Production

Key concepts, principles, tools, workflows and practical applications related to Pre-Production.

Unit 3: Production

Key concepts, principles, tools, workflows and practical applications related to Production.

Unit 4: Post-Production & Distribution

Key concepts, principles, tools, workflows and practical applications related to Post-Production & Distribution.

Unit 5: Presentation, Documentation & Viva

Key concepts, principles, tools, workflows and practical applications related to Presentation, Documentation & Viva.

Course Outcomes

CO1: Execute an approved capstone.

CO2: Apply research to creative decisions.

CO3: Manage production and resources.

CO4: Deliver a polished final media output.

CO5: Defend the project and document learning.

Graduate Attributes Addressed: GA1, GA2, GA6, GA9

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM7MC02 — Advanced Post-Production & Digital Finishing [Practical]

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

Course Objectives

122. Develop advanced finishing workflows.

123. Integrate colour, sound, graphics and delivery.

124. Prepare professional masters.

Unit 1: Advanced Editing Workflow

Key concepts, principles, tools, workflows and practical applications related to Advanced Editing Workflow.

Unit 2: Colour Management

Key concepts, principles, tools, workflows and practical applications related to Colour Management.

Unit 3: Sound Finishing

Key concepts, principles, tools, workflows and practical applications related to Sound Finishing.

Unit 4: Graphics, Captions & Accessibility

Key concepts, principles, tools, workflows and practical applications related to Graphics, Captions & Accessibility.

Unit 5: Mastering, QC & Archive

Key concepts, principles, tools, workflows and practical applications related to Mastering, QC & Archive.

Course Outcomes

CO1: Manage advanced post workflows.

CO2: Apply consistent colour management.

CO3: Prepare final sound elements.

CO4: Deliver accessible masters.

CO5: Conduct quality control and archive projects.

Graduate Attributes Addressed: GA2, GA3, GA6

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM7MS03 — Portfolio, Showreel & Professional Branding [Practical]

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

Course Objectives

125. Build a professional portfolio.

126. Develop showreels and case studies.

127. Prepare students for employment and freelance work.

Unit 1: Portfolio Strategy

Key concepts, principles, tools, workflows and practical applications related to Portfolio Strategy.

Unit 2: Showreel Development

Key concepts, principles, tools, workflows and practical applications related to Showreel Development.

Unit 3: Personal Website & SEO

Key concepts, principles, tools, workflows and practical applications related to Personal Website & SEO.

Unit 4: LinkedIn, Social Profile & Personal Brand

Key concepts, principles, tools, workflows and practical applications related to LinkedIn, Social Profile & Personal Brand.

Unit 5: Portfolio Review & Career Pitch

Key concepts, principles, tools, workflows and practical applications related to Portfolio Review & Career Pitch.

Course Outcomes

CO1: Curate work strategically.

CO2: Produce a focused showreel.

CO3: Build a discoverable digital portfolio.

CO4: Present professional profiles.

CO5: Pitch skills to employers or clients.

Graduate Attributes Addressed: GA5, GA9, GA10

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

BCM7SE04 — Industry Masterclasses & Professional Practice

Category: SEC | Type: Theory/Practical | Credits: 2 | Instructional Hours/Week: 4

Course Objectives

128. Expose students to industry practices.

129. Develop professional behaviour and networking skills.

130. Connect classroom learning with current industry expectations.

Unit 1: Industry Roles & Workflows

Key concepts, principles, tools, workflows and practical applications related to Industry Roles & Workflows.

Unit 2: Client Communication & Briefs

Key concepts, principles, tools, workflows and practical applications related to Client Communication & Briefs.

Unit 3: Freelance & Employment Practice

Key concepts, principles, tools, workflows and practical applications related to Freelance & Employment Practice.

Unit 4: Networking & Professional Conduct

Key concepts, principles, tools, workflows and practical applications related to Networking & Professional Conduct.

Unit 5: Industry Case Study & Presentation

Key concepts, principles, tools, workflows and practical applications related to Industry Case Study & Presentation.

Course Outcomes

CO1: Explain industry workflows.

CO2: Interpret client briefs.

CO3: Apply professional communication.

CO4: Develop networking practices.

CO5: Present an industry case study.

Graduate Attributes Addressed: GA6, GA7, GA10

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

BCM7AE05 — Creative Leadership & Collaboration

Category: AEC | Type: Theory | Credits: 3 | Instructional Hours/Week: 5

Course Objectives

131. Develop leadership and team skills.

132. Strengthen conflict resolution and project communication.

133. Prepare students for creative-team leadership.

Unit 1: Creative Leadership Styles

Key concepts, principles, tools, workflows and practical applications related to Creative Leadership Styles.

Unit 2: Team Roles & Collaboration

Key concepts, principles, tools, workflows and practical applications related to Team Roles & Collaboration.

Unit 3: Conflict Resolution

Key concepts, principles, tools, workflows and practical applications related to Conflict Resolution.

Unit 4: Feedback, Mentoring & Decision-Making

Key concepts, principles, tools, workflows and practical applications related to Feedback, Mentoring & Decision-Making.

Unit 5: Leadership Reflection & Project

Key concepts, principles, tools, workflows and practical applications related to Leadership Reflection & Project.

Course Outcomes

CO1: Identify leadership approaches.

CO2: Manage team roles.

CO3: Resolve creative conflicts constructively.

CO4: Give and receive professional feedback.

CO5: Reflect on leadership practice.

Graduate Attributes Addressed: GA5, GA6, GA7

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): tests, assignments, seminars, presentations and projects. End-Semester Examination (70%): written examination covering all units.

Semester VIII – Detailed Course Syllabi

BCM8SI01 — Industry Internship / Professional Media Practice

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

Course Objectives

134. Provide supervised industry experience.

135. Apply classroom skills to professional assignments.

136. Build workplace readiness and portfolio evidence.

Unit 1: Orientation & Workplace Induction

Key concepts, principles, tools, workflows and practical applications related to Orientation & Workplace Induction.

Unit 2: Professional Assignment & Production

Key concepts, principles, tools, workflows and practical applications related to Professional Assignment & Production.

Unit 3: Mentored Industry Practice

Key concepts, principles, tools, workflows and practical applications related to Mentored Industry Practice.

Unit 4: Portfolio and Reflective Documentation

Key concepts, principles, tools, workflows and practical applications related to Portfolio and Reflective Documentation.

Unit 5: Final Evaluation & Viva

Key concepts, principles, tools, workflows and practical applications related to Final Evaluation & Viva.

Course Outcomes

CO1: Apply programme skills in a workplace.

CO2: Meet professional deadlines and standards.

CO3: Collaborate with industry teams.

CO4: Document professional learning and outputs.

CO5: Present an internship portfolio and reflection.

Graduate Attributes Addressed: GA6, GA9, GA10

Teaching–Learning Methods

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

Assessment

Continuous Internal Assessment (30%): studio records, exercises, project reviews, screenings and viva-voce. End-Semester Practical Examination (70%): submission/screening of practical output, production documentation and viva-voce.

Annexure V – CO-PO-PSO Mapping Template

Each course coordinator shall complete the course-specific mapping using the University's approved three-point correlation scale.

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

Annexure VI – Model Question Paper Pattern

Part	Suggested Pattern	Purpose
Part A	Objective / MCQ questions	Recall, terminology and foundational concepts.
Part B	Short-answer / applied questions	Conceptual understanding and application.
Part C	Higher-order / case-based questions	Analysis, evaluation, problem solving and creative decision-making.
Practical	Project / studio task + viva	Demonstration of production and technical competence.

The exact marks, duration and question count shall be prescribed in the University examination regulations and course scheme.

Annexure VII – Faculty Requirement Norms and Staffing Pattern

Area	Suggested Faculty / Support Expertise
Digital Media & Multimedia	Digital media, communication, multimedia design and content strategy.
Film & Video Production	Direction, cinematography, editing, sound and production.
Photography	Professional photography, lighting, post-processing and visual storytelling.
Digital Marketing & SEO	Digital marketing, performance marketing, SEO, analytics and content strategy.
Social Media & Creator Economy	Social strategy, community management, influencer marketing and creator business.
AI & Creative Technology	Generative AI, AI-assisted media workflows, automation and responsible AI.
Design & Motion	Graphic design, motion graphics, VFX and visual communication.
Technical Support	Studio technicians, editors, camera assistants, lab assistants and digital-media support.

Annexure VIII – Studios, Laboratories and Equipment

Facility	Indicative Equipment / Resources
Photography Studio	DSLR/mirrorless cameras, lenses, tripods, continuous lights, strobes, modifiers, reflectors, backgrounds.
Video Production Studio	Cinema/video cameras, lenses, tripods, gimbals, lights, wireless microphones, audio recorders and green screen.
Editing Lab	High-performance workstations, monitors, storage, editing and colour software.
Motion Graphics / VFX Lab	Graphics workstations, compositing and motion-design software, tablets and reference displays.
AI Media Lab	GPU-enabled systems, approved generative-AI tools, audio/video AI tools and secure storage.
Digital Marketing Lab	Analytics tools, SEO platforms, ad-management environments, social-media management and reporting tools.
Audio / Podcast Studio	Dynamic/condenser microphones, audio interface, headphones, monitors and acoustic treatment.
Multimedia / Interactive Lab	Web-authoring, prototyping, interactive-media and collaborative design tools.

Facility	Indicative Equipment / Resources
Screening / Review Space	Projection/display system, audio system and critique facilities.

Academic Quality and Review Statement

This curriculum is intended as an academic working draft for Board of Studies review. Course titles, codes, credit distribution, assessment weightages, eligibility language, multiple-entry/exit provisions and statutory references should be reconciled with the University's current ordinances, UGC/NEP requirements and applicable approvals before formal adoption.

Reference basis: The structure, terminology and outcome-based organisation of this draft are adapted from the supplied B.A. Film, OTT & Digital Cinema curriculum document, including its four-year structure, governance, PEO/PO/PSO framework, graduate attributes, assessment architecture, internship/capstone approach and detailed five-unit course-syllabus format. ṆfileciteÖturn0file0ÖL32-L44Ộ