



Bachelors Degree in Media, Entertainment and Film Technology

Duration 3 Years

Eligibility +2 in any stream

Centre for Media and Entertainment Studies (CMES), an ITFT group venture has designed and managed this course tailored for Film and Television, Radio, Music, Live Entertainment, Animation and much more.

The course includes Basics of Management and Marketing, Reporting, Writing and Editing, Introduction to Mass Communication, Ethics for Radio and T.V Broadcasting, Art of Public Speaking, Voice and Speech, Direction, Multimedia-Art of Animation, Writing for the Screen, Make up, Film Editing, Cinematography, Acting, Sound Recording and other aspects of the Media Entertainment Industry.

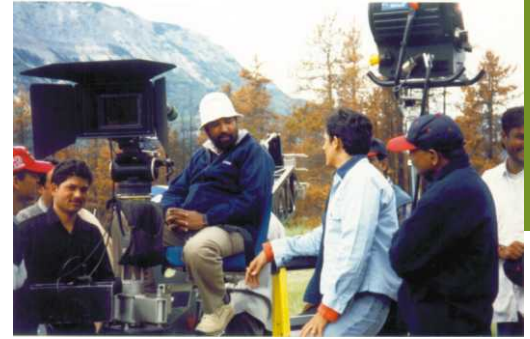
Course Modules

Ist Year

- Global Asian & Regional Trends in Media - Entertainment Industry.
- Basics of Management
- Basics of Marketing
- Constitution of India & Press Law : Media Laws
- Relationship between Law, Society and Press
- Reporting
- Writing and Editing, Screen Writing & Journalistic Entertainment

IInd Year – Media

- Introduction to Media Entertainment Industry
- Radio & T.V Broadcasting
- Art of Public Speaking
- Voice & Speech
- Media Management
- Multimedia Art of Animation : Familiarization with Digital Computer, Introduction to 2D



- Computer Animation, Latest Computer Graphics and Interactive Multimedia Software, Introduction to 3D Computer Animation
- Writing for the Screen
- Make up & Costumes for Media Entertainment
- Direction
- Film Editing and Cinematography
- Acting: Introduction, Imagination & Action, Voice Training for different Media, Understanding Script, Performance for Cameras-Stage/live, Dubbing

IIIrd Year – New Media

- Introduction to Events Industry, Research, Planning & Managing events for radio, television, music, theatre & film industry. Communication, Decision Making, The Culture of an Organization, Leadership & Supervision, Marketing, Promotion & Distribution The Art of Negotiation, Proposal, Presentation & Pitching. Launch & premiers in India & Abroad. Cost benefits analysis.
- Entertainment : Multimedia, Background, 2D Computer Graphics, 3D Computer Graphics, Image Processing.
- Sound Recording: Attributes of Sound, Sound Recording, Sound Editing.
- Editing in final cut pro on FCP/AVID
- Case Study Discussion and Field Visits.
- Project Practicum with close monitoring by the ITFT with Placement assistance



Opening New Avenues for a
BRIGHTER TOMORROW

In Films, Television, Radio, Music, Theatre, Animation, Events and other Segment of Media Entertainment & Service Industry