

AMITY SCHOOL OF COMMUNICATION

FLEXILEARN

-Freedom to design your degree



PROGRAMME STRUCTURES

2018

AMITY UNIVERSITY HARYANA

GURGAON

B.A.-JMC (Total Credits-150)

Programme Structure-2018

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2151	Print Media – Reporting & Editing	2	-	2	3
JRN2101	Fundamentals of Advertising	2	1	-	3
JRN2102	Computer Applications – I	2	1	-	3
JRN2103	Fundamentals of Radio Journalism	2	-	2	3
Concentration Electives					3
JRN2104	Introduction to Visual Communication	2	-	2	3
JRN2105	Introduction to Culture & Society	2	1	-	3
JRN2130	Readings in Media	-	-	-	2
JRN2132	Project (with Presentation & Evaluation)	-	-	-	3
JRN2133	Workshop / Certification (Discipline Specific) (1 Credit per workshop)	-	-	-	1
JRN2134	Study Abroad	-	-	-	3
JRN2136	Media Production Portfolio	-	-	-	3
Open Electives					7*+3
LAN2151	Foreign Language-I *	3	-	-	3
LAN2152	French-I				
LAN2153	German-I				
LAN2154	Spanish-I				
LAN2155	Russian-I				
LAN2156	Chinese-I				
LAN2157	Portuguese-I				
LAN2158	Korean-I				
LAN2159	Japanese-I				
LAN2159	Hindi-I **				
CSS2151	Effective Listening *	1	-	-	1
BEH2151	Understanding Self for Effectiveness*	1	-	-	1
ENV2151	Environmental Studies-I*	2	-	-	2
	Minor Track Course (Flexi)	-	-	-	3
TOTAL					25

** Hindi as Foreign Language for Foreign National Students

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2251	Basic Photography	2	-	2	3
JRN2201	Understanding Mass Communication	2	1	-	3
JRN2202	Print Media – Specialized Reporting & Feature Writing	2	-	2	3
JRN2207	Electronic Communication	2	-	2	3
	Concentration Electives				3
JRN2203	Print Media Design & Production	1	-	2	2
JRN2204	Advertising Principles & Practice	2	-	2	3
JRN2205	Computer Applications-II	2	-	2	3
JRN2206	Indian Political System	2	-	-	2
JRN2230	Readings in Media	-	-	-	2
JRN2232	Project (with Presentation & Evaluation)	-	-	-	3
JRN2233	Workshop / Certification (Discipline Specific) 1 Credit per Workshop	-	-	-	1
JRN2234	Study Abroad				3
JRN2236	Media Production Portfolio	-	-	-	3
	Open Electives				*7+3
LAN2251	Foreign Language-II*	3	-	-	3
LAN2252	French-II				
LAN2253	German-II				
LAN2254	Spanish-II				
LAN2255	Russian-II				
LAN2256	Chinese-II				
LAN2257	Portuguese-II				
LAN2258	Korean-II				
LAN2259	Japanese-II				
LAN2259	Hindi-II				
CSS2251	Presentation Skills *	1	-	-	1
BEH2251	Problem Solving and Creative Thinking*	1	-	-	1
ENV2251	Environmental Studies-II*	2	-	-	2
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				25

SUMMER INTERNSHIP-I
THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2351	TV Journalism	2	-	2	3
JRN2301	Basics of Research-I	2	-	2	3
JRN2302	News & Contemporary Issues	1	-	2	2
JRN2303	Digital Photography	2	-	2	3
JRN2304	Public Relations	2	1	-	3
JRN2335	Summer Internship Evaluation-I	-	-	-	3
Concentration Electives					3
JRN2305	Computer Graphics, Animation & Sound	1	-	4	3
JRN2306	Media Planning & Buying	2	1	-	3
JRN2307	Development Communication	2	-	-	2
JRN2332	Project (with Presentation & Evaluation)	-	-	-	3
JRN2333	Workshop / Certification (Discipline Specific) (1 Credit per Workshop)	-	-	-	1
JRN2334	Study Abroad	-	-	-	3
JRN2336	Media Production Portfolio	-	-	-	3
Open Electives					4*+3
LAN2351 LAN2352 LAN2353 LAN2354 LAN2355 LAN2356 LAN2357 LAN2358 LAN2359	Foreign Language-III* French-III German-III Spanish-III Russian-III Chinese-III Portuguese-III Korean-III Japanese-III Hindi-III	2	-	-	2
CSS2351	Reading & Comprehension *	1	-	-	1
BEH2351	Group Dynamics and Team Building*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				27

FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2451	TV Production and Presentation	2	-	2	3
JRN2401	Film Theory & Practice-I	2	-	2	3
JRN2402	Corporate Communication & Event Management	2	-	2	3
JRN2403	Media Management	2	-	-	2
JRN2404	Web Designing	1	-	2	2
Concentration Electives					3
JRN2405	Basics of Research-II	2	-	2	3
JRN2406	Advertising Design	2	-	2	3
JRN2407	Brand Management	2	-	-	2
JRN2432	Project (with Presentation & Evaluation)	-	-	-	3
JRN2433	Workshop / Certification (Discipline Specific) (1 Credit per workshop)	-	-	-	1
JRN2434	Study Abroad	-	-	-	3
JRN2436	Media Production Portfolio	-	-	-	3
Open Electives					4*+3
LAN2451 LAN2452 LAN2453 LAN2454 LAN2455 LAN2456 LAN2457 LAN2458 LAN2459	Foreign Language – IV* French-IV German-IV Spanish-IV Russian-IV Chinese-IV Portuguese-IV Korean-IV Japanese-IV Hindi-IV	2	-	-	2
CSS2451	Corporate Communication *	1	-	-	1
BEH2451	Stress and Coping Strategies*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				23

SUMMER INTERNSHIP -II
FIFTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2551	New Media	2	1	-	3
JRN2501	Film Theory and Practice - II	2	-	2	3
JRN2502	National & International Issues & Affairs	1	-	2	2
JRN2535	Summer Internship Evaluation-II	-	-	-	6
Concentration Electives					3
JRN2503	Event Management-II	2	-	2	3
JRN2504	Multimedia	2	-	2	3
JRN2505	Advanced Research	2	-	-	2
JRN2532	Project (With Presentation & Evaluation)	-	-	-	3
JRN2533	Workshop / Certification (Discipline specific) (1 credit per Workshop)	-	-	-	1
JRN2534	Study Abroad	-	-	-	3
JRN2536	Media Production Portfolio	-	-	-	3
Open Electives					4*+3
LAN2551 LAN2552 LAN2553 LAN2554 LAN2555 LAN2556 LAN2557 LAN2558 LAN2559	Foreign Language–V* French-V German-V Spanish-V Russian-V Chinese-V Portuguese-V Korean-V Japanese-V Hindi-V	2	-	-	2
CSS2551	Employability Skills *	1	-	-	1
BEH2551	Individual ,Society and Nations*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				24

SIXTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/ Self Study Hours per week	Total Credits
JRN2601	Professional Project (Specialization: (Any one)) • Print • Advertising • Public Relations & Events • Photography • Electronic Communication	1	-	16	9
JRN2637	Internship/Dissertation	-	-	-	9
Concentration Electives					3
JRN2602	Media Analysis	3	-	-	3
JRN2630	Readings in Media	-	-	-	2
JRN2632	Project (With Presentation & Evaluation)	-	-	-	3
JRN2633	Workshop / Certification (Discipline Specific) * 1 credit per workshop	-	-	-	1
JRN2636	Media Production Portfolio	-	-	-	3
Open Electives					*2+3
CSS2651	Workplace Communication *	1	-	-	1
BEH2651	Interpersonal Communication and Relationship Management*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
TOTAL					26

B.Sc.-Animation & Visual Graphics (Total Credits-150)

Programme Structure-2018

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2151	Basics of Sketching & Drawing	2	-	2	3
ANI2101	Typography	2	-	2	3
ANI2102	Computer Applications	2	-	2	3
ANI2103	Introduction to Multimedia and its Application	2		2	3
	Concentration Electives				3
ANI2104	Art History	2	1	-	3
ANI2105	Introduction to Visual Communication	2	-	2	3
ANI2132	Project (with Presentation & Evaluation)	-	-	-	3
ANI2133	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2134	Study Abroad	-	-	-	3
	Open Electives				*7+3
LAN2151 LAN2152 LAN2153 LAN2154 LAN2155 LAN2156 LAN2157 LAN2158 LAN2159	Foreign Language- I* French-I German-I Spanish-I Russian-I Chinese-I Portuguese-I Korean-I Japanese-I Hindi-I **	3	-	-	3
ENV2151	Environmental Studies-I*	2	-	-	2
CSS2151	Effective Listening*	1	-	-	1
BEH2151	Understanding Self for Effectiveness*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				25

** Hindi as Foreign Language for Foreign National Students

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2251	Basics of HTML	2	-	2	3
ANI2201	Digital Photography	1	-	2	2
ANI2202	Web Design	1	1	2	3
ANI2203	Computer Lab on 2D animation	1	-	4	3
ANI2204	Creating Animation	1	-	2	2
ANI2205	Foundation course in Classical Animation	1	-	2	2
Concentration Electives					3
ANI2206	Action Analysis	1	1	2	3
ANI2207	Location Research for Animation	1	1	2	3
ANI2208	Principle of Screen Design	1	1	2	3
ANI2232	Project (With Presentation & Evaluation)	-	-	-	3
ANI2233	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2234	Study Abroad	-	-	-	3
Open Electives					7*+3
LAN2251	Foreign Language-II*	3	-	-	3
LAN2252	French-II				
LAN2253	German-II				
LAN2254	Spanish-II				
LAN2255	Russian-II				
LAN2256	Chinese-II				
LAN2257	Portuguese-II				
LAN2258	Korean-II				
LAN2259	Japanese-II				
LAN2259	Hindi-II				
CSS2251	Presentation Skills *	1	-	-	1
ENV2251	Environmental Studies-II*	2	-	-	2
BEH2251	Problem Solving and Creative Thinking*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				28

SUMMER PROJECT-I

THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2351	Introduction to 3D	1	-	4	3
ANI2301	Lighting and Rendering	1	-	4	3
ANI2302	Rigging and Animation	1	-	4	3
ANI2303	Particles and Dynamics	1	-	4	3
ANI2304	Production Pipeline	1	-	2	2
ANI2335	Summer Project Evaluation-I	-	-	-	3
Concentration Electives					3
ANI2306	3-D Quadraped Animation	1	1	2	3
ANI2332	Project (With Presentation & Evaluation)	-	-	-	3
ANI2333	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2334	Study Abroad	-	-	-	3
Open Electives					4*+3
LAN2351	Foreign Language-III*	2	-	-	2
LAN2352	French-III				
LAN2353	German-III				
LAN2354	Spanish-III				
LAN2355	Russian-III				
LAN2356	Chinese-III				
LAN2357	Portuguese-III				
LAN2358	Korean-III				
LAN2359	Japanese-III				
	Hindi-III				
CSS2351	Reading & Comprehension *	1	-	-	1
BEH2351	Group Dynamics and Team Building*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
TOTAL					27

FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2451	Maya Fundamentals	1	-	4	3
ANI2401	Lighting and Rendering in Maya	1	-	4	3

ANI2402	Rigging and Animation in Maya	1	-	4	3
ANI2403	Particles and Dynamics in Maya	1	-	4	3
Concentration Electives					3
ANI2404	Stop Motion	1	-	4	3
ANI2432	Project (With Presentation & Evaluation)	-	-	-	3
ANI2433	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2434	Study Abroad	-	-	-	3
Open Electives					4*+3
LAN2451	Foreign Language- IV* French-IV	2	-	-	2
LAN2452	German- IV				
LAN2453	Spanish- IV				
LAN2454	Russian- IV				
LAN2455	Chinese- IV				
LAN2456	Portuguese- IV				
LAN2457	Korean-IV				
LAN2458	Japanese-IV				
LAN2459	Hindi-IV				
CSS2451	Corporate Communication *	1	-	-	1
BEH2451	Stress and Coping Strategies*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				22

SUMMER PROJECT-II

FIFTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2551	Digital Editing	1	-	4	3
ANI2501	Digital Compositing	1	-	4	3
ANI2502	Sound Editing	1	-	4	3
ANI2535	Summer Project Evaluation-II	-	-	-	6
Concentration Electives					3
ANI2503	Animation Postproduction	1	-	4	3
ANI2504	Video: Introduction & Advanced	1	-	4	3
ANI2532	Project (With Presentation & Evaluation)	-	-	-	3
ANI2533	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2534	Study Abroad	-	-	-	3

Open Electives					4*+3
LAN2551	Foreign Language-V*	2	-	-	2
LAN2552	French-V				
LAN2553	German-V				
LAN2554	Spanish-V				
LAN2555	Russian-V				
LAN2556	Chinese-V				
LAN2557	Portuguese-V				
LAN2558	Korean-V				
LAN2559	Japanese-V				
	Hindi-V				
CSS2551	Employability Skills *	1	-	-	1
BEH2551	Individual ,Society and Nations*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				25

SIXTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/ Self Study Hours per week	Total Credits
ANI2601	Professional Project Specialization: (Any one) • Creating Animation-2D • 3D Animation • Composting • Lighting and Rendering	1	-	16	9
ANI2637	Internship/Dissertation	-	-	-	9
Open Electives					2*+3
CSS2651	Workplace Communication *	1	-	-	1
BEH2651	Interpersonal Communication and Relationship Management*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
	TOTAL				23

*Compulsory

Students produce short projects as experiments in concepts, style or technology. Students may either work in 2D, 3D or Gaming according to their inclination prerequisites, or, with consent of the Faculty, they may work in any medium appropriate to their experience and resources. While producing their own work, students also serve as production planning team and production crew for all other projects.

**** Courses open to other departments as open electives will have a cap of 20 students only. These students will have to appear for an aptitude test before being offered the minor in ASCO**

M.A.-JMC (Total Credits-100)

Programme Structure-2018

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4101	Introduction to Mass Communication	2	1	-	3
JRN4102	Print Journalism - Reporting & Editing	1	1	2	3
JRN4103	Media Arts - I: Radio & TV	2	-	2	3
JRN4104	Advertising : Concepts & Principles	2	1	-	3
JRN4105	Introduction to Photography	2	-	2	3
JRN4106	Design Software	2	-	2	3
JRN4107	History, Culture & Society	2	1	-	3
Open Electives					5
CSS4151	Basics of Communication	1	-	-	1
BEH4151	Self Development& Interpersonal Skills	1	-	-	1
LAN4151	Foreign Business Language-I	3	-	-	3
LAN4152	French-I				
LAN4153	German-I				
LAN4154	Spanish-I				
LAN4155	Russian-I				
LAN4156	Chinese-I				
LAN4157	Portuguese-I				
LAN4158	Korean-I				
LAN4159	Japanese-I				
	Hindi-I **				
TOTAL					26

** Hindi as Foreign Language for Foreign National Students

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4201	Advertising Planning & Strategy	2	1	-	3
JRN4202	Print Design & Visualization	2	-	2	3
JRN4203	Specialized Reporting & Feature Writing	2	-	2	3
JRN4204	Media Arts - II: Radio & TV	2	-	2	3

JRN4206	Public Relation & Corporate Communication	2	1	-	3
JRN4207	Advanced Photography	2	-	2	3
JRN4209	Media Planning & Brand Management	2	1	-	3
JRN4231	Term Paper-I	-	-	-	1
	Open Electives				5
CSS4251	Corporate Communication	1	-	-	1
BEH4251	Behavioural Communication & Relationship Management	1	-	-	1
LAN4251	Foreign Business Language-II	3	-	-	3
LAN4252	French-II				
LAN4253	German-II				
LAN4254	Spanish-II				
LAN4255	Russian-II				
LAN4256	Chinese-II				
LAN4257	Portuguese-II				
LAN4258	Korean-II				
LAN4259	Japanese-II				
	TOTAL				27

SUMMER INTERNSHIP THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4301	Media Arts-III: Film	2	-	2	3
JRN4304	Media Laws & Ethics	2	1	-	3
JRN4305	Development Communication	2	-	2	3
JRN4306	Digital Media Production	1	-	4	3
JRN4307	Mass Media & Industry	2	1	-	3
JRN4331	Term Paper-II	-	-	-	1
JRN4335	Summer Internship Evaluation	-	-	-	6
	Open Electives				4
CSS4351	Interpersonal Communication	1	-	-	1
BEH4351	Leading Through Teams	1	-	-	1
LAN4351	Foreign Business Language-III	2	-	-	2
LAN4352	French-III				
LAN4353	German-III				
LAN4354	Spanish-III				
LAN4355	Russian-III				
LAN4356	Chinese-III				
LAN4357	Portuguese-III				
LAN4358	Korean-III				
LAN4359	Japanese-III				
	TOTAL				26

FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/ Self Study Hours per week	Total Credits
JRN4401	Professional Project Specialization (Any one) • Radio • Television • Print • Advertising • Public Relations • Photography	1	-	10	6
JRN4402	Media Arts - IV: Cyber Media	2	-	2	3
JRN4403	Media Analysis	3	1	-	4
JRN4437	Dissertation	-	-	-	6
	Open Electives				2
CSS4451	Cross Cultural Communication	1	-	-	1
BEH4451	Professional Excellence	1	-	-	1
	TOTAL				21

Post Graduate Diploma in Journalism & Mass Communication (Total Credits-55)

Programme Structure-2018

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN3101	Introduction to Mass Communication	2	1	-	3
JRN3102	Print Journalism - Reporting & Editing	1	1	2	3
JRN3103	Media Arts - I: Radio & TV	2	-	2	3
JRN3104	Advertising : Concepts & Principles	2	1	-	3
JRN3105	Introduction to Photography	2	-	2	3
JRN3106	Design Software	2	-	2	3
JRN3107	History, Culture & Society	2	1	-	3
Open Electives					5
CSS3151	Basics of Communication	1	-	-	1
BEH3151	Self Development& Interpersonal Skills	1	-	-	1
LAN3151	Foreign Business Language-I	3	-	-	3
LAN3152	French-I				
LAN3153	German-I				
LAN3154	Spanish-I				
LAN3155	Russian-I				
LAN3156	Chinese-I				
LAN3157	Portuguese-I				
LAN3158	Korean-I				
LAN3159	Japanese-I				
LAN3159	Hindi-I **				
TOTAL					26

** Hindi as Foreign Language for Foreign National Students

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN3201	Advertising Planning & Strategy	2	1	-	3
JRN3202	Print Design & Visualization	2	-	2	3
JRN3203	Specialized Reporting & Feature Writing	2	-	2	3
JRN3204	Media Arts - II: Radio & TV	2	-	2	3
JRN3206	Public Relation & Corporate Communication	2	1	-	3

JRN3207	Advanced Photography	2	-	2	3
JRN3209	Media Planning & Brand Management	2	1	-	3
JRN3232	Project	-	-	-	3
	Open Electives				5
CSS3251	Corporate Communication	1	-	-	1
BEH3251	Behavioral Communication & Relationship Management	1	-	-	1
LAN3251	Foreign Business Language-II	3	-	-	3
LAN3252	French-II				
LAN3253	German-II				
LAN3254	Spanish-II				
LAN3255	Russian-II				
LAN3256	Chinese-II				
LAN3257	Portuguese-II				
LAN3258	Korean-II				
LAN3259	Japanese-II				
	TOTAL				29