MALLA REDDY VISHWAVIDYAPEETH
(Deemed to be University)

School of Media, Design & Technology
CURRICULUM & SYLLABUS DOCUMENT

Master of Arts (M.A.) in Film, OTT & Digital Cinema
Two-Year Postgraduate Programme
Effective from Academic Year 2026–27

Prepared in accordance with the Credit Framework for Postgraduate Programmes (CCFUP-PG) and the National Education Policy (NEP) 2020

Approved Curriculum by the Board of Studies, Academic Council and Executive Council

Stage	Body	Date of approval / resolution no.
1	Board of Studies-School of Media, Design and Technology	14th July 2026
2	Academic Council	19th Sep 2026
3	Executive Council	3rd Oct 2026

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
6. Eligibility Criteria for PG 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. 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, CO-PO-PSO-GA Mapping (Unit-wise)
Annexure V – Model Question Paper Pattern
Annexure VI – Faculty Requirement Norms
Annexure VII – Studios, Laboratories and Equipment

1. Preamble, Need and Justification for the Programme

1.1 Preamble

The Master of Arts (M.A.) in Film, OTT & Digital Cinema is an advanced, practice-oriented postgraduate programme designed to develop creative, critical, technical, research and professional competencies in contemporary screen media. Building on undergraduate-level foundations, the programme advances students toward independent authorship, professional production, OTT strategy, digital-cinema innovation and original media research. The School of Media, Design & Technology, Malla Reddy Vishwavidyapeeth (Deemed to be University), proposes this four-semester postgraduate programme to prepare advanced practitioners, researchers and creative leaders for the rapidly evolving film, OTT and digital-content industries.

1.2 Need for the Programme

- The exponential growth of India's OTT, streaming and digital-content sector, alongside a resurgent theatrical and advertising industry, has created strong demand for postgraduate-level professionals capable of leading creative and strategic decision-making, not merely executing production tasks.
- Undergraduate film/media programmes equip graduates with foundational craft skills; the industry increasingly seeks postgraduate-level talent for roles requiring advanced authorship, strategic and analytical thinking, research competence and leadership — for example Show-runner, Creative Producer, Head of Content Strategy, Post-Production Supervisor and Independent Auteur-Director.
- The rapid, ongoing integration of generative AI, virtual production and XR/immersive technologies into professional filmmaking workflows requires postgraduate curricula that combine deep craft mastery with critical, research-informed engagement with emerging technology.
- There remains limited postgraduate provision in India offering a genuinely integrated advanced curriculum spanning film theory and history, advanced production craft, OTT strategy and audience analytics, AI/virtual production, and independent capstone research within a single outcome-based framework.

1.3 Justification

Malla Reddy Vishwavidyapeeth, as a multi-disciplinary Deemed-to-be-University with established schools of engineering, design, management and computing, is well positioned to host this advanced programme, drawing on shared production studios, AI/computing infrastructure and management faculty for media-business and research-methodology modules. The proposed curriculum benchmarks favourably against comparable postgraduate film and media programmes while offering a distinctive progression from advanced theory, research methods and craft (Semester I), through advanced production, OTT and AI-enabled practice (Semester II), to strategy, leadership and capstone pre-production (Semester III) and a full-semester capstone thesis-film/industry-internship (Semester IV), backed by dedicated studios, faculty and library resources detailed in this document.

2. Vision and Mission

2.1 Vision of the School

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

2.2 Mission of the School

- M1: To impart advanced, research-informed knowledge of film language, storytelling and visual culture integrated with contemporary digital-production technologies.

- M2: To nurture advanced creativity, critical inquiry and entrepreneurial leadership for producing original, high-quality film, OTT and digital-media content.
- M3: To provide advanced hands-on exposure to cinematography, sound, editing, AI-assisted tools and virtual production through state-of-the-art studios and industry partnerships.
- M4: To instil professional ethics, regulatory awareness and responsible representation practices essential to advanced contemporary media practice.
- M5: To foster lifelong learning, original research and community engagement through inclusive, socially responsive storytelling.

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

To develop advanced, industry-ready postgraduates capable of independently conceiving, producing, researching and leading film, OTT and digital-media projects that push the craft of screen storytelling forward and respond critically to a rapidly changing media landscape.

2.4 Mission of the Programme

- PM1: Build advanced mastery of film theory, screenwriting, cinematography, direction, editing and sound at a professional postgraduate standard.
- PM2: Develop strategic competence in OTT content development, audience analytics, documentary and experimental practice across platforms.
- PM3: Provide advanced practical exposure to AI-assisted filmmaking, virtual production and XR/immersive media through dedicated studios, labs and industry engagement.
- PM4: Cultivate research, critical-analysis, leadership and entrepreneurial skills through a capstone thesis film/professional project and full-semester industry internship.

3. Programme Educational Objectives (PEOs)

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

PEO	Statement
PEO1	Develop advanced professional competence and independent authorship in filmmaking, OTT production, digital cinema and contemporary screen media.
PEO2	Pursue leadership careers as directors, show-runners, creative producers, cinematographers, editors, OTT strategists or media entrepreneurs, or progress to doctoral study and research.
PEO3	Enable responsible integration of AI, virtual production, XR and emerging cinematic technologies into professional practice.
PEO4	Demonstrate research, critical-analysis and innovation capability applicable to academic and industry contexts.
PEO5	Exercise leadership, entrepreneurship and lifelong learning in a continuously evolving film, OTT and digital-media industry.

4. Governance Structure

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

Body	Role
Executive Council	Programme approval, academic regulations, resources and award of degree.
Academic Council	Approval of curriculum, academic standards, assessment and examination regulations.
Board of Studies – School	Curriculum development/revision, course content, repertoire, CO-PO-PSO mapping and

Body	Role
of Media Design and Technology	question-paper templates; includes external subject experts, eminent artist-practitioners, and (where appropriate) a representative from a cultural institution, production organization or creative industry.
School / Programme Committee	Implementation, timetabling, workload, studio allocation, production calendar and portfolio moderation.
Examination Committee / Controller of Examinations	Assessment schedules, jury/external examiners, moderation, results processing and grievance redressal.
Internal Quality Assurance Cell (IQAC)	Monitors quality benchmarks, accreditation readiness and continuous improvement through CO-PO attainment review.

5. Academic Structure

- Programme: M.A. in Film, OTT & Digital Cinema (Two-Year Postgraduate, NEP 2020 / UGC-CCFUP-PG compliant).
- Duration: 2 years (4 semesters).
- Academic Calendar: Two semesters per year (odd: July–December; even: January–May), each of minimum 90 working days including internal assessment and examinations.
- Medium of Instruction: English.
- Mode: Full-time, on-campus with studio, location-shoot, research and industry-internship components.
- Total Credits: 80 minimum (2-Year PG) as per UGC Curriculum and Credit Framework for Postgraduate Programmes (CCFUP-PG).
- Category of Courses: Major (Core) (MC), Minor Stream (MS), Multidisciplinary (MD), Ability Enhancement Courses (AEC), Skill Enhancement Courses (SEC), and Research Project/Thesis (RP, inclusive of capstone pre-production and the Semester IV capstone/internship).

6. Eligibility Criteria for PG Admission

- Candidate must hold a Bachelor's degree (3- or 4-year, NEP 2020 compliant) in Film Studies, Mass Communication, Media Studies, Visual Arts, Fine Arts, Design, Journalism, or any other discipline recognised as equivalent by the University, from a recognised university.
- Minimum aggregate of 50% marks (45% for SC/ST/OBC and other reserved categories as per applicable State/UGC norms) in the qualifying Bachelor's degree.
- Admission shall be based on merit in the qualifying examination and/or any national/state-level postgraduate entrance test (e.g., CUET-PG or University-conducted entrance test) as notified by the University from time to time, followed by a portfolio review and/or personal interview evaluating creative aptitude, visual sensibility and communication, and counselling as per Malla Reddy Vishwavidyapeeth admission regulations.
- Candidates from non-media backgrounds may be required to complete a bridge module (in coordination with the School) in film language and production fundamentals during Semester I.

7. Programme Outcomes (POs)

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

PO	Title	Description
PO1	Advanced Cinematic & Narrative Authorship	Apply advanced knowledge of film theory, narrative design and visual language to originate sophisticated screen and OTT content.

PO	Title	Description
PO2	Professional Production & Post-Production Mastery	Plan, execute and finish professional-standard film, OTT and digital productions across direction, cinematography, editing, sound and colour.
PO3	AI, Virtual Production & Emerging Technology Integration	Apply generative AI, virtual production, XR and real-time/digital workflows responsibly at an advanced professional level.
PO4	OTT Strategy, Ethics & Regulatory Insight	Navigate OTT business strategy, media ethics, copyright and regulatory frameworks to drive compliant, innovative content practice.
PO5	Media Research & Critical Inquiry	Conduct rigorous, ethically sound film/media research, combining critical theory and practice-based methods to generate original insight.
PO6	Leadership & Entrepreneurship in Media	Lead multidisciplinary creative teams and media ventures, applying production-management, market-research and business-planning skills.
PO7	Professional Ethics & Lifelong Learning	Demonstrate professional integrity, responsible representation and a commitment to continuous learning in a rapidly evolving screen-media landscape.

7.1 Graduate Attributes (GAs)

In line with the UGC Learning Outcomes-based Curriculum Framework (LOCF) and the graduate-attributes expectations of NEP 2020, the M.A. Film, OTT & Digital Cinema programme defines ten institution-level Graduate Attributes (GAs). These are the generic qualities, values and transferable capabilities every postgraduate is expected to demonstrate at the time of graduation, irrespective of specialisation.

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

GA	Title	Description
GA1	Disciplinary & Interdisciplinary Knowledge	Demonstrate integrated advanced knowledge across film craft, storytelling, media technology and business.
GA2	Critical Thinking & Problem Solving	Analyse complex creative, strategic and production problems and design original, evidence-informed solutions.
GA3	Digital & Technological Literacy	Select, use and evaluate advanced digital-production tools, AI and emerging technologies competently and responsibly.
GA4	Research Aptitude & Evidence-Based Practice	Formulate research questions, apply appropriate methods and use evidence to inform creative and strategic decisions.
GA5	Effective Communication	Communicate clearly and persuasively in speech, writing and visual form at a professional standard.
GA6	Teamwork & Collaborative Leadership	Lead and function effectively within multidisciplinary, inter-professional production and research teams.
GA7	Ethical Reasoning & Professional Integrity	Apply media ethics, regulatory compliance and professional codes of conduct with integrity and accountability.
GA8	Social Responsibility & Global Citizenship	Recognise the societal, cultural and representational implications of media content for local and global audiences.
GA9	Entrepreneurship & Innovation Mindset	Identify opportunities and apply design-thinking, project-management and entrepreneurial skills to media ventures.

GA	Title	Description
GA10	Lifelong Learning & Self-Directed Growth	Engage independently and continuously in learning to keep pace with evolving media technologies and practices.

7.2 Mapping of Graduate Attributes to Programme Outcomes and Programme Specific Outcomes

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

GA	PO1	PO2	PO3	PO4	PO5	PO6	PO7
GA1	H	M	M	-	H	-	-
GA2	M	H	H	M	H	M	-
GA3	-	H	H	-	M	-	M
GA4	M	-	-	M	H	-	M
GA5	H	-	-	-	M	M	-
GA6	-	M	-	-	-	H	-
GA7	-	-	M	H	M	-	H
GA8	M	-	-	M	-	-	H
GA9	-	-	M	M	-	H	M
GA10	-	M	M	-	M	-	H

8. Programme Specific Outcomes (PSOs)

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

PSO	Description
PSO1	Demonstrate advanced, professional-standard competence in screenwriting, direction, cinematography, editing, sound, production design and production management.
PSO2	Independently develop and produce professional film, OTT, documentary, branded and experimental screen projects for real-world platforms and audiences.
PSO3	Apply advanced AI-assisted, virtual-production, XR and real-time-media workflows responsibly, with appropriate human oversight and disclosure.
PSO4	Independently formulate, execute and defend a capstone thesis film, research project or advanced professional project, demonstrating original inquiry and industry-readiness.

9. Credit Framework

The programme adopts the UGC Curriculum and Credit Framework for Postgraduate Programmes (CCFUP-PG) issued under NEP 2020. One credit corresponds to 1 hour/week of lecture (L) or tutorial (T), or 2 hours/week of practical (P), sustained over a 15-week semester (1 Credit = 15 hours of Lecture/Tutorial or 30 hours of Practical).

Broad Category of Course	Credits as Designed (2-Year PG)
Major (Core)	24

Broad Category of Course	Credits as Designed (2-Year PG)
Minor Stream	16
Multidisciplinary	08
Ability Enhancement Courses (AEC)	04
Skill Enhancement Courses (SEC)	04
Research Project / Thesis (incl. capstone pre-production and Semester IV project/internship)	24

As designed, the M.A. Film, OTT & Digital Cinema curriculum totals 80 credits across 4 semesters (Section 18 and Annexure III), meeting the UGC minimum of 80 credits for the 2-year PG award, with a minimum of 40 credits secured in each year.

10. Course Outcomes – PO Mapping

Illustrative CO-PO mapping for 'OTT Content Development & Series Production':

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Primary GA(s)
CO1	3	1	-	2	-	2	-	GA1, GA2
CO2	3	-	-	-	-	1	-	GA1, GA9
CO3	2	2	-	-	-	-	-	GA2, GA9
CO4	-	2	-	3	-	2	1	GA9, GA6

11. Scheme of Assessment / Examination

11.1 Theory Courses

Component	Weightage	Description
Continuous Internal Assessment (CIA)	40%	Seminar presentations, critical essays, mid-term assessment and class participation, reflecting postgraduate emphasis on independent scholarship.
End-Semester University Examination (ESE)	60%	Written examination of 3 hours covering the entire syllabus (all units).

11.2 Practical / Studio Courses

Component	Weightage	Description
Continuous Internal Assessment	40%	Studio/production records, in-class exercises, screenings and viva-voce during the semester.
End-Semester Practical Examination	60%	Submission and screening of the practical output (film/portfolio/exercise), production record and viva-voce by internal + external examiner.

11.3 Review of Topics/Electives and Research Project/Thesis

- Where a Board of Studies-approved 'Review of Topics/Electives' option is offered in lieu of a Minor Stream elective, it is assessed through a structured literature review, seminar presentation and written critical report, weighted as for a Theory course.
- The Semester III Capstone Research, Development & Pre-Production course (MFO3RP05) is assessed through a proposal defence, research documentation and a panel-reviewed pre-production dossier presentation.

- The Semester IV Capstone Thesis Film / Professional Project & Industry Internship (MFO4RP01) is assessed through a mid-semester review, final screening/submission, comprehensive report, supervisor/mentor evaluation and viva-voce defence before an internal-external panel, in line with Section 11.3.1 below.

11.3.1 Capstone and Internship Assessment Weightings

- Pre-production dossier and proposal defence (Semester III): 100% of MFO3RP05, comprising concept/research (25%), screenplay/narrative development (25%), visual development (25%) and final pitch (25%).
- Capstone/internship (Semester IV): mid-semester review and mentor/supervisor evaluation (30%), final project quality and craft or workplace performance evaluation (40%), final report (10%), viva-voce defence (20%).
- Credits for the Semester IV capstone/internship are computed on the National Credit Framework basis of 30 notional learning hours = 1 credit, consistent with a full-time, full-semester (20-credit) engagement.

12. Grading System

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

Marks Range (%)	Grade	Grade Point	Description
90–100	O	10	Outstanding
80–89	A+	9	Excellent
70–79	A	8	Very Good
60–69	B+	7	Good
55–59	B	6	Above Average
50–54	C	5	Average
40–49	P	4	Pass
Below 40	F	0	Fail
–	Ab	0	Absent

SGPA and CGPA are computed as the credit-weighted average of grade points secured in a semester and cumulatively across semesters respectively, in accordance with University examination regulations. A minimum CGPA as prescribed by University regulations is required for the award of the Master's degree with distinction/merit classification, where applicable.

13. Progression and Examination Rules

- A minimum of 75% attendance in each course (theory and practical/studio) is required to be eligible to appear for the End-Semester Examination, subject to condonation provisions approved by the Vice Chancellor.
- A student must secure a minimum of Grade P (40%) in both CIA and ESE components, and in the aggregate, to pass a course; practical/studio courses additionally require successful submission of the prescribed production output.
- Students who do not pass a course may reappear in the subsequent supplementary/re-examination cycle as per University regulations, or re-register for the course where prescribed.
- Progression from Semester I to Semester II, and from Year 1 to Year 2, is governed by the University's minimum-credit-clearance norms; a student who does not clear the prescribed minimum credits may be required to repeat/carry backlog courses as per regulations.

- Registration for the Semester IV Capstone Thesis Film/Professional Project & Industry Internship is contingent on successful completion of the Semester III Capstone Pre-Production dossier (MFO3RP05).
- Malpractice in examinations, plagiarism in written, research or creative submissions, and unauthorised or undisclosed use of generative-AI tools in violation of course-specific AI-use policy is dealt with under the University's Academic Integrity Regulations.

14. Infrastructure, Studios and Learning Resources

14.1 Classroom and Seminar Infrastructure

- Smart, air-conditioned seminar rooms with projection and screening capability for advanced critique, theory seminars and master classes.
- Dedicated screening/preview theatre for capstone-film screenings, festivals, defenses and master classes.
- Research and script-development room, production-planning war-room and postgraduate common area for cohort-based project work.

14.2 Dedicated Film, OTT and Digital Media Studios/Laboratories

Facility	Purpose
Advanced Film & Television Production Studio (with cyclorama/green screen)	Advanced single- and multi-camera fiction, OTT and studio-format production.
Location Equipment Store (advanced cameras, lenses, lighting, grip)	High-end camera, lighting, sound and grip equipment issue for advanced location and studio shoots.
Non-Linear Editing (NLE) & Post-Production Lab	Individual advanced editing/finishing workstations running industry-standard software.
Colour Grading & Finishing Suite	Calibrated-monitor grading bays for advanced colour correction and final finishing.
Sound Recording, Scoring & Mixing Studio	Dialogue/Foley recording booth, scoring room and mixing suite for advanced sound design.
VFX & Compositing Lab	Workstations for advanced compositing, roto and visual-effects coursework.
Virtual Production / AI & XR Media Lab	LED-panel or chroma virtual-set setup, real-time-engine, XR headsets and generative-AI workstations.
Research & Data Analytics Lab	Workstations with audience-analytics, survey and qualitative-analysis software for OTT strategy and research coursework.

15. Library and Digital Resources

- Advanced Film & Media collection of critical-theory monographs, screenplays, research journals and trade publications, curated for postgraduate research.
- Subscription access to film-studies and media-studies journal databases, and streaming-platform trade/analytics resources for OTT strategy research.
- Institutional access to a curated screening library of world and Indian cinema for advanced coursework and capstone research.
- Access to industry-standard software (NLE, colour, sound, VFX, AI-creative and XR tools) under institutional/educational licenses.
- Digital repository for postgraduate capstone theses, research papers, portfolios and production documentation, supporting the Academic Bank of Credits and plagiarism-check systems.

16. Faculty and Support Staff

- Core faculty with doctoral qualifications and/or extensive industry leadership experience in direction, cinematography, editing, sound, screenwriting, OTT strategy or media studies, as per UGC minimum-qualification norms for postgraduate teaching.
- Adjunct and visiting faculty drawn from senior practising industry professionals for masterclasses, capstone mentoring and studio-course co-teaching.
- Dedicated studio/equipment technicians and laboratory assistants to support production, editing, sound, VFX and research-analytics facilities.
- Each postgraduate student is assigned an individual Capstone Mentor for the Semester III–IV capstone thesis film/professional project, in addition to course faculty.
- Faculty-Student Mentorship Ratio and capstone-mentor allocation as prescribed under Section 16 staffing norms (Annexure VI).

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

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

18. Semester-wise Curriculum Structure

Semester I – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO1MC01	Advanced Film Theory, History & Critical Studies	5	1	0	4	60	40	100
MFO1MC02	Advanced Screenwriting & Narrative Design	3	0	3	4	60	40	100
MFO1MC03	Advanced Cinematography & Visual Aesthetics	1	0	5	4	60	40	100
MFO1AE04	Film Research Methodology & Practice-Based Research	5	1	0	4	60	40	100
MFO1MD05	Indian, Regional & Contemporary Screen Cultures	5	1	0	4	60	40	100

Semester II – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO2MC01	Advanced Direction &	1	0	5	4	60	40	100

Code	Title	L	T	P	C	Ext.	Int.	Total
	Performance							
MFO2MC02	OTT Content Development & Series Production	3	0	3	4	60	40	100
MFO2MC03	Advanced Editing, Sound, Colour & VFX	1	0	5	4	60	40	100
MFO2MS04	AI Filmmaking, Virtual Production & XR	1	0	5	4	60	40	100
MFO2MD05	Film Production Management, Marketing & Distribution	5	1	0	4	60	40	100

Semester III – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO3MS01	Advanced Documentary, Non-Fiction & Experimental Cinema	1	0	5	4	60	40	100
MFO3MS02	OTT Strategy, Audience Analytics & Digital Distribution	5	1	0	4	60	40	100
MFO3MS03	Advanced Film Sound, Scoring & Spatial Audio	1	0	5	4	60	40	100
MFO3SE04	Creative Leadership, Entrepreneurship & Media Business	5	1	0	4	60	40	100
MFO3RP05	Capstone Research, Development & Pre-Production	1	0	7	4	60	40	100

Semester IV – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO4RP01	Capstone Thesis Film / Professional Project & Industry Internship	0	0	40	20	–	–	100

Annexures

Annexure I: POs, PSOs and Graduate Attributes

A. Programme Outcomes

PO	Title	Description
PO1	Advanced Cinematic & Narrative Authorship	Apply advanced knowledge of film theory, narrative design and visual language to originate sophisticated screen and OTT content.
PO2	Professional Production & Post-Production Mastery	Plan, execute and finish professional-standard film, OTT and digital productions across direction, cinematography, editing, sound and colour.
PO3	AI, Virtual Production & Emerging Technology Integration	Apply generative AI, virtual production, XR and real-time/digital workflows responsibly at an advanced professional level.
PO4	OTT Strategy, Ethics & Regulatory Insight	Navigate OTT business strategy, media ethics, copyright and regulatory frameworks to drive compliant, innovative content practice.
PO5	Media Research & Critical Inquiry	Conduct rigorous, ethically sound film/media research, combining critical theory and practice-based methods to generate original insight.
PO6	Leadership & Entrepreneurship in Media	Lead multidisciplinary creative teams and media ventures, applying production-management, market-research and business-planning skills.
PO7	Professional Ethics & Lifelong Learning	Demonstrate professional integrity, responsible representation and a commitment to continuous learning in a rapidly evolving screen-media landscape.

B. Programme Specific Outcomes

PSO	Description
PSO1	Demonstrate advanced, professional-standard competence in screenwriting, direction, cinematography, editing, sound, production design and production management.
PSO2	Independently develop and produce professional film, OTT, documentary, branded and experimental screen projects for real-world platforms and audiences.
PSO3	Apply advanced AI-assisted, virtual-production, XR and real-time-media workflows responsibly, with appropriate human oversight and disclosure.
PSO4	Independently formulate, execute and defend a capstone thesis film, research project or advanced professional project, demonstrating original inquiry and industry-readiness.

C. Graduate Attributes

GA	Title	Description
GA1	Disciplinary & Interdisciplinary Knowledge	Demonstrate integrated advanced knowledge across film craft, storytelling, media technology and business.
GA2	Critical Thinking & Problem Solving	Analyse complex creative, strategic and production problems and design original, evidence-informed solutions.
GA3	Digital & Technological Literacy	Select, use and evaluate advanced digital-production tools, AI and emerging technologies competently and responsibly.
GA4	Research Aptitude & Evidence-Based Practice	Formulate research questions, apply appropriate methods and use evidence to inform creative and strategic decisions.
GA5	Effective Communication	Communicate clearly and persuasively in speech, writing and visual form

GA	Title	Description
		at a professional standard.
GA6	Teamwork & Collaborative Leadership	Lead and function effectively within multidisciplinary, inter-professional production and research teams.
GA7	Ethical Reasoning & Professional Integrity	Apply media ethics, regulatory compliance and professional codes of conduct with integrity and accountability.
GA8	Social Responsibility & Global Citizenship	Recognize the societal, cultural and representational implications of media content for local and global audiences.
GA9	Entrepreneurship & Innovation Mindset	Identify opportunities and apply design-thinking, project-management and entrepreneurial skills to media ventures.
GA10	Lifelong Learning & Self-Directed Growth	Engage independently and continuously in learning to keep pace with evolving media technologies and practices.

Annexure II: Credit Distribution

Broad Category of Course	Credits as Designed (2-Year PG)
Major (Core)	24
Minor Stream	16
Multidisciplinary	08
Ability Enhancement Courses (AEC)	04
Skill Enhancement Courses (SEC)	04
Research Project / Thesis (incl. capstone pre-production and Semester IV project/internship)	24

Total Programme Credits: 80 (minimum 40 credits in each of the two years), meeting the UGC Curriculum and Credit Framework for Postgraduate Programmes (CCFUP-PG) minimum for the 2-year Master's award.

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

L = Lecture hours/week, T = Tutorial hours/week, P = Practical/Studio hours/week, C = Credits. Theory courses are notionally scheduled with L:T of instructional hours shown; Practical/Studio-heavy courses show the majority of hours as P. The Semester IV capstone/internship course is scheduled entirely as full-time supervised P hours.

Semester I – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO1MC01	Advanced Film Theory, History & Critical Studies	5	1	0	4	60	40	100
MFO1MC02	Advanced Screenwriting & Narrative Design	3	0	3	4	60	40	100
MFO1MC03	Advanced Cinematography & Visual Aesthetics	1	0	5	4	60	40	100
MFO1AE04	Film Research Methodology & Practice-Based Research	5	1	0	4	60	40	100
MFO1MD05	Indian, Regional & Contemporary Screen Cultures	5	1	0	4	60	40	100

Semester II – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO2MC01	Advanced Direction & Performance	1	0	5	4	60	40	100
MFO2MC02	OTT Content Development & Series Production	3	0	3	4	60	40	100
MFO2MC03	Advanced Editing, Sound, Colour & VFX	1	0	5	4	60	40	100
MFO2MS04	AI Filmmaking, Virtual Production & XR	1	0	5	4	60	40	100
MFO2MD05	Film Production Management, Marketing & Distribution	5	1	0	4	60	40	100

Semester III – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO3MS01	Advanced Documentary, Non-Fiction & Experimental Cinema	1	0	5	4	60	40	100
MFO3MS02	OTT Strategy, Audience Analytics & Digital Distribution	5	1	0	4	60	40	100
MFO3MS03	Advanced Film Sound, Scoring & Spatial Audio	1	0	5	4	60	40	100
MFO3SE04	Creative Leadership, Entrepreneurship & Media Business	5	1	0	4	60	40	100
MFO3RP05	Capstone Research, Development & Pre-Production	1	0	7	4	60	40	100

Semester IV – Scheme of Instruction

Code	Title	L	T	P	C	Ext.	Int.	Total
MFO4RP01	Capstone Thesis Film / Professional Project & Industry Internship	0	0	40	20	–	–	100

Annexure IV: Detailed Course Syllabi, CO-PO-PSO-GA Mapping (Unit-wise)

Every course below carries: Course Objectives, five Units of content, Course Outcomes (COs), Graduate Attributes addressed, a CO–PO–PSO–GA mapping matrix, a CO–GA correlation table, Teaching–Learning Methods and the Scheme of Assessment. The mapping scale and template used for every course matrix are given at the start of this Annexure.

CO–PO–PSO–GA Mapping Scale and Template

Every course includes a completed CO-PO-PSO-GA matrix following the template below, using a 3-point scale (1 = Low, 2 = Medium, 3 = High; '–' = Not addressed) for POs/PSOs, and identifying the Primary Graduate Attribute(s) for each CO. The sample below is illustrative for a Major-Core practical course; the completed matrix for every course of the programme follows in the course syllabi below, immediately after the Graduate Attributes addressed.

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	2	-	1	-	-	-	3	1	-	-	GA1, GA5
CO2	3	-	1	-	-	-	-	2	2	1	-	GA1, GA3
CO3	2	1	-	-	2	-	-	2	1	-	-	GA2, GA6
CO4	-	2	-	-	-	1	2	1	2	-	2	GA6, GA9

Semester I – Course Syllabi

MFO1MC01 — Advanced Film Theory, History & Critical Studies

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

Course Objectives

- Deepen engagement with major film-theoretical paradigms.
- Extend historical knowledge of world cinema movements to postgraduate depth.
- Build advanced critical-writing competence.

Unit I: Advanced Film Theory

Formalism, realism, auteur theory, psychoanalytic, feminist and postcolonial film theory.

Unit II: World Cinema: History & Movements

In-depth study of major movements and their historiographic significance beyond undergraduate survey level.

Unit III: Indian & Regional Cinema

Advanced historiography of Indian cinema, regional new waves and their critical reception.

Unit IV: Auteur, Genre & Representation

Advanced auteur analysis, genre theory and questions of representation and identity.

Unit V: Film Criticism & Contemporary Cinema

Advanced critical-writing practice applied to contemporary films and platforms.

Course Outcomes (COs)

CO1: Apply major film-theoretical frameworks to analyse a text.
CO2: Critically situate a film within relevant historical/movement context.
CO3: Evaluate questions of authorship, genre and representation critically.
CO4: Produce an advanced critical essay demonstrating independent scholarship.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	-	-	-	2	-	-	-	-	-	1	GA1, GA4
CO2	2	-	-	-	2	-	1	-	-	-	-	GA1, GA4
CO3	2	-	-	1	3	-	2	-	-	-	1	GA1, GA4
CO4	2	-	-	-	3	-	-	-	-	-	2	GA4, GA1

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA1	GA4
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): seminar presentations, critical essays, mid-term assessment and participation. End-Semester Examination (60%): 3-hour written examination covering all units.

MFO1MC02 — Advanced Screenwriting & Narrative Design

Category: Major (Core) | Type: Theory + Practical | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Extend screenwriting craft toward feature-length and OTT-scale narrative design.
- Deepen character and structural sophistication.
- Develop a professional feature/OTT-pilot screenplay through iterative revision.

Unit I: Advanced Story & Narrative Concepts

Complex thematic architecture, unreliable narration, non-linear and multi-strand narrative design.

Unit II: Advanced Screen Structure

Structural models beyond three-act: modular, network and serialised structures.

Unit III: Character & Scene Development

Advanced character psychology, scene-level craft and dramaturgical economy.

Unit IV: Feature Film & OTT Writing

Long-form feature and OTT-pilot screenplay development.

Unit V: Rewriting, Pitching & Screenplay Development

Script coverage, professional rewriting process and pitch presentation.

Course Outcomes (COs)

CO1: Design complex narrative structures suited to feature/OTT formats.

CO2: Develop psychologically sophisticated characters and scenes.
CO3: Write and substantially revise a feature-length or OTT-pilot screenplay.
CO4: Pitch a screenplay professionally with supporting development materials.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	1	-	-	-	-	-	3	1	-	-	GA1, GA2
CO2	3	-	-	-	-	-	-	3	-	-	-	GA1, GA2
CO3	3	2	-	-	-	-	-	3	2	-	-	GA1, GA2
CO4	2	-	-	1	-	2	-	1	2	-	-	GA2, GA1

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO1MC03 — Advanced Cinematography & Visual Aesthetics

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

Course Objectives

- Extend cinematographic technical command to advanced camera and lighting systems.
- Refine personal visual style through advanced composition and colour work.
- Build a professional cinematography portfolio.

Unit I: Advanced Camera Systems

High-end cinema camera systems, sensor characteristics, HDR/wide-gamut acquisition.

Unit II: Advanced Lenses & Visual Perspective

Specialist lenses, anamorphic characteristics, perspective and optical storytelling.

Unit III: Lighting Design & Cinematic Mood

Advanced motivated lighting design for mood, genre and psychological tone.

Unit IV: Composition, Movement & Visual Continuity

Advanced blocking-camera choreography and visual continuity across a sequence.

Unit V: Colour, Visual Style & Cinematography Portfolio

Look development, on-set colour management and portfolio-scene production.

Course Outcomes (COs)

CO1: Operate advanced cinema-camera and lens systems purposefully.
CO2: Design lighting schemes that convey mood and psychological tone.
CO3: Choreograph camera movement for visual continuity across a sequence.
CO4: Produce a cinematography portfolio scene with a defined visual style.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	3	1	-	-	-	-	3	-	-	-	GA3, GA1
CO2	2	3	-	-	-	-	-	3	-	-	-	GA1, GA3
CO3	2	3	-	-	-	-	-	3	1	-	-	GA1, GA3
CO4	3	3	-	-	-	-	-	3	2	-	-	GA1, GA3

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO1AE04 — Film Research Methodology & Practice-Based Research

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

Course Objectives

- Introduce research methods applicable to film and media studies.
- Build competence in practice-based and practice-led research approaches.
- Prepare students to write a research proposal for the capstone/thesis.

Unit I: Research Concepts & Film Studies

Research paradigms, epistemology and their application to film/media research.

Unit II: Qualitative & Quantitative Methods

Interviews, content analysis, surveys and audience-research methods.

Unit III: Practice-Based & Practice-Led Research

Frameworks for creative practice as a mode of research inquiry.

Unit IV: Data Collection, Analysis & Research Ethics

Data-management, analysis techniques and research-ethics compliance.

Unit V: Research Proposal & Academic Writing

Structuring and writing a formal research/creative-project proposal.

Course Outcomes (COs)

CO1: Distinguish research paradigms relevant to film/media inquiry.
CO2: Select and justify appropriate qualitative/quantitative methods.
CO3: Apply practice-based research framing to a creative project.
CO4: Write a research proposal meeting academic and ethics standards.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	-	-	3	-	-	-	-	-	2	GA4
CO2	-	-	-	1	3	-	-	-	-	-	2	GA4, GA2
CO3	1	-	-	-	3	-	-	-	1	-	2	GA4, GA2
CO4	-	-	-	1	3	-	2	-	-	-	3	GA4, GA2

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA4	GA2
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): seminar presentations, critical essays, mid-term assessment and participation. End-Semester Examination (60%): 3-hour written examination covering all units.

MFO1MD05 — Indian, Regional & Contemporary Screen Cultures

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

Course Objectives

- Deepen understanding of Indian and regional cinema histories.
- Build critical engagement with multilingual and contemporary OTT/digital screen culture.
- Sensitise students to representation and identity debates in Indian screen media.

Unit I: Indian Cinema: Historical Development

Advanced historiography of Indian cinema from its origins to the contemporary industry.

Unit II: Regional & South Indian Cinema

Comparative study of major regional film industries and their aesthetics.

Unit III: Multilingual & Cultural Storytelling

Storytelling traditions across Indian languages and cultural contexts.

Unit IV: Contemporary Indian OTT & Digital Culture

OTT's impact on Indian screen culture, content diversity and audience behaviour.

Unit V: Representation, Identity & Contemporary Debates

Caste, gender, regional and religious representation debates in Indian screen media.

Course Outcomes (COs)

CO1: Trace the historical development of Indian cinema critically.
CO2: Compare major regional cinema traditions and their aesthetics.
CO3: Analyse the impact of OTT on Indian screen culture.
CO4: Evaluate contemporary representation debates in Indian media critically.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	2	-	-	-	2	-	1	-	-	-	-	GA1, GA8
CO2	2	-	-	-	1	-	-	-	-	-	-	GA1
CO3	1	-	-	2	2	-	-	-	1	-	-	GA8, GA1
CO4	-	-	-	2	2	-	3	-	-	-	1	GA8

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): seminar presentations, critical essays, mid-term assessment and participation. End-Semester Examination (60%): 3-hour written examination covering all units.

Semester II – Course Syllabi

MFO2MC01 — Advanced Direction & Performance

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

Course Objectives

- Advance directorial authorship and vision across complex scenes.

- Deepen skill in directing performance for demanding material.
- Direct a fully realised professional-standard scene.

Unit I: Directorial Authorship & Vision

Developing a personal directorial voice and visual/thematic signature.

Unit II: Script Breakdown & Shot Design

Advanced script breakdown and shot design for complex scenes.

Unit III: Blocking, Staging & Camera Direction

Advanced blocking and camera direction integrating performance and visual design.

Unit IV: Casting, Actor Direction & Performance

Advanced casting strategy and nuanced actor direction for demanding material.

Unit V: Directing a Professional Scene

Directing a fully crewed scene to a professional finishing standard.

Course Outcomes (COs)

CO1: Articulate and apply a personal directorial vision to a project.
CO2: Break down and design shots for a complex scene.
CO3: Direct nuanced actor performance for demanding material.
CO4: Direct a fully realised scene to professional standard.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	-	-	-	-	1	-	3	-	-	-	GA1
CO2	2	3	-	-	-	-	-	3	-	-	-	GA1, GA6
CO3	3	2	-	-	-	1	-	3	-	-	-	GA1, GA6
CO4	-	3	-	-	-	2	-	3	3	-	-	GA6, GA1

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO2MC02 — OTT Content Development & Series Production

Category: Major (Core) | Type: Theory + Practical | Credits: 4 | Instructional Hours/Week: 6

Course Objectives

- Advance skill in developing original episodic content for OTT platforms.
- Build competence in season/episode architecture and world-building.
- Develop and pitch an original OTT series concept.

Unit I: OTT Ecosystem & Content Formats

Advanced study of platform strategy, commissioning and content-format innovation.

Unit II: Series Concept & World Building

Building an original series world, tone and format.

Unit III: Season & Episode Architecture

Season arcs, episode architecture and pacing for serialised content.

Unit IV: OTT Production & Content Development

Producing a developed pilot or key scene from an original series.

Unit V: OTT Pitching & Original Series Project

Professional pitch of a complete original-series package.

Course Outcomes (COs)

CO1: Analyse OTT platform strategy and commissioning practice critically.
CO2: Design an original series world and format.
CO3: Architect a season and episode structure for a series concept.
CO4: Pitch a complete, professional original-series package.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	-	3	-	1	-	-	2	-	-	GA1, GA9
CO2	3	-	-	-	-	-	-	2	2	-	-	GA1, GA9
CO3	3	1	-	-	-	-	-	2	2	-	-	GA1
CO4	2	-	-	2	-	3	-	-	3	-	-	GA9, GA1

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO2MC03 — Advanced Editing, Sound, Colour & VFX

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

Course Objectives

- Advance post-production craft across editing, sound, colour and VFX.
- Build an integrated, professional-standard finishing workflow.
- Deliver a fully finished sequence to broadcast/OTT specification.

Unit I: Advanced Editing & Narrative Construction

Advanced narrative construction and rhythm through editing choices.

Unit II: Advanced Sound Design & Post-Production

Advanced sound-design layering and post-production sound workflow.

Unit III: Colour Correction & Colour Grading

Advanced primary/secondary grading and look development.

Unit IV: VFX & Compositing

Advanced compositing, tracking and visual-effects integration.

Unit V: Finishing, Mastering & Delivery

Conform, master and deliver to broadcast/OTT technical specification.

Course Outcomes (COs)

CO1: Apply advanced editing techniques to strengthen narrative construction.
CO2: Design and layer an advanced sound-design track.
CO3: Apply advanced colour-grading technique to develop a visual look.
CO4: Deliver a fully finished, broadcast/OTT-spec sequence.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	2	3	-	-	-	-	-	3	-	-	-	GA3, GA1
CO2	-	3	-	-	-	-	-	3	-	-	-	GA3, GA1
CO3	1	3	-	-	-	-	-	3	-	-	-	GA3
CO4	-	3	1	-	-	-	-	2	3	-	-	GA3, GA1

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO2MS04 — AI Filmmaking, Virtual Production & XR

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

Course Objectives

- Advance responsible use of generative AI across the filmmaking pipeline.
- Build competence in virtual-production and real-time rendering workflows.
- Introduce XR and immersive storytelling techniques.

Unit I: Generative AI for Filmmaking

Advanced generative-AI tools for concept art, previsualisation and asset generation.

Unit II: Prompt Design & AI Previsualisation

Prompt-engineering technique for consistent, controllable AI previsualisation.

Unit III: Virtual Production & Real-Time Rendering

Real-time engine workflows and LED-volume/virtual-set production.

Unit IV: XR & Immersive Storytelling

AR/VR/mixed-reality storytelling formats and production considerations.

Unit V: AI Ethics, Copyright & Professional Practice

Ethics, copyright, disclosure and professional-practice standards for AI-assisted work.

Course Outcomes (COs)

CO1: Apply generative-AI tools purposefully across the production pipeline.
CO2: Design effective prompts for controllable AI previsualisation.
CO3: Execute a virtual-production/real-time-rendering workflow.
CO4: Apply AI ethically with appropriate disclosure and copyright awareness.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	1	3	-	-	-	-	-	-	3	-	GA3
CO2	1	-	3	-	-	-	-	-	-	3	-	GA3
CO3	-	2	3	-	-	-	-	1	-	3	-	GA3
CO4	-	-	2	3	-	-	3	-	-	3	-	GA7, GA3

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA3	GA7
CO1	H	M

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO2MD05 — Film Production Management, Marketing & Distribution

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

Course Objectives

- Advance production-management competence for complex projects.
- Build professional marketing and publicity planning skills.
- Develop a comprehensive release and distribution strategy.

Unit I: Advanced Production Management

Advanced scheduling, budgeting and resource planning for complex productions.

Unit II: Production Coordination & Documentation

Professional production documentation, coordination and compliance.

Unit III: Film Publicity & Marketing

Publicity campaign design, key art, trailers and press strategy.

Unit IV: Festivals, OTT & Digital Distribution

Festival strategy alongside OTT and digital-distribution routes.

Unit V: Release Planning & Audience Strategy

Integrated release plan combining marketing, distribution and audience strategy.

Course Outcomes (COs)

CO1: Plan and manage a complex production's schedule and budget.
CO2: Prepare comprehensive production documentation.
CO3: Design a publicity and marketing campaign for a release.
CO4: Develop an integrated release and distribution strategy.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	2	-	-	-	3	-	1	2	-	-	GA9, GA6
CO2	-	2	-	1	-	2	-	1	2	-	-	GA6
CO3	-	-	-	2	-	3	-	-	2	-	-	GA9
CO4	-	-	-	3	-	3	-	-	3	-	-	GA9, GA6

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): seminar presentations, critical essays, mid-term assessment and participation. End-Semester Examination (60%): 3-hour written examination covering all units.

Semester III – Course Syllabi

MFO3MS01 — Advanced Documentary, Non-Fiction & Experimental Cinema

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

Course Objectives

- Advance documentary and non-fiction production competence.
- Deepen understanding of documentary ethics and representation.
- Explore experimental approaches to non-fiction and field-based work.

Unit I: Documentary Forms & Contemporary Practices

Advanced study of contemporary documentary forms and hybrid non-fiction practice.

Unit II: Research, Treatment & Documentary Development

In-depth research and treatment development for a documentary project.

Unit III: Advanced Interview & Field Techniques

Advanced interview and observational field-production technique.

Unit IV: Ethics, Representation & Documentary Practice

Advanced ethical and representational considerations in documentary practice.

Unit V: Experimental Cinema & Field Production

Experimental non-fiction field production exercise.

Course Outcomes (COs)

CO1: Develop a documentary treatment through advanced research.
CO2: Apply advanced interview and field-production technique.
CO3: Evaluate ethical and representational issues in a documentary project.
CO4: Produce an experimental non-fiction field-production exercise.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	2	-	-	-	3	-	-	-	2	-	1	GA4, GA8

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO2	-	3	-	-	1	-	-	3	2	-	-	GA4
CO3	-	-	-	2	2	-	3	-	1	-	-	GA8
CO4	3	2	-	-	1	-	-	2	3	-	-	GA8, GA4

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA8	GA4
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO3MS02 — OTT Strategy, Audience Analytics & Digital Distribution

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

Course Objectives

- Advance strategic understanding of OTT business and content strategy.
- Build competence in audience-analytics interpretation for strategic decisions.
- Develop a data-informed OTT strategy report.

Unit I: OTT Business & Content Strategy

Platform business models, content investment strategy and portfolio thinking.

Unit II: Audience Research & Analytics

Advanced audience-segmentation and analytics interpretation.

Unit III: Content Discovery & Platform Performance

Discovery algorithms, recommendation systems and performance metrics.

Unit IV: Digital Distribution & Localisation

Digital-distribution strategy and content localisation for varied markets.

Unit V: OTT Strategy Project & Analytics Report

Producing a comprehensive, data-informed OTT strategy report.

Course Outcomes (COs)

CO1: Analyse OTT business and content-investment strategy.
CO2: Interpret audience analytics to inform strategic decisions.
CO3: Evaluate discovery and recommendation-system performance factors.

CO4: Produce a comprehensive OTT strategy and analytics report.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	-	3	-	2	-	-	1	-	-	GA2, GA9
CO2	-	-	-	2	3	-	-	-	1	-	1	GA2
CO3	-	-	1	3	2	-	-	-	-	1	-	GA2
CO4	-	-	-	3	2	2	-	-	1	-	2	GA2, GA9

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA2	GA9
CO1	H	M
CO2	M	H
CO3	H	M
CO4	M	L

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): seminar presentations, critical essays, mid-term assessment and participation. End-Semester Examination (60%): 3-hour written examination covering all units.

MFO3MS03 — Advanced Film Sound, Scoring & Spatial Audio

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

Course Objectives

- Advance sound-design and scoring craft to professional finishing standard.
- Introduce spatial and immersive-audio production techniques.
- Deliver a fully mixed and mastered soundtrack.

Unit I: Advanced Production Sound

Advanced location-sound strategy for complex, multi-source shoots.

Unit II: Sound Design & Sonic Storytelling

Advanced sound design as a narrative and emotional storytelling tool.

Unit III: Film Scoring & Music

Advanced scoring principles, thematic development and music supervision.

Unit IV: Spatial & Immersive Audio

Spatial-audio formats and immersive sound production considerations.

Unit V: Mixing, Mastering & Final Sound

Professional final mix and mastering to delivery specification.

Course Outcomes (COs)

CO1: Plan advanced location-sound strategy for a complex shoot.

CO2: Design sound as an active narrative and emotional device.
CO3: Apply advanced scoring principles to a scene or sequence.
CO4: Deliver a professionally mixed and mastered soundtrack.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	3	-	-	-	-	-	3	-	-	-	GA3
CO2	3	2	-	-	-	-	-	3	-	-	-	GA1, GA3
CO3	2	3	-	-	-	-	-	3	1	-	-	GA1, GA3
CO4	-	3	1	-	-	-	-	3	2	1	-	GA3

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

MFO3SE04 — Creative Leadership, Entrepreneurship & Media Business

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

Course Objectives

- Advance leadership skills for complex creative and production teams.
- Build entrepreneurial competence for independent media ventures.
- Develop professional practice, IP and career-development skills.

Unit I: Creative Leadership & Team Management

Advanced leadership approaches and team management for complex creative units.

Unit II: Media Entrepreneurship & Business Models

Business-model design for production houses, studios and independent ventures.

Unit III: Pitching, Proposals & Industry Development

Professional pitching, project proposals and industry-relationship development.

Unit IV: Intellectual Property & Professional Practice

Copyright, licensing, contracts and IP management for media professionals.

Unit V: Personal Branding & Creative Career Development

Professional identity, portfolio/showreel and long-term career planning.

Course Outcomes (COs)

CO1: Apply advanced leadership approaches to a complex creative team.
CO2: Design a business model for a media venture or production house.
CO3: Prepare a professional pitch and project proposal.
CO4: Apply IP, contract and professional-practice principles to a media project.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	-	-	-	3	1	-	1	-	-	GA6
CO2	-	-	-	1	-	3	-	-	2	-	-	GA9
CO3	1	-	-	-	-	3	-	-	2	-	-	GA9, GA6
CO4	-	-	-	3	-	2	3	-	1	-	-	GA9

Mapping of Graduate Attributes to Course Outcomes

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

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

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): seminar presentations, critical essays, mid-term assessment and participation. End-Semester Examination (60%): 3-hour written examination covering all units.

MFO3RP05 — Capstone Research, Development & Pre-Production

Category: Research Project / Thesis | Type: Practical | Credits: 4 | Instructional Hours/Week: 8

Course Objectives

- Consolidate learning into a fully developed capstone/thesis-film project.
- Produce a complete research-informed pre-production dossier.
- Prepare the project for production and completion in Semester IV.

Unit I: Capstone Concept & Research Development

Selecting and researching an advanced film/OTT/digital-cinema capstone project.

Unit II: Screenplay & Narrative Development

Developing and revising the capstone screenplay/narrative treatment.

Unit III: Visual Development & Previsualisation

Visual treatment, moodboards and previsualisation of key sequences.

Unit IV: Production Planning & Project Management

Detailed budgeting, scheduling and production-documentation planning.

Unit V: Capstone Pitch & Pre-Production Dossier

Presenting a complete, panel-ready pre-production dossier.

Course Outcomes (COs)

CO1: Develop a well-researched capstone project concept and rationale.
CO2: Complete a revised capstone screenplay/narrative treatment.
CO3: Prepare visual development and previsualisation materials.
CO4: Present a complete, professional pre-production dossier for approval.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	2	-	-	-	3	-	-	-	-	-	3	GA4, GA2
CO2	3	-	-	-	-	-	-	3	-	-	2	GA2
CO3	2	2	1	-	-	-	-	2	-	1	2	GA4
CO4	-	2	-	-	-	3	1	-	2	-	3	GA6, GA4

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA4	GA2	GA6
CO1	H	M	H
CO2	M	H	M
CO3	H	M	L
CO4	M	L	H

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Continuous Internal Assessment (40%): studio records, in-class exercises, screenings, viva-voce. End-Semester Practical Examination (60%): submission/screening of practical output, production record and viva-voce by internal and external examiners.

Semester IV – Course Syllabi

MFO4RP01 — Capstone Thesis Film / Professional Project & Industry Internship

Category: Research Project / Thesis | Type: Internship | Credits: 20 | Instructional Hours/Week: 40

Course Objectives

- Independently produce a completed capstone thesis film or equivalent professional project.
- Undertake a full-semester, full-time industry placement or professional production engagement.
- Demonstrate readiness for independent professional practice through a defended final deliverable.

Unit I: Placement/Production Confirmation and Induction

Formal agreement, induction and confirmation of the capstone production plan or host-organisation placement.

Unit II: Principal Production Phase

Sustained full-time production of the capstone project or supervised professional-practice engagement.

Unit III: Mid-Semester Review

Faculty-mentor and (where applicable) industry-supervisor joint review of progress.

Unit IV: Post-Production, Finishing and Portfolio Integration

Completion, finishing and portfolio integration of the capstone/internship work.

Unit V: Final Submission, Screening, Report and Viva-Voce

Final screening/submission, comprehensive report, evaluation and viva-voce defence before an internal-external panel.

Course Outcomes (COs)

CO1: Independently execute a complete capstone thesis film or professional project.
CO2: Function effectively within a professional production or industry environment.
CO3: Respond constructively to mentor and supervisor feedback across the semester.
CO4: Deliver a completed, professional-standard final project or internship output.
CO5: Defend the completed work in a viva-voce before an internal-external panel.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	3	-	-	-	-	-	3	3	-	3	GA1, GA6
CO2	-	2	-	-	-	3	2	-	2	-	-	GA2, GA6
CO3	-	-	-	-	-	1	3	-	-	-	2	GA10, GA1
CO4	2	3	-	-	-	2	-	3	3	-	3	GA6, GA1
CO5	-	-	-	-	2	1	3	-	-	-	3	GA2, GA10

Mapping of Graduate Attributes to Course Outcomes

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

CO	GA1	GA2	GA6	GA10
CO1	H	M	H	M
CO2	M	H	M	L
CO3	H	M	L	H
CO4	M	L	H	M
CO5	L	H	M	H

Teaching–Learning Methods

Advanced lectures, seminars, screenings, demonstrations, studio/lab sessions, location/field work, group and independent production, critiques, presentations, mentoring and project-based/practice-based learning, supported by peer and faculty review.

Assessment

Assessed through mid-semester review, mentor/supervisor evaluation, final project quality/workplace performance, a comprehensive final report and a viva-voce defence, weighted as prescribed in Section 11.3.1.

Annexure V: Model Question Paper Pattern

Theory Courses (End-Semester Examination, 60 marks, 3 hours)

- Part A: 5 short-answer/critical-response questions x 4 marks = 20 marks (answer all; one from each unit).
- Part B: 4 essay-type questions with internal choice x 10 marks = 40 marks (one question from each of four units, with internal choice).

Practical Courses (End-Semester Examination, 60 marks)

- Execution/conduct of the prescribed practical task or submission and screening of the production output: 35 marks.
- Production/process record and documentation: 10 marks.
- Viva-voce (internal + external examiner): 15 marks.

Research Project / Thesis (Semester III–IV) – Evaluation Pattern

- Semester III – Pre-Production Dossier: concept/research (25%), screenplay/narrative development (25%), visual development (25%), final pitch to panel (25%).
- Semester IV – Capstone/Internship: mid-semester review (30%), final project/workplace performance (40%), final report (10%), viva-voce defence before internal-external panel (20%).

Annexure VI: Faculty Requirement Norms

Designation	Minimum Qualification	Primary Responsibility
Professor / Head of School	Ph.D. in Film/Media Studies or equivalent with substantial industry/academic leadership experience	Programme leadership, BoS coordination, curriculum review, capstone panel chair
Associate Professor	Ph.D./M.Phil. or equivalent professional experience in film/media craft	Core advanced theory and studio courses, capstone mentoring
Assistant Professor	Postgraduate degree (M.A./MFA) with research or substantial industry experience	Core and elective theory/studio courses
Adjunct/Visiting Faculty (Industry)	Senior established industry professional (director/DoP/editor/show-runner/producer)	Master classes, studio mentoring, capstone/portfolio review
Capstone Mentor	Faculty member (Assistant Professor or above) or approved senior industry professional	Individual supervision of Semester III–IV capstone thesis film/professional project
Studio/Equipment Technician	Diploma/ITI or equivalent technical training	Equipment maintenance, studio operations support
Laboratory Assistant (Editing/VFX/Sound/Analytics)	Diploma/graduate in relevant technical field	Lab operations, software support, student assistance

Annexure VII: Studios, Laboratories and Equipment

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