

Innovation (New Method, idea, product etc)

- The uniqueness of the **Animation** course is reflected in the blend of drawing and Painting, Applied Arts subjects with digital Arts. The syllabus thus has incorporated History of Arts, Basics of shapes, Composition from Drawing and Painting; History of Advertising, Design & Advertisement from applied Arts, 2D classical, 3D animation with VFX etc. Students thus become assets to the corporate sector as multi-taskers.
- The important aspects of the **Journalism** course is the incorporation of the recent trends with regard to social media such as design and layout of a complete newspaper by providing live projects.
- The courses in **Mass Media** provides specially designed participatory, professional training in the latest fields such as Sound Engineering/ Digital Film Making/ Animation Designs having fine tuning with the work culture of television industry through program contained designs distribution technology, human dynamics and innovative creations.
- We have added two more courses which is **Political communication** and **Event management**. It is necessary to know how media works in general and in the context of politics, and how citizens, journalists and politicians make sense of political messages. Students can choose this course for their research project.
- **Study methodology**
The methodology of study focuses on hands-on project work individually and in groups. We use international case study for curriculum examples . students send their good collection of documentary and short films to National/International film festivals . They also participate National and International Drama competitions. We use social media like face book and YouTube for internationalize our activities .
- **Faculty**
The faculty consists of hard-core professionals from media organizations and not just academics. All lecturers are highly qualified & experienced . We often invite media expert person to deliver the lecture . They frequently share anecdotes and quotes about their work experiences.
- **Value added subject** : Our project work is based on environmental issues , social awareness and understanding India's position in the world.
- **Our curriculum**
All of the courses in our curriculum are designed with an emphasis on electronic media . The modern communications curriculum focuses on the information and techniques that can use to understand the development of broadcast journalism in the world . As internet has high social impact we have incorporated Web Journalism, Social Media and Broadcast Media in our courses. We have developed content for several projects covering a range of topics like Education, Politics, Culture etc. With several technical associations in the industry we provide exceptional television and sound development programs. Over all we believe to innovate and take the lead in the Mass communication training industry.