

BA (Honours) in Media, Arts and Design

Courses		Theory	Tutorial	Practical	Credits
Semester 1					
ADG 101	South Asian Culture and Social Fabric	4	-	-	4
ADG 102	Understanding Facets of Communication	3	1	-	4
ADG 103	Creative Writing and Content Generation	3	1	-	4
ADG 104	Fine Arts and Creativity in Drawing and Painting	2	-	2	3
ADG 105	Performing Arts and Music in SAARC Nations	2	-	2	3
ADG 106	Digital Media and Artificial Intelligence	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
		18	2	6	23
Semester 2					
ADG 107	Socio-political History of SAARC Nations	4	-	-	4
ADG 108	Media Evolution and Growth in 21st Century	3	1	-	4
ADG 109	Soft Skills and Personality Development	3	1	-	4
ADG 110	Basics of Research in Media, Arts and Design	2	-	2	3
ADG 111	Theatre and Puppetry for creative communication	2	-	2	3
ADG 112	Visual Communication and Graphic Design	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
	ITSA (Introduction to South Asia)	2	-	-	2
		20	2	6	25
Semester 3					
ADG 201	Organizational Structure and Media Management	4	-	-	4
ADG 202	Entrepreneurship in Media, Arts and Design	3	1	-	4
ADG 203	Environment, Climate Change and Health	3	1	-	4
ADG 204	Audio-Video Production Techniques	2	-	2	3
ADG 205	Dance Forms in South Asia - A Cultural Tribute	2	-	2	3
ADG 206	Art Appreciation and Cultural Connections	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 207	Summer Training/Field Study		-	-	2
		18	2	6	25
Semester 4					
ADG 208	Policy, Governance and Development Issues	4	-	-	4
ADG 209	Gender Issues in Social and Creative Arena	3	1	-	4
ADG 210	Laws and Ethics in Media, Arts and Design	3	1	-	4
ADG 211	Social Media for Networking and Promotion	2	-	2	3
ADG 212	Fashion Design, Styling and Presentation	2	-	2	3
ADG 213	Appreciation of Films and Creative Content	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
	Total	18	2	6	23
Credits (Year 1 and 2) – 2 years					96

Track 1: JOURNALISM AND WRITING STYLES

Courses		Theory	Tutorial	Practical	Credits
Semester 5					
ADG 301	Political Economy, Media and Culture	4	-	-	4
ADG 302	Media Spectrum and Contemporary Trends	3	1	-	4
ADG 303	Journalism Concepts and Practices	3	1	-	4
ADG 304	Fundamental of Reporting and Editing	2	-	2	3
ADG 305	Visual Images and Cinematography	2	-	2	3
ADG 306	Video Editing and Sound Practices	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
AGD 307	Summer Training/Field Study	-	-	-	2
		18	2	6	25
Semester 6					
ADG 318	Global Media and Geo-Political Issues	4	-	-	4
ADG 319	Freedom of Expression and Legal-Ethical Issues	3	1	-	4
ADG 320	Development Journalism for Sustainability	3	1	-	4
ADG 321	Digital Technology and Multi-Media Journalism	2	-	2	3
ADG 322	Communication and Media Research	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 323	Dissertation/Major Research Project	-	-	8	4
		16	2	12	24
Semester 7					
ADG 401	Strategic Communication for Global Objectives	4	-	-	4
ADG 402	Media and Information Literacy	3	1	-	4
ADG 403	Data Journalism and Visualization	3	1	-	4
ADG 404	Broadcasting Content and Podcasting	2	-	2	3
ADG 405	News Content for Video and TV Channels	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 406	Summer Training/Internship/Field Study	-	-	-	3
		16	2	4	23
Semester 8					
ADG 424	Portfolio (Political Journalism/Election Journalism/Investigative Journalism/Lifestyle Journalism/Sports Journalism/Business Journalism/Art and Culture Journalism)	-	-		8
ADG 425	Production (Newspaper/Magazine/Radio News Bulletin/TV News Bulletin/Documentary/Short film)	-	-		8
ADG 426	Viva Voce	-	-		6
	Industry Engagement	-	-	-	-
Total					22
Credits (Year 3 and 4) – 2 years					94
Total Credits – 4 Years					190

Track 2: MEDIA MANAGEMENT

Courses		Theory	Tutorial	Practical	Credits
Semester 5					
ADG 301	Political Economy, Media and Culture	4	-	-	4
ADG 302	Media Spectrum and Contemporary Trends	3	1	-	4
ADG 308	Basics of Macro and Microeconomics	3	1	-	4
ADG 309	Principles and Practices of Management	3	-	-	3
ADG 305	Visual Images and Cinematography	2	-	2	3
ADG 306	Video Editing and Sound Practices	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 307	Summer Training/Field Study	-	-	-	2
		19	2	4	25
Semester 6					
ADG 318	Global Media and Geo-Political Issues	4	-	-	4
ADG 324	Business Laws and Ethical Issues	3	1	-	4
ADG 325	Media Enterprises and Organisational Behaviour	3	1	-	4
ADG 326	Media Ownerships and Business Intelligence	3	-	-	3
ADG 327	Media and Business Research Methods	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 323	Dissertation/Major Research Project	-	-	8	4
		17	2	10	24
Semester 7					
ADG 401	Strategic Communication for Global Objectives	4	-	-	4
ADG 407	Media Economics and Marketing	3	1	-	4
ADG 408	Business Promotion and PR Tools	3	1	-	4
ADG 409	Innovative Advertising on Multiple Platforms	2	-	2	3
ADG 410	Content Distribution and Digital Applications	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 406	Summer Training/Internship/Field Study	-	-	-	3
		16	2	4	23
Semester 8					
ADG 427	Portfolio (Business Plan to set up a media enterprise/Advertising Plan to boost your media entity/Circulation Plan to enhance circulation of your newspaper/Promotional plan to monetise your YouTube channel)	-	-	-	8
ADG 428	Production (Advertisements for Print/Radio/TV/Digital/Film/Social Media)	-	-	-	8
ADG 426	Viva Voce	-	-	-	6
	Industry Engagement	-	-	-	-
		Total			22
		Credits (Year 3 and 4) – 2 years			94
		Total Credits – 4 Years			190

Track 3: PERFORMING ARTS AND AESTHETICS

Courses		Theory	Tutorial	Practical	Credits
Semester 5					
ADG 301	Political Economy, Media and Culture	4	-	-	4
ADG 310	Art Spectrum and Contemporary Trends	3	1	-	4
ADG 311	Musicology in Cultural Context	3	1	-	4
ADG 312	Indian Vocal and Instrumental Music	2	-	2	3
ADG 305	Visual Images and Cinematography	2	-	2	3
ADG 306	Video Editing and Sound Practices	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 307	Summer Training/Field Study	-	-	-	2
		18	2	6	25
Semester 6					
ADG 328	Global Art Traditions and Contemporary Practices	4	-	-	4
ADG 329	Performing and Visual Arts: Laws and Ethics	3	1	-	4
ADG 330	Dramatics, Theatre Techniques and Design	3	1	-	4
ADG 331	Film Music in India: Singing and Recording	2	-	2	3
ADG 332	Art Theories and Research Methods	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 323	Dissertation/Major Research Project	-	-	8	4
		16	2	12	24
Semester 7					
ADG 411	Cultural Communication for Global Objectives	4	-	-	4
ADG 412	Art Economics, Marketing and Management	3	1	-	4
ADG 413	Dance Production and Management	3	-	2	4
ADG 414	Choreography for Film, TV and Stage	2	-	2	3
ADG 415	Acting Styles and Voice Modulation	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 406	Summer Training/Internship/Field Study	-	-	-	3
		16	1	6	23
Semester 8					
ADG 429	Portfolio (Planning and Management to set up an art enterprise/to organise a music concert/to choreograph a folk or group dance/to organise a theatre performance)	-	-		8
ADG 430	Production (Music/Dance/Theatre/Puppetry/Storytelling/Stand-up Comedy)	-	-		8
ADG 426	Viva Voce	-	-		6
	Industry Engagement	-	-	-	-
	Total				22
	Credits (Year 3 and 4) – 2 years				94
	Total Credits – 4 Years				190

Track 4: VISUAL DESIGN AND FINE ARTS

Courses		Theory	Tutorial	Practical	Credits
Semester 5					
ADG 301	Political Economy, Media and Culture	4	-	-	4
ADG 310	Art Spectrum and Contemporary Trends	3	1	-	4
ADG 313	Historical Perspectives on Visual Arts	3	1	-	4
ADG 314	Visual Communication Design	2	-	2	3
ADG 305	Visual Images and Cinematography	2	-	2	3
ADG 306	Video Editing and Sound Practices	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 307	Summer Training/Field Study	-	-	-	2
		18	2	6	25
Semester 6					
ADG 328	Global Art Traditions and Contemporary Practices	4	-	-	4
ADG 329	Performing and Visual Arts: Laws and Ethics	3	1	-	4
ADG 333	Perspective Drawing, Sketching and 3D Illustration	3	1	-	4
ADG 334	Applied Art for Commerce and Creativity	2	-	2	3
ADG 332	Art Theories and Research Methods	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 323	Dissertation/Major Research Project	-	-	8	4
		16	2	12	24
Semester 7					
ADG 411	Cultural Communication for Global Objectives	4	-	-	4
ADG 412	Art Economics, Marketing and Management	3	1	-	4
ADG 416	Styles and Mediums of Painting	2	-	4	4
ADG 417	Basics of Sculpture and Composition Skills	2	-	2	3
ADG 418	Applied Sculpture and Studio Practice	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 406	Summer Training/Internship/Field Study	-	-	-	3
		15	1	8	23
Semester 8					
ADG 431	Portfolio (Planning and Management to set up an art enterprise/to organise a painting exhibition/to conduct an art camp/to display art and craft exhibits and sculpture)	-	-		8
ADG 432	Production (Drawing, Sketching, Painting, Sculpture, Art and Craft Objects)	-	-		8
ADG 426	Viva Voce	-	-		6
	Industry Engagement	-	-	-	-
	Total				22
	Credits (Year 3 and 4) – 2 years				94
	Total Credits – 4 Years				190

Track 5: SCREEN PRODUCTION AND AI

Courses		Theory	Tutorial	Practical	Credits
Semester 5					
ADG 301	Political Economy, Media and Culture	4	-	-	4
ADG 315	Foundations of Screen Production	3	1	-	4
ADG 316	Screen Language and Visual Storytelling	3	1	-	4
ADG 317	Introduction to Artificial Intelligence for Media	2	-	2	3
ADG 305	Visual Images and Cinematography	2	-	2	3
ADG 306	Video Editing and Sound Practices	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 307	Summer Training/Field Study	-	-	-	2
		18	2	6	25
Semester 6					
ADG 335	Writing and Directing for the Screen	4	-	-	4
ADG 336	Screen Production: Laws and Ethics	3	1	-	4
ADG 337	AI for Creative and Screen Practices	3	1	-	4
ADG 338	Digital Media Tools and Workflows	2	-	2	3
ADG 339	Media Production Theories and Research Methods	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 323	Dissertation/Major Research Project	-	-	8	4
		16	2	12	24
Semester 7					
ADG 419	AI, Authorship and Screen Production	4	-	-	4
ADG 420	Production Management and Marketing	3	1	-	4
ADG 421	Industry, Distribution and Professional Practices	2	1	-	3
ADG 422	Screen Production Project (Fiction/Non-Fiction)	2	-	4	4
ADG 423	Production Design and Performance	2	-	2	3
	MOOCS/Open Elective Course (Online/Onsite)	2	-	-	2
ADG 406	Summer Training/Internship/Field Study	-	-	-	3
		15	2	6	23
Semester 8					
ADG 433	Portfolio (Planning and Management to set up a production project/Screen Writing and Pitching/Pre-Production Preparations)	-	-		8
ADG 434	Production (Screen Production and Post-Production/Distribution/Screening)	-	-		8
ADG 426	Viva Voce	-	-		6
	Industry Engagement	-	-	-	-
	Total				22
	Credits (Year 3 and 4) – 2 years				94
	Total Credits – 4 Years				190