Media & Arts

Media & Arts

The College of Media & Arts offers degree programs of Masters of Computer Arts (MCA), Bachelors of Computer Arts (BCA), BS in TV & Film Production (BTF), Bachelors of Fine Arts (BFA), Associate Degree in Computer Arts (ADECA), Associate Degree in TV & Film Production (ADETF), Diploma and Short Courses with the following specializations: Animation & Multimedia, Graphic Design, Media Production, Media Management, Media Journalism, Direction & Production, Drawing & Painting, Print Making & Sculpture, Digital Photography and Social Media. All degree programs are offered at the KIET City Campus in morning timings.

Objectives

Upon completion of the program students would have the capacity to:

- Communicate effectively with clients, project managers, and media production team members in various electronic formats using oral, visual and written methods.
- Identify the features of distribution media such as the internet, visual art forms and their application in media & art projects.
- Describe the phase of the media & art production cycle, from the initial planning stages to the final delivery of a professional product.
- Analyze media & art specific production features in selecting appropriate products to accomplish a specified project goal.
- Apply the principle of graphic design, fine arts, virtual reality, visual arts, information design and usability design in the generation of media & art projects.
- To be master in the Still & Life Drawing using various mediums of sketching and arts for applying them in real life concepts and gestures.
- Design a professional electronic or traditional portfolio that demonstrates writing and design competency in variety of media.
- Build industry experience through our internship program.

Industry Linkages

The college fosters strong collaborative interactions and long-term ties with the industry and other partners on campus and beyond. This includes guest speaker sessions, seminars, mentoring sessions, workshops, projects, faculty hiring and internships. The faculty and students benefit immensely from this interaction of academia and the industry.

Career Opportunities

College of Media & Arts prepare the graduates for employment opportunities in advertising firms, print and news media, TV channels, broadcasting houses, production houses, design centers, publishing companies, architect firms, animation studios, internal design firms, web designing firms, marketing department of leading multinationals, textile, social media and many more...

Graduates of this program would have the technical knowledge and skills that can lead them to pursue careers in the following areas:

- Art Director and Editor
- Creative Director
- TV & Film Motion Graphics
- Special Effect Artist

- Movie Animator
- Multimedia Producer
- Digital Imaging Artist
- Architectural Designer
- Visualizer
- Character Designer and 3D Modeler
- Web Designer and Animator
- 2D and 3D Animator
- Video Games Visual Artist
- Publishing & Production Artist
- Advertising Illustrator
- Fine Art Photography
- Automotive Designer
- Industrial Designer
- Social Media Manager
- Textile Designer & many more...

CMA Societies
- Media and Skit Society (MSS)
- Student Council (SC)
- CMA Debate Society (CMADS)
- CMA Sports Club (SpC)
- Student's Support Society (SSS)
- Media Chronicles
- CMA Design Studio (for commercial industry work)

CMA Activities
- Educational Field Trips
- Workshops
- Annual Functions
- Welcome and Farewell Parties
- News Letter/CMA Journal
- Internal Jury
- Project Displays
- Seminars
- Picnics & Excursions
- Sport Championships
- Debate Competitions
- Event Management
- Picnics and Excursions
- External Jury
- Semester Breakfast
- Photography Exhibitions
- CMA Project Display
- Guest Speaker Session
- Art Competitions
- Travelling

- Collaborative Art Project
- Students Exchange Program

Bachelors in Computer Arts

Bachelors of Computer Arts offer a comprehensive coverage of basic principles of arts, design and multimedia for the final artistic productions. Industry trends indicate an exponential increase in demand for specialists with creative talent, artistic expression, technical expertise, aesthetic sense, and media understanding. With advances in digital technology and its integration with the field of arts, new areas of design and expression have emerged.

Specializations

Graphic Design

The demand for computer graphic design is expected to rise significantly in coming years. That means jobs will open up for workers with the right skills. The Graphic Design specialization focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, color, composition, and typography, through case studies and hands-on exercises.

Animation & Multimedia

The Animation & Multimedia specialization focuses on providing the conceptual, technical, and visual design skills required to create multimedia applications and environments. Students build a strong foundation for a multimedia design career by learning design principles, narrative structure, storyboarding, digital imaging, basic action scripting, video & sound editing, motion graphics & interaction design.

Media Production

The digital revolution has transformed the practices of media production in recent years. Television, radio and the film industries have seized the opportunities offered by digital media. In addition, the twin developments of the Internet and multimedia applications have led to a proliferation of media forms and products.

The specialization in media production offers students both the theoretical foundations and extensive practical skills that they need to assume leadership roles as designers, producers, and critical analysts of digital media.

BS in TV & Film Production

This degree is a four year study program (135-credits) that prepares students to navigate and prosper in rapidly expanding fields of various media productions which include film, digital video production, computer arts etc. The program capitalizes on its ready access to various media organizations; production facilities and practical know how and shared talents of recognized experts in this field.

Specializations

Media Management
Media Management is specifically designed to provide students with the foundation, skills, and competencies required to both understand and function within the complex legal, ethical, economic, and social dimensions of media management. Traditional models of business, creativity and leadership are being challenged. This course meets these challenges. Giving understanding of new and emerging media technologies and evolving corporate structures.

Direction & Production
Direction & Production constitute a vital element of both the film and media studies majors. The curriculum is designed to offer students in-depth understanding of applied aesthetics, creative concepts and technical proficiency through a diverse range of rigorous and practical courses in film, video, television studio, news writing, screenwriting, graphics, layout, and new digital media.

Media Journalism
ABSTRACT Convergence, media cross-ownership and multimedia newsrooms are becoming part of the vocabulary of contemporary journalism-in practice, education, as well as research. The social and cultural context of media in journalism, its meaning for contemporary newsrooms and media organizations, and its current (emerging) practices are analyzed. The goal: to answer the question in what ways "media" impacts upon the practice and self-perception of journalists, and how this process in turn shapes and influences the emergence of a professional identity of media journalism.

Bachelors of Fine Arts

Fine Arts degree is a four-year study program (135 credit hours). This degree prepares students to navigate and prosper in rapidly expanding fields of arts that includes painting and design, sculpture, printmaking etc. The program is defined as a way for all types of pictorial communication. The dictionary meaning is more elaborate & covers both material and all visual communication mediums.

Specializations

Drawing & Painting

Students will learn to develop fundamental perceptual, observational, and compositional skills necessary to create and communicate a range of subject matter, symbols, ideas and concepts using basic knowledge of drawing and painting media, techniques, and the historical and cultural connections. The content includes, but is not limited to safe, responsible and appropriate use of drawing and painting tools; materials and techniques; depiction of images using formal and expressive elements to communicate a range of ideas; reasoning and critical thinking skills; historical and cultural connections; description and comparison of the elements of art and principles of design used in drawings and paintings.

Sculpture

Modeling/sculpture in its fundamental artistic principles. This specialization provides further exploration and application of sculptural media and techniques leading to the understanding of sculptural form and conception. It will be an exploration of the nature of three-dimensional form, as well as learning sculptural materials and technical skills & tools. It will illustrate how art expresses the way in which a civilization develops and reflects the society rather than just the linear way of looking at the masterpieces of sculpture.

As a student in Sculpture, you will have an excellent opportunity to develop a substantial portfolio in sculpture. This portfolio would be advantageous if you choose to major in art.

Print making

The imagery and content of the work varies as much as the different print techniques used to create them. Many artists are known for their art work in other media; this course shows how they bring their own voice and rich ideas to the field of printmaking.

The course illustrates the developmental stages that a print goes through. The focused exploration of printmaking offers audiences an understanding of the richness of the printmaking media and the distinctive signature each technique/method has to offer. It will also explore the range of printmaking media and the importance of printmaking for the modern artist.

Masters in Computer Arts

College of Media & Arts is dedicated to producing digital artists of highest caliber. This is accomplished through progressive curriculum; faculty comprising of well-known artists, curators and working professionals; state-of-the-art fully equipped campus located at the heart of Karachi. Today, with the convergence of media affecting companies across a spectrum of disciplines, there is a growing demand for innovative managers who possess strong leadership skills and an understanding of the new media mix.

The MCA program is designed for media and communications business professionals who seek to build expertise in best management practices and in emerging technology, while acquiring the strategic knowledge required to lead and to manage in an increasingly global environment. Program curriculum covers topics ranging from best management practices, entrepreneurial thinking and executive leadership to managing the media mix, managerial strategies, building a brand, and analysis of innovative technologies. Whether you are preparing to launch a career in media or have prior working experience, you will have the opportunity to customize your course of study, based upon your interests and your professional development goals, through personalized academic advisement.

CMA Achievements

Event	Topic	Participants	Position	Host
First Animated Movie of Paksitan	3 Bahadur-2	Haris Aqeel	CMA student	Sharmeen Obaid Chinoy Films
Asian Peace Film Festival	Independent Film Maker Category	Noman Khanzada and Team	Best Short Film	-
Bekaar Film Production	Short Film	-	CMA's Students	-
National Digital Design Conference's	Logo Competition	Sana Murtaza	1st Prize	-
Pakistan Super League	Official Photographer	Arbaz Khan	-	Pakistan Cricket Board (PCB)
ROTATE Parliamentary Debate	-	24 Teams	Wining champions trophy	Rotary Club
Annual Parliamentary Debate	-	-	-	Ziauddin University
PLAY TV	VJ Hunt Competition	Hassan Qureshi	1st position	-
Declamation Contest	Justice delayed is justice denied		1st Position	KIET, English Dept.
Declamation Contest	-	30 contestants	1st Position	KIET, English Dept.
Declamation Contest	-	-	3rd Position	KIET, English Dept.
Annual Parliamentary Debate	-	Over 30 teams	-	Ziauddin University
Declamation Contest	We are ruled by Media	Over 30 universities	1st Prize	DHA Women College
Fi-LUMS	Short Film Competition	Over 300 Participants	1st position	LUMS - Lahore
International 3D contest	-	All over the world	1st position	Deviantart.com
Documentary Competition	Frustration	Inter-Karachi	1st prize (1 Million)	HEC & Samaa TV
Tameer Bank Competition	Digital Photography	All over Karachi	1st position	Tameer Bank
Youth Art Exhibition	Graphics Designing, Photography & Drama Theater	All over Karachi	1st position in all	Untitled Youth
Bilingual Declamation Contest	Glorious history never leads to glorious future	More than 60 participants	2nd prize	Dream Vision Forum

Few of the Organizations Hiring CMA Students

Premier Graphics & Animation (Int'l)
Blue Fiber (UK)
Robert Bosch GmbH (Canada)
Intercell Advertising Agency (Dubai)
KPI (Dubai)
Twofour54 (Abu Dhabi)
Rangers Marketing (Dubai)
Pixel Production (Afghanistan)
PTV World
GEO TV Channel
AAJ TV Channel
HUM TV Channel
CNBC Pakistan
ARY Digital
TV One
News One
Express TV
Health TV
Oxygen TV channel
Lowe & Rauf – Lintas Films
Media City Productions
Orient McCann Erikson
SUCH TV
AXACT
Beacon House School Systems
Citrus Talent
Ice Animations
Tagsoft
Creative Buzz

Herbion Pakistan
Arif Habib Investments
Avari Hotels
ET studios
Rocket Internet GmbH
Shadab Sound & Shadab Studios
Roadways Productions
Imagine EX
Cygnis Media
Virtue Mark LLC
Lucid Concepts
Rabbit & Carrot

The Zebre Issue
Design Yogis
Antbox
KIET
The Missing Slate
DeVIDA TV
A. Bilgrami Studios
Phantasmagoria Films
Time & Space Media Pvt (Ltd)
Negative Productions
Team NJ
7th Sky Productions

CMA Events

Date	Event Description	Participation / Award
15th Apr 2018	CMA Annual Function "Lolly Pop"	-
31st Jan - 2nd Feb 2018	Olympiad 2018	-
28th Nov2017	Brand Activation Event	Event management
31st Dec 2017	Project Display	-
23rd Jul 2016	CMA Music Function (Sounds of the Sea)	-
15th Feb 2016	Sports week Event	Sport Society
6th - 8th Jan 2016	CMA project Exhibition	Art Display
23RD Mar 2015	Decade	Event Management
21st Marc 2015	Evaluation of poster competition at children's school	Ramsha Iftikhar
16th Feb 2015	Numa	Event Management
25th Feb 2015	Sports Week	Sports Society
24th Feb2015	Master Chef Event	Sports Society

Some of the Guest Speaker Sessions

Topic	Guest Speaker
Russian Art & Culture	**Mr. Yuri Zazulia and Mrs Zazulia** Head of Russian Cultural Centre
How to apply for International Fully Funded Exchange Programs in USA	**Ms. Sara Baig** The United States Educational Foundation in Pakistan
Life & Purpose	**Mr. Raja Zia ul Haq** CEO of non profit oraganization 'Youth club'
The Reading Room	**Mr. Mashall Chaudri** Founder & Head of The Reading Room Project
Motivation	**Mr. Saadi Makhdoom** Educationalist, Life Coach, Motivational Speaker Individual
Interactive Session on Documentary Making	**Mr. Lucius Von Joo** Professor & Director Japanese University
Best Practices in Distance Learning	**Mr. Zohaib Mirza** Director Chicago/Adelaide University, Virtual Campus
Sound Engineering	**Mr. Misbah Qadri** Director/Broadcast Engineer Indus TV Network

Topic	Guest Speaker
Camera & Lighting Techniques	**Mr. Shahid Malik** Director, Top Gear Inc.
Virtual Set Designing	**Ms. Shazia Aslam** Virtual Set Designer, Geo TV
The Reading Room	**Mashall Chaudhri** Founder & Head of The Reading Room Project The Reading Room Project
Motivation	**Saadi Makhdoom** Educationist, Life Coach, Motivational Speaker Individual
Scope of Animation	**Mr. Junaid Baig** Technical Director One World Film Net.
The Reading Room Project	**Ms. Mashall Chaudhri** Head of "The Reading Room Project"
Virtual Set Designing	**Ms. Shazia Aslam** Virtual Set Designer, Geo TV

Bachelor in Computer Arts (BCA)

The BCA 4 years degree program is offered at City Campus in the mornings. The program meets the HEC and international standards for full-length 4-year bachelor's degree. With advances in digital technology and its integration with the field of arts - new technical avenues and areas have been formed. These include Graphic Design, Media Production, Animation and Multimedia. This program is geared towards harnessing a work force, which will meet the ever-increasing demand in these specialized areas.

Eligibility: Intermediate 2nd Div., A-Levels or equivalent

YEAR -1

Semester I
AR101	History of Design
DE101	Basic Design
COM301	English- 1 (Proficiency Development)
FA101	Still Life Drawing
CA101	Digital Drawing & Illustration- 1
DE102	Color Theory

Semester II
FA102	Figure Drawing
MSC102	Media Psychology
CA102	Digital Drawing & Illustration- 2
MMK101	Media Marketing
COM302	English- 2 (Public Speaking)
DE103	Packaging Graphics

YEAR -2

Semester III
MMK201	Media Advertising
AR201	Story Boarding
MM201	Introduction to Animation & Multimedia
CA201	Digital Image Manipulation
ECR509	English-3 (OC&RW)
DE201	Typography

Semester IV
MP451	Music Production
DE202	Advertising Designs
AR202	Printing Procedure
MMK202	Media Branding
CA202	Digital Photography
CA203	2D Animation for Digital Media

Curriculum Structure

Area	Cr. Hr.
Computer Art	33
Design	24
Multimedia	15
Marketing	09
Communication	9
Arts	09
Fine Arts	06
Social Sciences	09
Electives	12
Projects	06
Internship	03

YEAR -3

Semester V
CA301	3D Modeling & Animation Techniques
CA302	Web Site Development
CA303	Non-Linear Editing
MM301	Research & Media Planning
DE301	Advance Media Concepts
DE302	Copy writing

Semester VI
CA304	Advance 3D Modeling
DE303	Advance Media Concepts-2
MM302	Digital Movie Making
SSC302	Media Ethics
SSC3315	Pakistan & Islamic Studies
MM401	Gamification

YEAR -4

Semester VII
CAI	Video for Visual Effects
CAI	Advance Animation Techniques
ELE	Elective- 1
ELE	Elective- 2
IPTD313	Project

Semester VIII
	Internship
ELE	Elective- 3
ELE	Elective- 4
IPTD413	Project- 2

Degree Structure

Duration	4 Years
Projects	2
Internships	1
Course Cr. Hrs.	126+9
Eligibility	Intermediate with 2nd Did. min., A-Levels or equivalent

Location: City Campus
Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Associate Degree in Computer Arts

Current Intermediate / A 'levels passed students.

Professionals having intermediate certificate & want to complete their Bachelors in less time.

Professional who have done Bachelors degree (B.A, B.Com) and want to have the degree in the relevant field of Media & Arts. Professionals who want to change their profession. People who would like to establish their business.

Eligibility: Intermediate 2nd Div. or equivalent A-level

YEAR -1

Semester I
DE101	Basic Design
COM1301	English- 1 (Proficiency Development)
FA101	Still Life Drawing
CA101	Digital Drawing & Illustration- 1
DE102	Color Theory
SSC3315	Pakistan & Islamic Studies

Semester II
MSC102	Media Psychology
CA201	Digital Image Manipulation
COM1302	English- 2 (Public Speaking)
DE103	Packaging Graphics
FA102	Figure Drawing
MMK101	Media Marketing

YEAR -2

Semester III
MM201	Introduction to Animation & Multimedia
AR202	Printing Procedure
AR201	Story Boarding
DE201	Typography
CA202	Digital Photography

Semester IV
DE202	Advertising Designs
MMK202	Media Branding
ELE	Elective- 1
ELE	Elective- 2
IPTD313	Project

Specializations

Graphic Designing
DE301	Advance Media Concepts-1
GD458	Editorial Design
GD457	Branding Graphics
GD450	Designing for Mass Production
DE302	Copywriting
CA302	Web Site Development
GD460	Digital Media Communication

Media Production
CA303	Non-Linear Editing
MM302	Digital Movie Making
CA401	Video for Visual Effects
DE303	Advance Media Concepts-2
MP456	Experimental Film Making
MM401	Gamification
TF303	Camera & Space

Degree Structure

Duration	2 Years
Project	1
Electives	2
Course Cr. Hrs.	60+6
Eligibility	Intermediate with 2nd Div. min., A-Levels or equivalent

Location: City Campus (Morning program)

Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice

Bachelor of Science in TV & Film Production (BS-TF)

The TV & Film Production degree is a 4-years study program that prepares students to navigate and prosper in rapidly expanding fields of various media productions which includes film, digital video production, computer arts, etc. The program capitalizes on its ready access to various media organizations; production facilities and practical know how and shared talents of recognized experts in this field.

Eligibility: Intermediate 2nd Div. or equivalent A-level.

YEAR -1 — CR-H

Semester I

AR101	History of Arts	
DE101	Basic Design	
COM301	English-1 (Proficiency Development)	
FA101	Still Life Drawing	
CA101	Digital Drawing & Illustration-1	
DE102	Color Theory	

Semester II

FA102	Figure Drawing	
MSC102	Media Psychology	
CA102	Digital Drawing & Illustration-2	
MMK101	Media Marketing	
COM302	English-2 (Public Speaking)	
DE103	Packaging Graphics	

YEAR -2 — CR-H

Semester III

MMK201	Media Advertising	
AR201	Story Boarding	
MM201	Introduction to Animation & Multimedia	
CA201	Digital Image Manipulation	
ECR6509	English-3 (OC&RW)	
DE201	Typography	

Semester IV

MP451	Music Production	
DE202	Advertising Designs	
AR202	Printing Procedure	
MMK202	Media Branding	
CA202	Digital Photography	
CA203	2D Animation for Digital Media	

Curriculum Structure

Area	Cr. Hr.
Computer Art	24
TV & Film	15
Design	18
Fine Art	6
Multimedia	15
Social Sciences	9
Marketing	9
Communication	9
Arts	9
Electives	12
Internship	3
Projects	6

YEAR -3 — CR-H

Semester V

CA303	Non-Linear Editing	
MM301	Research & Media Planning	
TF301	Lighting the Sets	
TF302	Screenplay & Script Writing	
TF303	Camera & Space	
TF304	History of TV & Film	

Semester VI

MM302	Digital Movie Making	
SSC302	Media Ethics	
SSC3315	Pakistan & Islamic Studies	
TF305	Directing Actors for TV & Films	
DE303	Advance Media Concepts-2	
MM401	Gamification	

YEAR -4 — CR-H

Semester VII

CA401	Video for Visual Effects	
CA301	3D Modeling & Animation Techniques	
ELE	Elective- 1	
ELE	Elective- 2	
IPTD313	Project-1	

Semester VIII

IPTD407	Internship	
ELE	Elective-3	
EIE	Elective-4	
IPTD413	Project-2	

Degree Structure

Durations	: 4 Years
Projects	: 2
Internships	: 1
Course Cr. Hrs.	: 126+9
Eligibility:	: Intermediate with 2nd Div. min., A-Levels or equivalent

Location: City Campus

Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Associate Degree in TV & Film Production

Current Intermediate / A 'levels passed students.
Professionals having intermediate certificate & want to complete their Bachelors in less time.
Professional who have done Bachelors degree (B.A, B.Com) and want to have the degree in the relevant field of Media & Arts. Professionals who want to change their profession. People who would like to establish their business.

Eligibility: Intermediate 2nd Div. or equivalent A-level

YEAR -1

Semester I

TF304	History of TV & Film
AR201	Story Boarding
CA201	Digital Image Manipulation
CA303	Non-Linear Editing
COM1301	English- 1 (Proficiency Development)
SSC3315	Pakistan & Islamic Studies

Semester II

SSC102	Media Psychology
MM302	Digital Movie Making
TF301	Lighting the Sets
COM1302	English- 2 (Public Speaking)
MM201	Introduction to Animation & Multimedia
TF302	Screenplay & Script writing

YEAR -2

Semester III

MMK101	Media Marketing
TF305	Directing Actors for TV & Film
CA401	Video for Visual Effects
SSC302	Media Ethics
CA301	Basic 3D Modeling & Animation

Semester IV

MM301	Research & Media Planning
MMK202	Media Branding
ELE	Elective- 1
ELE	Elective- 2
IPTD313	Project

Specializations

Direction & Production

MP452	Theatre
MP456	Experimental Film Making
MP451	Musical Video
MP450	Documentary Making
MP458	Creating Reality Television
MMA450	Media Business

Social Media

GD460	Digital Media Communication
SM401	Social Media Graphics
SM402	Creative Writing Graphics
SM403	Online Editorial Writing & Editing
SM404	Social Media Strategies
SM405	Social Media & Gamification

Degree Structure

Duration	2 Years
Project	1
Electives	2
Course Cr. Hrs.	60+6
Eligibility	Intermediate with 2nd Div. min., A-Levels or equivalent

Location: City Campus (Morning program)

Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice

Bachelor in Fine Arts (BFA)

YEAR -1   CR-H

AR101	History of Arts
DE101	Basic Design
COM301	English- 1 (Proficiency Development)
FA101	Still Life Drawing
CA101	Digital Drawing & Illustration- 1
DE102	Color Theory
FA102	Figure Drawing
FA103	Introduction to Sculpture
CA102	Digital Drawing & Illustration- 2
MMK101	Media Marketing
COM302	English- 2 (Public Speaking)
DE103	Packaging Graphics

YEAR -2   CR-H

AR201	Muslim Art & Culture
AR202	Study of Visual Art Forms
FA201	Miniature-1
FA202	Introduction to Painting
FA202	Sculpture in Clay
FA204	Print Making
SSC102	Media Psychology
TE201	Photography in Art Design
FA205	Miniture-2
FA206	Mixed Media and One Stroke Painting
FA207	Relief Printing (Monotype and Color)
FA208	Wood & Stone Carving

Curriculum Structure

Area	Cr Hr
Fine Arts (FA)	66
Design (DE)	12
Computer Art (CA)	6
Marketing (MKT)	3
Communication (COM)	9
Arts (AR)	18
Social Sciences (SSC)	3
Electives	12
Internship	3
Project	3

YEAR -3   CR-H

AR301	Art Critic
ECR6509	English-3 (OC&RW)
FA302	Advance Figure Drawing
FA303	Landscape Painting in Acrylic/Oil
FA304	Caramic Sculpture
FA305	Printing (Etching)
AR302	Art & Cultural Studies
FA306`	Illustration
FA307	Abstract & Impressionist Painting
FA308	Mould Making
FA309	Print Making (Lino)

YEAR -4   CR-H

AR401	Study of Arts in New Media
FA402	Portrait Paintings
FA403	Print Making (Screen)
ELE	Elective- 1
ELE	Elective- 2
IPTD407	Internship – 1
FA408	Live-Size Figure Modeling
ELE	Elective- 3
ELE	Elective- 4
IPTD413	Project- 1

Degree Structure

Durations	: 4 Years
Projects	: 2
Internships	: 1
Course Cr. Hrs.	: 135
Eligibility:	: Intermediate 2nd Division or equivalent A levels

Location: City Campus
Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

MCA Program
(For 2 years Bachelor Degree BA, BSc., B.Com etc.)

Master in Computer Arts is offered in morning and weekends at City Campus. Eligibility for this program is 2 years bachelors degree. The program is designed to prepare students for career in Management cadre with expertise in Media plus Arts for competitive and business advantages. Graduates of this program obtain skills in general management, media production, marketing and media management.

YEAR -1   CR-H

Semester I

MM501	Media Marketing	
ECR6509	English-3 (OC&RW)	
ADE501	Adv. Color Theory	
ADE502	Adv. Basic Design	
AFA501	Mix Media Drawing & Painting	
ACA501	Digital Drawing & Illustration-1	

Semester II

AMS501	Adv. Media Psychology	
MM502	Media Advertising	
ACA501	Electronically Enhanced Imaging	
ADE503	Adv. Packaging	
AAR501	Adv. Story Boarding	
ADE504	Adv. Typography	

YEAR -2   CR-H

Semester III

MM601	Media Branding	
AAR601	Adv. Printing Procedure	
ACA502	Adv. Digital Photography	
MM602	Introduction to animation	
ACA503	Adv. Non- Linear Editing	
ADE601	Adv. Advertising Design	

Semester IV

ASSC601	Adv. Media Ethics	
AMM601	Adv. Research & Media Planning	
ATF501	Adv. Screenplay & Scriptwriting	
AMM602	Adv. Digital Movie Making	
ACA504	Adv. Video for Visual Effects	
ADE402	Adv. Media Concepts	

Curriculum Structure

Area	Cr Hr
Advance Fine Arts (FA)	3
Multimedia (MM)	12
Advance Design (ADE)	18
Communication (COM)	3
Advance TV & Film (ATF)	3
Advance Arts (AAR)	6
Advance Computer Arts (ACA)	15
Advance Multimedia(AMM)	6
Advance Social Sciences (ASSC)	6
Computer Art (CA)	3
Elective	3
Project	6

YEAR -3   CR-H

Semester V

ACA701	Digital Media Communication	
ELE	Elective- 1	
ELE	Elective- 2	
ELE	Elective-3	
IPTD	Project	

YEAR -4   CR-H

AR401	Study of Arts in New Media	
FA402	Portrait Paintings	
FA403	Print Making (Screen)	
ELE	Elective- 1	
ELE	Elective- 2	
IPTD407	Internship – 1	
FA408	Live-size Figure Modeling	
ELE	Elective- 3	
ELE	Elective- 4	
IPTD413	Project / Thesis	

Degree Structure

Duration	3.5 years
Course Cr Hr	84
Project	6 Credit Hours
Eligibility minimum	Graduate with 2nd Div.

Location: City Campus
Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

MCA Program
(For 4 years Bachelor Degree - BBA, BCA, BTF, BFA)

YEAR -1   CR-H

Set A
Semester I

MM501	Media Analysis & Marketing Management	
MM502	Professional Management in Media Industry	
COM501	HRM Communications	
COM502	Science of Organizational Behavior	
MM503	Strategic Media Management	

Semester II

ACA501	Digital Media Communication
MM504	Gamification
COM503	Global Marketing
MM505	Strategic Media Marketing
ELE	Elective- 1

Semester III

ELE	Elective- 2
ELE	Elective-3
IPTD	Project

YEAR -2   CR-H

Set B
Semester I

ACA501	Electronically Enhanced Imaging
AFA501	Mix Media Drawing & Painting
ADE501	Adv. Color Theory
ACA502	Adv. Digital Photography
ATF501	Adv. Screenplay & Scriptwriting

Semester II

ACA501	Digital Media Communication
MM504	Gamification
ACA503	Adv. Non-Linear Editing
ACA504	Adv. Web Development
ELE	Elective- 1

Semester III

ELE	Elective- 2
ELE	Elective-3
IPTD	Project

Curriculum Structure

Area	Cr Hr
Set A	
Multimedia (MM)	15
Communication (COM)	9
Advance Computer Arts (ACA)	3
Electives	9
Project	6
Set B	
Advance Computer Arts (ACA)	15
Advance Fine Arts (FA)	3
Advance Design (ADE)	3
Advance TV & Film (ATF)	3
Multimedia (MM)	3
Elective	9
Project	6

Degree Structure

Durations	: 1.5 Years
Course Cr. Hrs.	: 42
Projects	: 6 Credit Hours
Eligibility:	: 4 years degree

Location: City Campus
Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Substitute Courses

Semester I	Semester II
Media & Arts	Media & Arts
Media & Arts	Media & Arts
Media & Arts	Management Sciences
Media & Arts	Elective- 1
Management Sciences	Elective- 2
Management Sciences	Elective-3
	Project

Post Graduate Diploma in Media & Arts

The Post Graduate Diploma in Media & Arts is part of an articulated program in media arts and production that includes graphic design, moving image, sound, digital media and interaction, and the interplay among these media.

This course aims to provide students with core skills in moving image, digital media or sound production; expertise in one area of media arts and production; a capacity to think creatively and critically about, and contribute to, developments within the media industries; an awareness of industry practices in print & electronic media production; the capacity to develop and critically revise their own work; and project management skills in the context of a media project.

YEAR -1

Semester I

CA101	Digital Drawing & Illustration- 1
AR201	Story Boarding
FA101	Still Life Drawing
MMK101	Media Marketing
AR202	Printing Procedure

Semester II

FA102	Figure Drawing
MM302	Digital Movie Making
CA201	Digital Image Manipulation
CA203	2D Animation for Digital Media
CA303	Non-Linear Editing

Degree Structure

Durations	: 1 Year
Courses	: 10
Credit Hours	: 30
Eligibility	: Bachelors with 2nd Div. minimum

Location: City Campus
Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Specializations

Computer Arts

Animation & Multimedia

AM450	VFX Animation
AM451	Character Animation
AM452	Advance Materials
AM453	3D Modeling for Interior Architects & Design
AM454	Cell Animation
AM455	Post Production for Animation
AM456	Advance Character Animation
AM457	Cinema 4D
AM458	Sculpting surfaces in 3D
AM459	Hard surface modeling
AM460	Organic / Character modeling
AM461	3D Environment Artist
AM462	Digital sculptor
AM463	Low-poly modelling
AM464	CAD Modeling
AM457	Cinema 4D
AM458	3D Pen Modeling & Sculpture
AM459	3D Printing
AM460	Animating Surfaces
AM461	Digital Sets & Set Extensions
AM462	Lighting, Reflection and Post
AM463	Processing Effects & Dynamics
AM464	Hair & Fur Artist
AM465	Lighting & Rigging
AM466	3D Animation Director
AM467	Powerful Dynamics in 3D
AM468	Particles and Dynamics

Graphic Design

GD450	Designing for Mass Production
GD451	Dynamic Figure Drawing
GD452	Advance Illustration
GD454	Layouting Techniques
GD455	Mixed Media
GD456	Advance Digital Photography
GD457	Branding Graphics
GD458	Editorial Design
GD459	Strategic Advertising
MMA451	Marketing Management
MMA453	Consumer Behavior

Media Production

TF301	Lighting the Sets
TF302	Screenplay & Scriptwriting
TF304	Broadcast Program Management
TF306	Advance Camera Techniques
MP450	Documentary Making
MP451	Musical Video
MP452	Non Narrative Film Making
MP453	Business Broadcast
MP454	TV program & Product Development
MP455	Digital Portfolio Preparation
MP456	Experimental Film Making
TF301	Lighting the Sets
TF302	Screenplay & Script Writing
TF303	Camera & Space
MM401	Gamification
TF457	Advance Film Editing
TF458	Film Sales & Distribution
TF459	Pro Visual Effects

TF460	Compositing Plus
TF461	Director's Craft
TF462	Stereoscopic Filmmaking
TF463	Online Feature Screenwriting
TF464	Cinema Directing
TF465	Online & Social Media Productions
TF466	Acting for Film & Film Analysis
TF467	Working with a film crew
TF468	Business of Film Making
TF469	Sound Editing & Design
TF470	Collaborative Film Making

Social Media

GD460	Digital Media Communication
SM401	Social Media Graphics
SM402	Creative Writing Graphics
SM403	Online Editorial Writing & Editing
SM404	Social Media Strategies
SM405	Social Media & Gamification
SM460	Video Storytelling For Social Media
SM461	Facebook Advertising Blueprint
SM462	Crafting Social Media Contagious Content
SM463	Changing Political Attitude through Social Media.
SM464	Business of Social Media
SM465	Social Media Ethics
SM466	Digital Marketing Strategy
SM467	Online Entrepreneur
SM468	Social Media Management

Specializations

TV & Film Production

Media Management
MMA450	Production Management
MMA451	Marketing Management
MMA452	Media Sales & Distribution Management
MMA453	Consumer Behavior
MMA454	Project Management
MMA455	Client Service Management
TF456	Event Management
GD459	Strategic Advertising
SSC303	Strategic Management

Direction & Production
MP455	Digital Portfolio Preparation

MP450	Documentary Making
MP451	Musical Video
DP451	Producing for Film & Television
DP452	Studio and Remote Audio Production
DP453	Directing Fiction Films
DP454	Choreography
CA301	3D Modeling & Animation Techniques
CA302	Web Production

Media Journalism
MJ450	TV Scriptwriting for Training and Communication
MJ451	Public & Corporate Relations

MJ452	Economic & Financial Reporting
MJ453	Journalism
MJ454	Creative Writing
MJ455	Editorial Writing & Editing
MJ456	Radio News Reporting & Production
MJ457	Political Communication and Public Information
MJ458	Writing and Story Telling
MJ459	Journalism and Communications
MJ460	Online & Social Media Journalism
MJ461	Communication, Media & PR
MJ462	Media Yellow Journalism

Fine Arts

Drawing & Painting
MMA450	Mixed Media Drawing & Printing
MMA451	Painting Wildlife & Animals
MMA452	Advance Landscape Painting
MMA453	Realism & Representation Painting
MMA454	Advance Cloth Figure Painting
MMA455	Advance Water Color Painting
SSC303	Fine Arts Heads & Hands

Sculpture
DP450	Clay Advance Techniques
DP451	Welded & Fabricated Sculpture

DP452	Advance Ceramic Sculpture
DP453	Metal / Art Jewelary
DP454	Advance Mould Making Techniques
DP455	Expression in Clay
DP456	Collaborative Projects

Print Making
SS450	Etching Advance Techniques
SS451	Silkscreen Advance Techniques
SS452	Relief Advance Printing
SS453	Lithography
SS454	Portfolio Making

Specializations

MCA-Media & Arts

Media Production
The work of Great Directors
Research & Writing for Documentary
Print Media Production
Advance Digital Imaging Techniques
Post Production Computer Editing
Fundamentals of Performing Arts
Advance Business Photography

Media Management
Management Public Relation
Event Management
Strategic Media Management
Media Research & Public Opinion

Social Media Management
International Media Relations
Project Management

Media Marketing
Advertising
Analysis of International Consumer
Brand Management
Consumer Behavior
Industrial Marketing
International Marketing
Personal Selling
Retail Management
Sales Management

Services Marketing
Social Media Marketing
Marketing Management

Digital Photography
Fundamental of Digital Photography
Business of Photography
Studio Lighting
Natural & Landscape
Lighting for Commercials
Photo Journalism
Photoshop for Photographers
Night Photography
Still/Moving