Media Sciences Department

Undergraduate Program
- Bachelor of Media Science

Graduate Programs
- Master of Advertising
- Master of TV Production
- MS Media Studies

The Department of Media Sciences

In the 21st century, media in their myriad forms print, TV, radio, film, video, digital, virtual, and mobile have increasingly saturated all aspects of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. SZABIST degree programs in Media Sciences are designed to help undergraduate and graduate students participate productively, both as practitioners and scholars, in this exciting and challenging environment.

Broadly defined, the Media Sciences constitute a field of study that encompasses the history, theory, production, content, and public effects of a variety of media including, but not limited to journalism, advertising, photography, radio, film, video, television, design, the internet, digital technologies, and the performing arts. We recognize that studying media requires interdisciplinary thinking. Therefore, by bridging of theory and practice and using an interdisciplinary approach we give our students the skills, knowledge, and flexibility that the increasingly competitive international and national marketplace demands.
Master of Advertising

The Department of Media Sciences at SZABIST offers an evening Master’s degree program in Advertising providing students a comprehensive training through courses that prepares them to engage in various career options in the advertising industry. To be awarded a Master of Advertising degree, students need to complete a total of 36 credit hours, which includes 10 courses and a 6-credit project. All students must complete their degree within five years.

Admission Requirements

Students with a 4-year undergraduate degree or 16 years of equivalent education with minimum 55% marks/CGPA 2.5 from a university recognized by the Higher Education Commission of Pakistan (HEC) are eligible to apply. An entrance test and group discussion / interview will be given to all applicants.

Fee Structure:

<table>
<thead>
<tr>
<th>Fee Category</th>
<th>Fee Structure</th>
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<tbody>
<tr>
<td>Application Processing Fee</td>
<td>Rs. 1,500 (Pakistani nationals)</td>
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<tr>
<td></td>
<td>US $ 45 (Foreign nationals)</td>
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<tr>
<td>Admission Fee</td>
<td>Rs. 20,000 (Pakistani nationals)</td>
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<td></td>
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<tr>
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<td></td>
<td>US $ 165 (Foreign nationals)</td>
</tr>
<tr>
<td>Student Activity Charges</td>
<td>Rs. 500 per semester for Pakistani nationals;</td>
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<td></td>
<td>US $ 15 per semester for foreign nationals</td>
</tr>
<tr>
<td>Tuition Fee</td>
<td>Rs. 19,800 per course for Pakistani nationals;</td>
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<td></td>
<td>US $ 465 per course for Foreign nationals</td>
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(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)

Scholarships

Financial Assistance in the form of Teaching/Research Associate ship is applicable for students of Masters or Graduate level Programs of Media Sciences.

First Year

Fall Semester

Media and Contemporary Culture
Media Evolution and Innovation
Integrated Marketing Communication
Idea Development

Spring Semester

Advertising Research
Brand Management
Consumer Behaviour
Copywriting and Advertising Conceptualization

Summer Semester

Campaign Strategy
New Media Advertising

Second Year

Fall Semester

Project (6 credits)

Apply Online:

Log on to: http://admissions.szabist.edu.pk.
Online applications can also be filled at the SZABIST campus.

Last date to apply: June 14, 2014
Online Admission Test: June 19 - 25, 2014
Interviews: July 1 - 11, 2014
Classes Begin: August 12, 2014
Master of Television Production

The Department of Media Sciences at SZABIST offers an evening Master’s degree program in Television Production. The program offers students specialized training in the writing, directing, acting, and production of fictional form of television. The mission of this program is to help develop the technical and professional skills individuals need to participate in a national media environment. To be awarded a Master of TV Production degree, students need to complete a total of 36 credit hours, which includes 10 courses and a 6-credit project. All students must complete their degree within five years.

Admission Requirements

Students with a 4-year undergraduate degree or 16 years of equivalent education in a related field of study with minimum 55% marks/CGPA 2.5 from a university recognized by the Higher Education Commission of Pakistan (HEC) are eligible to apply. An entrance test and group discussion/interview will be given to all applicants.

Fee Structure:

| Application Processing Fee | Rs. 1,500 (Pakistani nationals) / US $45 (Foreign nationals) |
| Admission Fee              | Rs. 20,000 (Pakistani nationals) / US $500 (Foreign nationals) |
| Security Deposit (refundable) | Rs. 5,000 (Pakistani nationals)/ US $165 (Foreign nationals) |
| Student Activity Charges   | Rs. 500 per semester for Pakistani nationals; US $15 per semester for foreign nationals |
| Tuition Fee                | Rs. 19,800 per course for Pakistani nationals; US $465 per course for Foreign nationals |

(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)

Scholarships

Financial Assistance in the form of Teaching/Research Associate ship is applicable for students of Masters or Graduate level Programs of Media Sciences.

Contact details: Admission Office: Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST) 108, Clifton, Karachi, Pakistan. Telephone: (021) 35821538-42 Ext: 108, 111, 112 Fax: (021) 35821537. E-mail: admissions@szabist.edu.pk
MS Media Studies

The Department of Media Sciences at SZABIST offers a two-year, evening MS degree program in Media Studies designed to prepare students for scholarly research and teaching roles. To be awarded an MS in Media Studies, students need to complete a total of 36 credit hours, which includes 10 courses and 6 credits of research or thesis. All students must complete their degree within five years.

Students who successfully complete their MS degree may apply for the PhD program in the Department of Social Sciences. Students accepted into the PhD program will need to complete a doctoral dissertation within three years of enrollment and to fulfill all requirements, including necessary coursework and research as outlined by the Department of Social Sciences and required by the Higher Education Commission of Pakistan.

Admission Requirements

Students with a 4-year undergraduate degree or 16 years of equivalent education in a related field of study with minimum 55% marks/CGPA 2.5 from a university recognized by the Higher Education Commission of Pakistan (HEC) are eligible to apply. Students with a 4-year undergraduate degree in business with a focus on marketing are also eligible. An entrance test and group discussion/interview will be given to all applicants.

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<tr>
<td>Tuition Fee</td>
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Scholarships

Financial Assistance in the form of Teaching/Research Associateship is applicable for students of Masters or Graduate level Programs of Media Sciences.

Visit & like our facebook page at: https://www.facebook.com/Szabist.MediaSciences
Follow us on twitter at: https://twitter.com/szabistmedia
Bachelor of Media Science

The Department of Media Sciences at SZABIST offers a comprehensive four-year Bachelor of Media Science degree with majors in Film and Television Production, Advertising Strategy & Design, and Journalism. To earn an undergraduate degree, students must enroll in and successfully complete a total of 135 credit hours, which includes 43 courses, a 6-credit thesis, and an internship. 43 courses include: 33 core courses, 7 major requirements in Film and Television Production, Advertising Strategy & Design, or Journalism and 3 open electives. All students must complete their degree within seven years.

Certain film and video production courses may require additional fees for equipment rental, film purchases, and travel. The Department of Media Sciences will make every effort to subsidize these costs in order to minimize their financial impact on students.

Students enrolled full-time are required to take at least five courses each semester. Students unable to enroll full time should consult the Head of Department and the Program Manager to discuss any accommodation they might need. All first semester students are required to register for six courses.

Admission Requirements

For admission to the Bachelor of Media Science Program, the candidate must have completed A-Level (minimum 3 REQUIREMENTS passes/Intermediate (minimum 50% marks including first year, no supplementary) or equivalent from a recognized institution. An entrance test and group discussion/interview will be given to all applicants.

Fee Structure:

Application Processing Fee: Rs. 1,500 (Pakistani nationals)/$45 (Foreign nationals)
Admission Fee: Rs. 20,000 (Pakistani nationals)/$500 (Foreign nationals)
Security Deposit (refundable): Rs. 5,000 (Pakistani nationals)/$165 (Foreign nationals)
Student Activity Charges: Rs. 500 per semester for Pakistani nationals;
US $ 15 per semester for foreign nationals
Tuition Fee: Rs 19,800 per course for Pakistani nationals;
US $ 465 per course for Foreign nationals
(full load of six courses per semester)

(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)

Scholarships

1- SZABIST Need-Based Scholarships.
2- SZABIST Merit-Based Scholarships.

Internship

The Department of Media Sciences requires all students to complete a six-week internship at media organization of their choice by the end of their third year. Upon completion of the internship, students must submit a comprehensive summary of what they learned following their internship. Students are also required to work within the department to organize department’s annual media festival in the third year of their degree.

Major Requirements & Electives

Film & Television Production
Basic Lighting
Directing-I
Screenwriting
Cinematography
Production Design
Documentary Vision
Production Practices-II
Advanced Studio Project
Directing for Actors
Topics in Film & Television

Communication Design
Advertising Design and Concept
Copywriting and Visualization
Integrated Marketing Communication
New Media Advertising

Media Planning
Interaction Design
Brand Identity Management
Publication Project
Typography
Illustration

Journalism
Reporting the News
Editing, Subediting, and Design
Feature Writing
Investigative Journalism and Crisis Reporting
Multimedia Journalism
Broadcast Journalism
The International Newsroom
Introduction to Photojournalism
Audio Podcasting

FIRST YEAR
FALL SEMESTER
Drawing and Perspective
English Writing Skills
Civilization Studies-I
Visual Communications
Art of Music
Introduction to Media Industries

SPRING SEMESTER
Culture, Media, and Society
Photography
Play Analysis
Civilization Studies-II
Production Practices-I
Islamiat and Pakistan Studies/Humanities

SECOND YEAR
FALL SEMESTER
Basic Design
Media Research
Introduction to Sound
History and Aesthetics of Film
Ideas Development
Theatre Project

SPRING SEMESTER
Topics in Asian Literature
History of Commercial Art
Design Practices-I
Production Practices-II
Principles of Journalism
Audiovisual Editing

THIRD YEAR
FALL SEMESTER
Creative Writing
Animation and Motion Graphics
Design Practices-II
Radio Channel Project-I
Media Psychology
Producing Short Narratives

SPRING SEMESTER
Media Laws and Ethics
Major-I
Major-II
Major-III
Major-IV
Elective-I

FOURTH YEAR
FALL SEMESTER
State and Nation Building in Pakistan
Major-V
Major-VI
Major-VII
Elective-II

SPRING SEMESTER
Thesis-I
Theories of Visual Culture
Elective-III

SUMMER SEMESTER
Thesis-II
Shehram Mokhtar
Head of Media Sciences
MS (Film/Television Production), Boston University
MA (Communication and Society), University of Oregon

Salman Abedin
Master’s Program Manager
MS Media Studies (in progress) SZABIST
MBA (Advertising & Marketing), IBA

Baber Naeem Sheikh
Assistant Professor
MS Media Studies in progress from SZABIST
BDes, Indus Valley School of Art & Architecture

Ahmed Ansari
Assistant Professor
MDes, Carnegie Mellon University
BDes, Indus Valley School of Art & Architecture

Shariq Chapra
Assistant Professor
BDes, University of Connecticut

Fahad Faruqui
Assistant Professor
MS Journalism, Columbia University

Irfan Kheiri
Lecturer
BS, National University of Computer and Emerging Sciences (FAST)

Saqlain Zaidi
Lecturer
M.A in General History, University of Karachi
On study leave

Zeeshan Haider
Research/Teaching Associate
Diploma in Theatre Arts, NAPA

*The Department of Media Sciences reserves the right to alter its programs and policies without prior notice.
All courses listed in the brochure may not be offered in any given semester.
The department will make every effort to substitute appropriate courses as and when needed.