



AUREA

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7: Bachelor of Science (BS) Journalism & Digital Storytelling

The Bachelor of Science (BS) in Journalism & Digital Storytelling at Leads University, School of Art, Design and Architecture offers a comprehensive and future-focused curriculum that integrates journalistic practice, multimedia production, digital design, and critical inquiry. Students are trained to develop strong creative, analytical, and ethical skills, enabling them to craft compelling stories across news, digital platforms, film, broadcast, and interactive media. The program emphasizes socially responsible and culturally engaged approaches, encouraging students to address political, social, and global issues through the lens of journalism and storytelling.

The curriculum combines research-driven inquiry with hands-on training in news writing, investigative reporting, digital journalism, podcasting, editing, and cross-platform storytelling. Students engage in documentary and feature reporting, mobile and multimedia journalism, data visualization, and immersive storytelling while also exploring emerging fields such as transmedia narratives, AI-assisted reporting, and interactive media practices. By balancing technical proficiency with conceptual innovation, students are empowered to create impactful, credible, and socially relevant narratives grounded in ethics, sustainability, and critical awareness.

Aligned with programs such as Visual Communication Design, Media Design, and Cultural Innovation & Heritage, this degree situates Journalism & Digital Storytelling within a broader interdisciplinary and cultural framework. This cross-disciplinary approach ensures that graduates are versatile and adaptable, able to work across industries including news media, broadcasting, film, advertising, advocacy, and digital content creation. With its focus on critical media practice, innovation, and global standards, the BS in Journalism & Digital Storytelling prepares students to thrive as journalists, editors, producers, media strategists, and storytellers.



Program Aims & Objectives

1. To prepare students for careers in journalism, digital media, broadcasting, documentary production, advertising, and the broader creative and communication industries.
2. To provide a balanced curriculum that integrates journalism theory, critical research, and hands-on storytelling practices.
3. To build a strong multidisciplinary foundation in news reporting, investigative journalism, editing, podcasting, digital storytelling, multimedia production, and visual communication.
4. To encourage critical thinking, innovation, and ethical problem-solving in media, communication, and cultural contexts.
5. To equip students to apply journalistic research, storytelling strategies, and digital tools to real-world political, social, and global challenges.
6. To develop technical and creative skills across traditional journalism formats and emerging digital, interactive, and immersive media platforms.
7. To emphasize narrative building, cultural storytelling, ethical journalism, and critical engagement with contemporary communication trends.
8. To foster collaboration, independent inquiry, and teamwork across newsrooms, production environments, and cross-disciplinary projects.
9. To integrate innovative methods, tools, and platforms into practice, from traditional print and broadcast journalism to immersive, data-driven, and AI-assisted reporting.
10. To promote adaptability, professionalism, and industry readiness for local and global careers in journalism, media, communication, and digital storytelling.

Program Learning Outcomes

1. To prepare students for global careers in journalism, digital storytelling, multimedia production, broadcasting, and communication design.
2. To balance theory, research, and hands-on practice in reporting, storytelling, and media production.
3. To build a strong foundation in journalistic writing, narrative design, digital tools, and communication technologies.
4. To foster creativity, critical thinking, and problem-solving through news, narrative, and multimedia storytelling.
5. To apply skills across print, broadcast, investigative journalism, advertising, documentary, and digital content industries.
6. To advance expertise in reporting, editing, multimedia journalism, podcasting, data visualization, and digital production tools.
7. To promote teamwork, collaboration, and independent inquiry in newsroom and cross-disciplinary projects.
8. To integrate emerging technologies such as AI, immersive media, and interactive storytelling platforms.
9. To encourage innovation, adaptability, and professional readiness in a rapidly evolving media and communication landscape.
10. To align the curriculum with global academic and industry standards in journalism, media, and digital storytelling.

Career Prospects

The program aims to equip students with advanced theoretical knowledge and production-based expertise in journalism and digital storytelling, preparing them to critically engage with news, narrative, and global media practices, while building careers as journalists, storytellers, editors, producers, critics, and creative leaders in the communication and digital media industries. Film Director

- Journalist
- Digital Storyteller
- News Producer
- Multimedia Editor
- Investigative Reporter
- Documentary Filmmaker
- Podcast & Audio Producer
- Motion Graphics & Visual Content Designer
- Social Media Strategist
- Media Critic & Analyst
- Festival & Content Curator
- Media Consultant
- Educator & Trainer
- Researcher in Media & Communication
- Cultural & Policy Advisor

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The Bachelor of Science (BS) in Journalism & Digital Storytelling has been developed in accordance with the Higher Education Commission's Undergraduate Education Policy V-1.1 (2023), which is mandatory for all Higher Education Institutions in Pakistan from Fall 2023 onwards.

Semester 1 (Foundation Year)				
Integrated Foundation Year				
	Course Title	Credit Hours	Course Category	Code
1	History and Ethics of Journalism	3(3+0)	Major	JRN-101
2	Climate and Environmental Journalism	3(1+2)	Major	JRN-102
3	Foundational Theory Elective – I	3(3+0)	General Education	GEN-103
4	Technical Writing	3(3+0)	General Education	GEN-161
5	Journalism Studio: Tools & Techniques	3(0+3)	Interdisciplinary	IDS-104
6	Foundational Studio Elective – I	3(1+2)	Interdisciplinary	IDS-105
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 2 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	Gender, Media & Representation	3(3+0)	Major	JRN-107
2	Mobile and Social Media Journalism	3(0+3)	Major	JRN-108
3	Foundational Theory Elective - II	3(3+0)	General Education	GEN-109
4	AI & Prompting in Creative Practice	3(1+2)	General Education	GEN-110
5	Pakistan Studies	2(2+0)	General Education	GEN-111
6	Fehm-e-Quran – I	1(1+0)	General Education	GEN-112
7	Foundational Studio Elective – II	3(1+2)	Interdisciplinary	IDS-113
Total Credit Hours		11(Theory)+7(Studio) = 18		

Semester 3 - 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Theory Elective – I	3(3+0)	Major	JRN-201
2	Soundscapes in Design Practice	3(0+3)	Major	SND-202
3	Collaborative Journalism Studio	3(1+2)	Major	JRN-203
4	Islamiyat	2(2+0)	General Education	GEN-204
5	Colonial & Postcolonial Visual Culture	3(3+0)	General Education	GEN-205
6	Fehm-e-Quran – II	1(1+0)	General Education	GEN-206
7	Editing & Post-Production	3(1+2)	Interdisciplinary	IDS-207
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 4- 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Introduction to Research Methodologies	3(3+0)	Major	RSD-208
2	Digital Newsroom Practices	3(1+2)	Major	JRN-209
3	Studio Elective – I	3(1+2)	General Education	GEN-210
4	Ethics & AI in Creative Practice	3(0+3)	General Education	GEN-211
5	Theory Elective - II	3(3+0)	General Education	GEN-212
6	Multimedia Storytelling Studio	3(1+2)	Interdisciplinary	IDS-213
Total Credit Hours		9(Theory)+9(Studio) = 18		

Semester 5 – 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - I	3(3+0)	Major	RSD-301
2	Global Internship Studio	3(0+3)	Major/Internship	GIS-302
3	Market Driven Certificate – I	1(0+1)	Major	JRN-303
4	Market Driven Certificate – II	1(0+1)	Major	JRN-304
5	Market Driven Certificate – III	1(0+1)	Major	JRN-305
6	Journalism Across Borders	3(3+0)	Major	JRN-306
7	Specialization Studio – I	3(0+3)	Major	JRN-307
8	Theory Elective – IV	3(0+3)	Interdisciplinary	IDS-308
Total Credit Hours		6(Theory) +12(Studio) = 18		

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Semester 6-3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - II	3(3+0)	Major	RSD-309
2	Specialization Studio – II	3(0+3)	Major	JRN-310
3	Journalism Project (Mini Thesis)	6(2+4)	Major	JRN-311
4	Creative Entrepreneurship	3(0+3)	General Education	GEN-312
5	Studio Elective - II	3(1+2)	Interdisciplinary	IDS-313
Total Credit Hours		6(Theory) +12(Studio) = 18		

Semester 7-4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design – III	6(6+0)	Major	RSD-401
2	Designing Displays: Curatorial Thinking	3(0+3)	Major	CUR-402
3	Specialization Studio - III	6(2+4)	Major	JRN-403
Total Credit Hours		8(Theory) +7(Studio) = 15		

Semester 8–4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Display and Integration	3(3+0)	Major	RSD-404
2	Final Project (Thesis Display)	12(0+12)	Major	JRN-405
Total Credit Hours		3(Theory) +12(Studio) = 15		

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Program Duration: Minimum: 4 Years | Maximum: 6 Years

Degree Requirements

- General Education (GE): 13 courses | 33 credit hours
- Interdisciplinary: 7 Courses | 21 Credit Hours
- Major (Core + Electives + Mandatory): 24 courses | 84 credit hours
- Capstone (Thesis + Internship) Along with Research Paper
- Total: 44 courses | 138 credit hours

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Pool of Electives

Theory Electives

	Course Title	Credit Hours	Course Category	
1	Histories of Technology, Media and AI	3(3+0)	General Education	
2	Semiotic Thinking in Visual Culture	3(3+0)	General Education	
3	Data-inspired Media Production	3(3+0)	General Education	
4	Theatre, Ritual, and Visual Culture	3(3+0)	General Education	
5	Art, Activism, and Media	3(3+0)	General Education	
6	Politics of Representation	3(3+0)	Interdisciplinary	
7	Cultural and Heritage Journalism	3(3+0)	Interdisciplinary	
8	Time-Based Media	3(3+0)	Major	
9	Conflict, Peace, and Human Rights Reporting	3(3+0)	Major	

Studio Electives

	Course Title	Credit Hours	Course Category	
1	Podcasting and Audio Narratives	3(1+2)	Interdisciplinary	
2	Interactive and Immersive Journalism (AR/VR/XR)	3(1+2)	Interdisciplinary	
3	SEO, Analytics, and Audience Engagement	3(1+2)	Interdisciplinary	
4	AI and Automation in News Production	3(1+2)	Interdisciplinary	
5	360° Video and VR Journalism	3(1+2)	Interdisciplinary	
6	Virtual & Augmented Design (Studio)	3(1+2)	Interdisciplinary	
7	Automation, Bots, and Algorithms in Journalism	3(1+2)	General Education	
8	Transmedia Storytelling and Brand Narratives	3(1+2)	General Education	
9	Workshop: Light, Space & Motion	3(1+2)	General Education	