



AUREA

School of Art, Design and Architecture

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6: Media Design/Film and TV

Media Design, Film, and Television is a vibrant and evolving field that integrates cinematic practices with contemporary media, journalism, and digital storytelling. From classical cinema and broadcast television to emerging platforms, streaming services, and interactive design, this discipline plays a vital role in shaping narratives, public discourse, and cultural imagination across societies.

The program emphasizes storytelling, critical thinking, and technical innovation, enabling students to create compelling visual narratives while engaging with diverse cultural, political, and social contexts. In Pakistan and South Asia, the expansion of digital platforms, news media, and independent cinema has opened strong opportunities for media professionals, filmmakers, and storytellers to contribute to both local industries and global creative economies. Internationally, graduates are equipped for careers in film, television, journalism, advertising, visual communication, and digital content creation. Career pathways include film direction, production design, screenwriting, editing, sound and motion design, documentary filmmaking, investigative journalism, and transmedia storytelling. The integration of digital tools, Artificial Intelligence, and immersive technologies is further transforming the field, creating new modes of audience engagement and narrative design. The program is also closely aligned with our Visual Communication Design and Journalism & Digital Storytelling pathways, ensuring interdisciplinary collaboration and professional versatility. By combining traditional film practices with emerging media design, students are prepared to deliver impactful, industry-ready, and globally resonant contributions.



Media Design/Film and TV In Pakistan

In recent years, Media Design and Film & TV have emerged as dynamic and transformative fields, responding to the rapid technological, cultural, and social changes shaping global communication. With the rise of streaming platforms, digital journalism, and immersive storytelling, media professionals today play a central role in redefining how societies consume information, share narratives, and construct cultural memory. In Pakistan and South Asia, the growth of television networks, independent film movements, and digital platforms has highlighted the importance of training in media design, film, and storytelling that integrates both creative and critical approaches.

This evolving framework equips students with the ability to combine traditional filmmaking and broadcast practices with cutting-edge digital media, visual communication design, and interactive storytelling. By drawing from journalism, visual communication, and cultural studies, the program prepares students to not only master the tools of production but also to critically analyze and shape narratives that resonate with diverse audiences. The increasing prominence of film festivals, digital content creation, and online news outlets underscores the significance of media design as a driver of cultural influence and social engagement in South Asia.

Media Design, Film, and TV in Pakistan represent rapidly growing industries, offering strong potential for contributions to both local creative economies and international media landscapes. By fostering experimentation across mediums—ranging from film direction, screenwriting, and animation to digital journalism, documentary practice, and cross-platform design—students are prepared to produce content that engages with pressing issues such as identity, globalization, environment, and social justice. The field opens pathways to careers as filmmakers, digital storytellers, journalists, producers, editors, communication strategists, and creative entrepreneurs, positioning graduates to thrive within the expanding global media and entertainment ecosystem.

6: Bachelor of Science (BS) Media Design/ Film and TV

The Bachelor of Science (BS) in Media Design / Film and TV offers a comprehensive curriculum that integrates media production, storytelling, design thinking, and critical inquiry. Students are trained to develop strong creative and analytical skills, enabling them to produce compelling narratives across film, television, journalism, digital platforms, and interactive media. The program emphasizes socially responsible and ethically conscious approaches, encouraging students to engage with cultural, social, and global issues through the lens of media and communication.

The curriculum combines research-driven inquiry with practical, hands-on training in film production, screenwriting, broadcast journalism, editing, and digital storytelling. Students work across documentary, fiction, news media, and cross-platform design, while also exploring emerging fields such as multimedia journalism, immersive storytelling, and AI-driven media practices. By balancing technical proficiency with conceptual innovation, students are encouraged to create media content that is both impactful and socially relevant, grounded in principles of ethics, sustainability, and critical awareness.

Aligned with programs such as Visual Communication Design, Animation & VFX, and Cultural Innovation & Heritage, this degree situates Media Design within a broader interdisciplinary and cultural framework. This versatility ensures graduates can navigate diverse professional landscapes, from filmmaking and digital content creation to journalism, broadcasting, advertising, and creative entrepreneurship. With its focus on critical media practice, innovation, and global standards, the BS in Media Design / Film and TV prepares students to thrive as filmmakers, journalists, producers, designers, and media professionals—both within Pakistan and internationally.



Program Aims & Objectives

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

Program Learning Outcomes

1. To prepare students for global careers in film, television, digital media, and communication design.
2. To balance theory, research, and hands-on production practice.
3. To build a strong foundation in media design, storytelling, and technology.
4. To foster creativity, critical thinking, and problem-solving through narrative and visual communication.
5. To apply skills across film, broadcast, journalism, advertising, and entertainment industries.
6. To advance expertise in filmmaking, editing, cinematography, sound, and digital production tools.
7. To promote teamwork, collaboration, and independent inquiry in media and design projects.
8. To integrate emerging technologies such as AI, virtual production, and interactive media.
9. To encourage innovation, adaptability, and professional readiness in a rapidly evolving media landscape.
10. To align the curriculum with global academic and industry standards in media and communication.

Career Prospects

The program aims to equip students with advanced theoretical knowledge and production-based expertise in media design, film, and television, preparing them to critically engage with journalism, storytelling, and global media practices, while building careers as filmmakers, media designers, producers, critics, and creative leaders in the communication and entertainment industries.

1. Film Director
2. Producer
3. Screenwriter
4. Cinematographer
5. Editor
6. Journalist
7. Digital Storyteller
8. Motion Graphics Designer
9. Virtual Production Specialist
10. Documentary Filmmaker
11. Film Critic
12. Festival Curator
13. Media Consultant
14. Educator
15. Researcher
16. Cultural Policy Advisor

6: Bachelor of Science (BS) Media Design/ Film and TV

The Bachelor of Science (BS) in Media Design / Film and TV has been developed in line with the Higher Education Commission's Undergraduate Education Policy V-1.1 (2023), which is compulsory 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 of Film and TV	3(3+0)	Major	FMD-101
2	Drawing & Data Storytelling	3(1+2)	Major	FMD-102
3	Foundational Theory Elective – I	3(3+0)	General Education	GEN-103
4	Technical Writing	3(3+0)	General Education	GEN-161
5	Digital Studio: Tools & Techniques	3(0+3)	Interdisciplinary	IDS-105
6	Foundational Studio Elective – I	3(1+2)	Interdisciplinary	IDS-106
	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	FMD-107
2	Film and TV Studio: Tools & Techniques	3(0+3)	Major	FMD-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	FMD-201
2	Soundscapes in Design Practice	3(0+3)	Major	SND-202
3	Narrative Structure in Film	3(1+2)	Major	FMD-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	Experimental Video Production	3(1+2)	Major	FMD-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	Cinematography Techniques	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	FMD-303
4	Market Driven Certificate – II	1(0+1)	Major	FMD-304
5	Market Driven Certificate – III	1(0+1)	Major	FMD-305
6	Storytelling Across Borders	3(3+0)	Major	FMD-306
7	Specialization Studio – I	3(0+3)	Major	FMD-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	ENV-310
3	Short Film Project (Mini Thesis)	6(2+4)	Major	ENV-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	ENV-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	ENV-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	Code
1	Histories of Technology, Media and AI (Theory)	3(3+0)	General Education	
2	Semiotic Thinking in Visual Culture (Theory)	3(3+0)	General Education	
3	Data-inspired Media Production	3(3+0)	General Education	
4	Theatre, Ritual, and Visual Culture (Theory)	3(3+0)	General Education	
5	South Asian Art & Visual Traditions	3(3+0)	General Education	
6	Politics of Representation (Theory)	3(3+0)	Interdisciplinary	
7	Performance Documentation (Theory)	3(3+0)	Interdisciplinary	
8	Time-Based Media (Theory)	3(3+0)	Major	
9	Global Perspectives in Visuality (Theory)	3(3+0)	Major	

Studio Electives

	Course Title	Credit Hours	Course Category	Code
1	Art Direction	3(1+2)	Interdisciplinary	
2	Color Grading in Film	3(1+2)	Interdisciplinary	
3	Motion Graphics for Film	3(1+2)	Interdisciplinary	
4	Digital Heritage & Archiving	3(1+2)	Interdisciplinary	
5	Kinetic Imagery	3(1+2)	Interdisciplinary	
6	Virtual & Augmented Design (Studio)	3(1+2)	Interdisciplinary	
7	Political Animation Studio (Studio)	3(1+2)	General Education	
8	Zero Waste Studio	3(1+2)	General Education	
9	Workshop: Light, Space & Motion	3(1+2)	General Education	

