



University of Central Punjab
The Centre of Your Future

Degree in **Hand** Career in **Reach**

Faculty of

Media and Mass Communication

2024-25

www.ucp.edu.pk





BS

Media and Communication Studies

Admission Requirements

- At least 45% marks in intermediate or equivalent
- UCP Admission Test or HEC approved test

Degree Requirements

Each candidate of BS Media & Communication Studies degree programme is required to complete 126 Cr. Hrs. with a minimum CGPA of 2.0 on a scale of 4.0 as per the following detail:

Area	Cr. Hrs.
a) General Education Courses	30
b) Interdisciplinary Courses	15
c) Major Courses	75
d) Internship	03
e) Project	03
Total	126

a) General Education Courses (30 Cr. Hrs.)

Course Title	Category	Code	Cr. Hrs.
Functional English	Functional English	ENG 110	3
Expository Writing	Expository Writing	ENG 211	3
Quantitative Reasoning I	QuantitativeReasoning	QR 101	3
Quantitative Reasoning II	Quantitative Reasoning	QR 201	3
Islamic Studies	Islamic Studies	ISL 110	2
Ideology & Constitution of Pakistan	Ideology & Constitution of Pakistan	PAK 102	2
Applications of Information & Communication Technologies (ICT)	Applications of Information & Communication Technologies (ICT)	ICT 101	2+1
Entrepreneurship	Entrepreneurship	ENT 102	2
Civics and Community Engagement	Civics and Community Engagement	CCE 201	2
Natural Sciences*	Natural Sciences	XXXX	2+1
Social Sciences**	Social Sciences	XXXX	2
Functional Urdu	Arts and Humanities	MCEL1422	2

Note: One of the following courses will be offered:

- NS 101 Environmental Sciences
- NS 102 Introduction to Biology
- NS 103 Introduction to Biochemistry
- NS 104 Introduction to Physics
- NS 105 Introduction to Chemistry

Note: One of the following courses will be offered:

- SS 103 Sociology
- ANT 101 Anthropology
- PLS 101 Introduction to Political Science
- ECO 102 Introduction to Economics

b) Interdisciplinary Courses (15 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
English III	ENG203	3
Introduction to Psychology	PSY101	3
Introduction to International Relations	INR101	3
Contemporary Issues in Politics & Economy of Pakistan	MCHU2053	3
Research Methods in Social Science	MCHU3043	3

c) Major Courses (30 + 45 =75 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Introduction to Mass Communication	MC1403	3
Journalistic Writing	MC1233	3
Foundation of Public Relations	MC2733	3
Fundamentals of Advertising	MC2723	3
News Production (TV & Radio)	MC2233	3
Development Communication	MC2413	3
Mass Communication Theories	MC2423	3
Introduction to Film and Theater Studies	MC2603	3
Documentary Production	MC3613	3
Storytelling in Digital Age	MC3813	3

Major Courses: Specialization I - Professional Journalism
(Electronic & Print Media) (45 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Media Laws and Ethics	MC3113	3
Data Journalism	MC3503	3
Online Journalism	MC3413	3
Financial Reporting	MC3423	3
Video Production	MC3433	3
Magazine Journalism	MC3443	3
Post Production	MC3453	3
Studio and Outdoor Production	MC4823	3
Court/ Crime Reporting	MC4493	3
TV Anchoring & Hosting	MC4443	3
Radio Production	MC4453	3
Digital Animation	MC4833	3
Converged Newsroom	MC4413	3
International Reporting	MC4403	3
Mobile Journalism	MC4473	3

Major Courses: Specialization II - Advertising & Public
Relations (45 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Media Laws and Ethics	MC3113	3
Data Journalism	MC3503	3
Local & Retail Advertising	MC3763	3
International Advertising & PR	MC3713	3
Copywriting (Theory & Practice)	MC3753	3
Research in Advertising & PR	MC3733	3
Production for Advertising & PR	MC3773	3
Media Buying & Planning	MC4713	3
Crisis Communication	MC4723	3
Digital Content Writing	MC4793	3
Visual Communication Design	MC4423	3
Campaign Management and Planning	MC4433	3
Social Media Management for Advertising & PR	MC4753	3
Integrated Marketing Communications	MC4763	3
Corporate Social Responsibility	MC4783	3

Major Courses: Specialization III - Communication and
Research (45 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Media Laws and Ethics	MC3113	3
Data Journalism	MC3503	3
Approaches to Media & Communication	MC3313	3
Advanced Research Methods	MC3323	3
International Communication	MC3473	3
Film Theory & Criticism	MC3643	3
Political Communication	MC3353	3
Tools for Data Analysis	MC4313	3
Academic Writing	MC4323	3
Mass Media & Society	MC4333	3
Theoretical Perspectives in Journalism Studies	MC4353	3
Gender and Media	MC4303	3
Issues in Mass Communication	MC4373	3
Information Management	MC4343	3
Organizational Communication	MC4383	3

d) Field Experience (03 Cr. Hrs.)

Course Title	Cr. Hrs.
Internship and Report	03

e) Capstone Project (03 Cr. Hrs.)

Course Title	Cr. Hrs.
Final Project/Thesis	03

Volunteers in Service (MC3000)

Each student is required to complete 65 hours community work, usually after 4th semester, which would be a prerequisite to clear the student for the award of degree.

Programme Duration

This is a four-year degree programme comprising 08 semesters with a minimum of 127 credit hours. There will be a Fall and Spring semester in each year. The minimum and maximum duration to complete BS (Hons.) Media and Communication Studies programme is 04 and 07 years respectively.

Scheme of Studies

BS Media and Communication Studies

Semester I (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	ENG 110	Functional English	3	General	
2	PAK 102	Ideology & Constitution of Pakistan	2	General	
3	MC1403	Introduction to Mass Communication	3	Major	
4	PSY101	Introduction to Psychology	3	Interdisciplinary	
5	ICT 101	Applications of Information &	2+1	General	
6	CCE 201	Communication Technologies (ICT) Civics and Community Engagement	2	General	

Semester II (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	ENG 211	Expository Writing	3	General	ENG 110 Functional English
2	MC1233	Journalistic Writing	3	Major	
3	XXXX	Natural Sciences	2+1	General	
4	INR101	Introduction to International Relations	3	Interdisciplinary	
5	XXXX	Social Sciences	2	General	
6	ENT 102	Entrepreneurship	2	General	

Semester III (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	ENG203	English III	3	Interdisciplinary	
2	MC2733	Foundation of Public Relations	3	Major	
3	MC2723	Fundamentals of Advertising	3	Major	
4	QR 101	Quantitative Reasoning I	3	General	
5	MCEL 1422	Functional Urdu	2	General	
6	ISL 110	Islamic Studies	2	General	

Semester IV (18 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC1423	Development Communication	3	Major	MC1403 Introduction to Mass Communication
2	MC2233	News Production (TV & Radio)	3	Major	
3	QR201	Quantitative Reasoning II	3	General	QR 101 Quantitative Reasoning I
4	MC2423	Mass Communication Theories	3	Major	MC1403 Introduction to Mass Communication
5	MCHU 2053	Contemporary Issues in Politics & Economy of Pakistan	3	Interdisciplinary	PAK 102 Ideology & Constitution of Pakistan
6	MC 2603	Introduction to Film and Theater Studies	3	Major	

Semester V (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC3113	Media Laws and Ethics	3	Major	MC1403 Introduction to Mass Communication
2	MC3613	Documentary Production	3	Major	MC2233 News Production (TV & Radio)
3	MCHU 3043	Research Methods in Social Science	3	Interdisciplinary	
4	MC 3503	Data Journalism	3	Major	QR 101 Quantitative Reasoning I AND QR 201 Quantitative Reasoning II
5	MC3813	Storytelling in Digital Age	3	Major	

Specialization I

Professional Journalism (Electronic & Print Media)

Semester VI (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC3413	Online Journalism	3	Major	MC3813 Storytelling in Digital World
2	MC3423	Financial Reporting	3	Major	MC1233 Journalistic Writing
3	MC3433	Video Production	3	Major	MC2233 News Production (TV & Radio)
4	MC3443	Magazine Journalism	3	Major	MC1233 Journalistic Writing
5	MC3453	Post Production	3	Major	MC3433 Video Production

Semester VII (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC4823	Studio and Outdoor Production	3	Major	MC2233 News Production (TV & Radio)
2	MC4493	Court/Crime Reporting	3	Major	MC1233 Journalistic Writing
3	MC4443	TV Anchoring & Hosting	3	Major	MC2233 News Production (TV & Radio)
4	MC4453	Radio Production	3	Major	MC2233 News Production (TV & Radio)
5	MC4833	Digital Animation	3	Major	

Semester VIII (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC4753	Social Media Management for Advertising & PR	3	Major	MC3763 Local & Retail Advertising AND MC3713 International Advertising & PR
2	MC4763	Integrated Marketing Communications	3	Major	
3	MC4783	Corporate Social Responsibility	3	Major	
4	MC4973	Internship and Report	3	Major	
5	MC4953	Final Project	3	Major	

Specialization II

Advertising & Public Relations

Semester VI (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC3313	Online Journalism	3	Major	MC2423 Mass Communication Theories MCHU3043 Research Methods in Social Science
2	MC3323	Financial Reporting	3	Major	
3	MC3473	Video Production	3	Major	
4	MC3643	Magazine Journalism	3	Major	
5	MC3353	Post Production	3	Major	

Semester VII (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Category	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC4313	Tools for Data Analysis	3	Major	MCHU3043 Research Methods in Social Science AND MC3323 Advanced Research Methods MC2423 Mass Communication Theories MC2423 Mass Communication Theories AND MC3313 Approaches to Media & Communication
2	MC4323	Academic Writing	3	Major	
3	MC4333	Mass Media & Society	3	Major	
4	MC4353	Theoretical Perspectives in Journalism Studies	3	Major	
5	MC4303	Gender and Media	3	Major	

Semester VIII (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	MC4373	Issues in Mass Communication	3	Major	MCHU3043 Research Methods in Social Science AND MC3323 Advanced Research Methods
2	MC4343	Information Management	3	Major	
3	MC4383	Organizational Communication	3	Major	
4	MC4334	Internship & Report	3	Field Experience	
5	MC4946	Thesis	3	Cap-stone Project	



M.Phil.

Media and Communication

Admission Requirements

- At least 2.00/4.00 CGPA or 50% marks from an annual system preferably in Mass Communication/Journalism or an equivalent degree in Social Sciences
- All candidates are required to pass the UCP Admission Test with a 50% score or the GRE/HAT General/equivalent test with a passing score of 50% followed by an interview by the Graduate Admission Committee

Degree Requirements

Each student of M.Phil. Media and Communication degree is required to complete 30 Cr. Hrs. as per the following detail:

Area	Cr. Hrs.
a) Courses	24
b) Research Thesis	06
Total	30

CGPA Requirement

A student is required to earn a minimum of 2.50/4.00 CGPA on the completion of his/her degree requirements.

Programme Duration

This is nominally a two-year degree programme comprising 4 semesters. There will be a Fall and a Spring semester each year. The maximum duration to complete M.Phil. Media and Communication degree is 04 years.

Scheme of Studies

M. Phil Media and Communication

Semester 1 (12 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	MC5423	International Communication	3	Optional
2	MC5413	Communication Research Methods – I	2	Compulsory
3	MC5533	Academic Writing for Social Sciences	3	Optional
4	MC5403	Approaches to Mass Communication Studies – I	3	Compulsory

Semester II (12 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	MC5443	Communication Research Methods – II	3	Compulsory
2	MC5523	Data Analysis for Social Sciences	3	Optional
3	MC5433	Approaches to Mass Communication Studies – II	3	Compulsory
4	MC5003	M.Phil. Seminar	3	Compulsory

Semester III & IV (06 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	MC6916	Thesis	6	Compulsory

MS

Advertising and Public Relations

Admission Requirements

- At least 2.00/4.00 CGPA or 50% marks from an annual system in any media-related field
- All candidates are required to pass the UCP Admission Test with a 50% score or the GRE/HAT General/equivalent test with a passing score of 50% followed by an interview by the Graduate Admission Committee

Degree Requirements

Each student of MS (Advertising and PR) degree is required to complete 30 Cr. Hrs. as per the following detail:

Area	Cr. Hrs.
a) Courses	24
b) Research Thesis	06
Total	30

CGPA Requirement

A student is required to earn a minimum of 2.50/4.00 CGPA on the completion of his/her degree requirements.

Programme Duration

This is nominally a two-year degree programme comprising 4 semesters. There will be a Fall and a Spring semester each year. The maximum duration to complete MS (Advertising and Public Relations) degree is 04 years.

Scheme of Studies

MS Advertising and Public Relations

Semester 1 (12 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	APR671	Integrated Marketing Communication: Case Studies	3	Compulsory
2	APR672	Theories of Advertising and PR	3	Compulsory
3	APR673	Advanced Visual Communication Design	3	Compulsory
4	APR674	Digital Media Marketing	3	Compulsory

Semester II (12 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	APR675	Research Methods	3	Compulsory
2	APR676	Seminar	3	Compulsory
3	APR677	Creative Advertising Production	3	Compulsory
4		Optional*	3	Optional

Semester III & IV (06 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	APR799	Thesis	6	Thesis

Optional:

- APR678 Content Writing
- APR 679 Entrepreneurship in Advertising and PR

PhD

Media and Communication Studies

Admission Requirements

- At least 3.00/4.00 CGPA or 60% marks from an annual system in MS/M.Phil. in relevant field
- All candidates are required to pass the UCP Admission Test with a 60% score or a test equivalent to GRE/HAT General, conducted by testing bodies accredited by HEC with a passing score of 60% followed by an interview by the Graduate Admission Committee

Degree Requirements

A PhD candidate shall be awarded a degree on successful completion of the following requirements:

- 18 Cr. Hrs. Coursework with minimum CGPA 3.00/4.00
- Comprehensive Examination (written and oral)
- 30 Cr. Hrs. Research Work (Dissertation)
- Synopsis Defense
- Evaluation of Dissertation by Foreign PhD Experts
- Publication of at least one research paper in HEC recognized journal
- Final Defense of Dissertation

Note: PhD scholars are required to comply with the following timeline:

Activity	Preferred Time	Maximum
Course Work	2 Semesters	3 Semesters
Comprehensive Exam	3rd Semesters	4th Semesters
Synopsis Qualification	4th Semesters	6th Semesters
Dissertation Submission	6th Semesters	14th Semesters (7 Years)



BS

Film, TV & Digital Media

Admission Requirements

- At least 45% marks in intermediate or equivalent
- UCP Admission Test or HEC approved test

Degree Requirements

Each candidate of BS Film, TV & Digital Media degree is required to complete 123 Cr. Hrs. with the minimum CGPA of 2.0 on the scale of 4.0 as per the following detail:

Area	Cr. Hrs.
a) General Education Courses	30
b) Interdisciplinary Courses	15
c) Major Courses	72
d) Field Experience	03
e) Capstone Project	03
Total	123

a) General Education Courses (30 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Functional Urdu	FTDEL1033	2
Natural Sciences*	XXXX	3
Social Sciences**	XXXX	2
Functional English	ENG 110	3
Expository Writing	ENG 211	3
Quantitative Reasoning I	QR 101	3
Quantitative Reasoning II	QR 201	3
Islamic Studies	ISL 110	2
Ideology & Constitution of Pakistan	PAK 102	2
Applications of Information and Communication Technologies	ICT 101	2+1
Entrepreneurship	ENT 102	2
Civic and Community Engagement	CCE 201	2

Note: One of the following courses will be offered:

- NS 101 Environmental Sciences
- NS 102 Introduction to Biology

- NS 103 Introduction to Biochemistry
- NS 104 Introduction to Physics
- NS 105 Introduction to Chemistry

Note: One of the following courses will be offered:

- SS 103 Sociology
- ANT 101 Anthropology
- PLS 101 Introduction to Political Science
- ECO 102 Introduction to Economics

b) Interdisciplinary Courses (15 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Research Methods in Social Science	FTD3053	3
English III	ENG203	3
Modern Drama	FTD3013	3
Web Application Development	FTD3033	3
Game Application Development	FTD3023	3

c) Major Courses (72 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Documentary Film Production	FTD2153	3
Introduction to Film, TV and Digital Media	FTD1113	3
Sound Design	FTD3143	3
Video Editing	FTD1363	3
Camera and Lighting Techniques	FTD1123	3
Visual Development	FTD2443	3
Infotainment (Multiple Camera Production)	FTD4333	3
Basics of Digital Animation	FTD3423	3
Digital Cinematography	FTD2433	3
Screenplay Writing	FTD2123	3
Fundamentals of Acting	FTD2213	3
Advanced Video Editing	FTD1343	3
Narrative Production in Digital World	FTD3413	3
Music Video Production	FTD4143	3
App Design	FTD3443	3
Motion Graphics and Visual Effects	FTD3453	3
Animated Film Production	FTD4423	3
Intersectionality in Film: Race, Gender and Identity	FTD3253	3
Direction for Film and TV	FTD3133	3
Art Direction	FTD4113	3
Media Laws and Ethics	FTD4123	3
Film Criticism & Analysis	FTD2233	3
Compositing and Special Effects	FTD4413	3
SEO and Digital Marketing	FTD4433	3

d) Field Experience (3 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Internship and Report*	FTD4153	3

*Each student is required to complete a 6-week industrial internship training usually after 6 semesters or on the completion of 90 Cr. Hrs.

e) Capstone Project (3 Cr. Hrs.)

Course Title	Code	Cr. Hrs.
Project / Thesis	FTD4153	3

Volunteers in Service (FTD3000)

Each student is required to complete 65 hours of community work, usually after 4th semester which would be a prerequisite to clear the student for the award of degree.

Program Duration

This is a four-year degree program comprising of 08 semesters with a minimum of 124 credit hours. There will be a Fall and Spring semester in each year. The minimum and maximum duration to complete BS Hons. Film, TV & Digital Media program is 04 and 07 years respectively.

Scheme of Studies

BS Film, TV & Digital Media

Semester I (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTD1113	Introduction to Film, TV and Digital Media	3	Major	
2	CCE 201	Civic and Community Engagement	2	General	
3	ENG 110	Functional English	3	General	
4	PAK 102	Ideology & Constitution of Pakistan	2	General	
5	ICT 101	Applications of Information and Communication Technologies	3	General	
6	FTD1363	Video Editing	3	Major	

Semester II (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	NS103	Natural Sciences	3	General	ENG 110 Functional English FTD1363 Video Editing
2	FTD1123	Camera and Lighting Techniques	3	Major	
3	ENG 211	Expository Writing	3	General	
4	FTD1343	Advanced Video Editing	3	Major	
5	SS 103	Social Sciences	2	General	
6	ENT 102	Entrepreneurship	2	General	

Semester III (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTDEL1033	Functional Urdu	2	General	ENG 211 Expository Writing
2	ENG 203	English III	3	Inter-disciplinary	
3	ISL 110	Islamic Studies	2	General	
4	FTD2443	Visual Development	3	Major	ICT 101 Applications of Information and Communication Technologies
5	FTD2153	Documentary Film Production	3	Major	FTD1123 Camera and Lighting Techniques AND FTD1363 Video Editing
6	QR 101	Quantitative Reasoning I	3	General	

Semester IV (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTD2213	Fundamentals of Acting	3	Major	FTDEL1033 Functional Urdu
2	FTD2123	Screenplay Writing	3	Major	
3	FTD2233	Film Criticism & Analysis	3	Major	FTD1123 Camera and Lighting Techniques
4	FTD2433	Digital Cinematography	3	Major	
5	QR 201	Quantitative Reasoning II	3	General	QR 101 Quantitative Reasoning I

Semester V (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTD3413	Narrative Production in Digital World	3	Major	FTD2123 Screenplay Writing AND FTD2433 Digital Cinematography AND FTD1343 Advanced Video Editing
2	FTD3423	Basics of Digital Animation	3	Major	FTD2443 Visual Development
3	FTD3033	Web Application Development	3	Inter-disciplinary	
4	FTD3143	Sound Design	3	Major	
5	FTD3253	Intersectionality in Film: Race, Gender and Identity	3	Major	

Semester VI (16 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTD3013	Modern Drama	3	Inter-disci-plinary	FTD2123 Screenplay Writing AND FTD2433 Digital Cinematography AND FTD1343 Advanced Video Editing
2	FTD3023	Game Application Development	3	Inter-disci-plinary	FTD3423 Basics of Digital Animation
3	FTD3133	Direction for Film and TV	3	Major	FTD2123 Screenplay Writing AND FTD2213 Fundamentals of Acting
4	FTD3443	App Design	3	Major	FTD2443 Visual Development
5	FTD3453	Motion Graphics and Visual Effects	3	Major	FTD3423 Basics of Digital Animation

Semester VII (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTD4113	Art Direction	3	Major	FTD3453 Motion Graphics and Visual Effects AND FTD3413 Narrative Production in Digital World
2	FTD4423	Animated Film Production		Major	
3	FTD4333	Infotainment (Multiple Camera Production)	3	Major	FTD1123 Camera and Lighting Techniques AND FTD1363 Video Editing
4	FTD4143	Music Video Production	3	Major	FTD3143 Sound Design
5	FTD3053	Research Methods in Social Science	3	Inter-disci-plinary	

Semester VIII (15 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Cate-gory	**Pre-requisite(s) (Code and Title) (AND/ OR)
1	FTD4413	Compositing and Special Effects	3	Major	FTD3453 Motion Graphics and Visual Effects
2	FTD4123	Media Laws and Ethics	3	Major	ENT 102 Entrepreneurship
3	FTD4433	SEO and Digital Marketing	3	Major	
4	FTD4543	Project / Thesis	3	Cap-stone Project	
5	FTD4153	Internship and Report	3	Field Experi-ence	



MS

Film and Digital Media

Admission Criteria

A candidate must satisfy the following requirements to be eligible for admission in MS Film & Digital Media:

- At least a 2.00 CGPA or 50% marks preferably in Mass Communication/ Journalism or an equivalent degree in Social Sciences
- All candidates are required to pass the UCP Admission Test with a 50% score or the GRE/HAT General/equivalent test with a passing score of 50% followed by an interview by the Graduate Admission Committee

Degree Requirements

Each student of MS (Film & Digital Media) degree is required to complete 30 Cr. Hrs. as per the following detail:

Area	Cr. Hrs.
a) Courses	24
b) Research Thesis	06
Total	30

CGPA Requirement

A student is required to earn a minimum of 2.50/4.00 CGPA on the completion of his/her degree requirements.

Programme Duration

This is nominally a two-year degree programme comprising 4 semesters. There will be a Fall and a Spring semester each year. The maximum duration to complete MS (Film & Digital Media) degree is 04 years.

Scheme of Studies

M. Phil Media and Communication

Semester 1 (12 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	FTD5113	Media Theories	3	Theory
2	FTD5123	Writing for Film & Digital Media	3	Theory
3	FTD5433	Digital Media Aesthetics	3	Practical
4	FTD5243	Film Production	3	Practical

Semester II (12 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	FTD5153	Research Methodology	3	Theory
2	FTD5163	Elective*	3	Theory/ Practical
3	FTD5173	Post Production and Special Effects	3	Studio/ Practical/Lab
4	FTD5183	Seminar	3	Theory/ Practical

Semester III & IV (06 Cr. Hrs.)

S. No	Course Code	Course Title	Cr. Hrs.	Type
1	FTD6116	Project/Thesis	6	Practical/ Thesis

List of Elective Courses:

For Film:

- Documentary Production
- Art of Cinematography
- Film Direction
- Art of Acting

For Digital Media:

- Virtual Reality
- Digital Media Production
- Film and Digital Media Marketing
- Media Convergence





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