

## ADMISSIONS 2025

### Testimonial



Being a student in the Division of Media is an incredibly rewarding experience. The Division offers a unique blend of technical expertise and creative aspects of media production, providing students like me with a comprehensive education that prepares us for diverse career paths. What truly stands out about this division is its emphasis on hands-on learning and practical application. From interactive media projects to producing multimedia content, every day presents new opportunities to explore and create. The combination of theoretical knowledge and practical skills ensures that we graduate with a well-rounded understanding of both the technological and artistic aspects of our field.



As a student here, I feel part of a vibrant and supportive community that shares a common passion for technology and media. The exchange of ideas and collaboration among students from diverse backgrounds enriches our learning experience and inspires us to strive for excellence. Beyond the classroom, the division offers abundant opportunities for hands-on learning in the studios, production floor and edit suites. I've had the chance to apply my skills in meaningful ways and build an extensive professional connection along the way. These experiences have not only enhanced my academic learning but have also prepared me for a successful career in the ever-evolving fields of technology and media.

#### CONTACT US Head, Division of Media

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## DIVISION OF MEDIA

## B.Sc Media Production & Digital Marketing







## DIVISION OF MEDIA

The Division of Media has designed a program to provide students with specialized training and a comprehensive learning experience that empowers them to become a Media Professional.

The program designed by the Division of Media enables the students to acquire skills and hands-on-experience in Media Production including Animation, Gaming, VFX, Photography, Video Production, Film and Audio Techniques. Moreover, as the media world becomes increasingly Digital; traditional advertising and branding concepts of the Media Industry are being taught with the latest Digital know-how and expertise. Hence Digital Marketing is combined with Media Production. Thus, students will develop skills in social media branding and advertising, SEO, SMO, Google Analytics to create globally relevant content for traditional and new media.

## About us

The program adopts a unique approach that incorporates both conventional and new media practices, making students industry-ready. The students get a hands-on experience through the live media assignments and in-house productions, which is a unique feature of the program. The faculty members are experts in various fields such as Digital Marketing, AI, Visual Arts and Design, Creative Writing, Digital Photography, Cinematography, TV Production, Audio Engineering, Post-Production, VFX, 2D, and 3D Animation. This program is designed to expand the creativity of students and equip them with the artistic skills necessary for working in the media, digital marketing and entertainment industries.

## About the PROGRAM



## Career Prospects

- Advertising Agencies
- Animation Industry
- Audio Industry
- Digital Marketing Agencies
- Website Developers
- TV Broadcast Group
- Film Production Houses
- Gaming Industry
- Content Writers
- Research and Academics

## Our INFRASTRUCTURE



Video Studio with green screen and production grade lighting fixed on grids with robotic control arms.

Colour grading suite with industry standard Blackmagic DaVinci Resolve mini panel - Edit suite with software like Adobe Creative Cloud Suite, (FCP) etc..



Audio studio equipped with industry grade hardware and software - Vocal booth with industry standard microphones like Neumann U87ai, TLM 107, AKG C414 etc...



**UNDERGRADUATE PROGRAM** (3YEARS)  
**B.Sc MEDIA PRODUCTION & DIGITAL MARKETING**

**ELIGIBILITY**  
**60% AGGREGATE OF MARKS IN 10 +2 OR EQUIVALENT**

## Brands WE USE

