

Program 02:

Program Title: BS “Immersive Media and Digital Communication”

Undergraduate program

School of Media and Communication Studies (SMCS)

Overview:

The Bachelor of Science in Immersive Media and Digital Communication (BS IMDC) is a cutting-edge degree program designed to equip students with the skills and knowledge needed to excel in the rapidly evolving fields of digital media and immersive technologies. This program combines theoretical foundations with practical applications, focusing on the creation, management, and analysis of immersive digital content across various platforms. Students engage with advanced technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR), learning to design and develop engaging, interactive experiences. The curriculum also emphasizes digital content creation, multimedia storytelling, and strategic communication, preparing students to craft compelling messages and effective campaigns across digital media.

Learning outcomes include proficiency in using immersive technologies, expertise in creating high-quality digital content, and the ability to develop and implement strategic communication plans. Additionally, graduates gain critical analytical skills to assess the impact of digital media initiatives, a strong understanding of ethical considerations, and the ability to collaborate effectively on complex projects. Overall, the program aims to prepare students for dynamic careers in media production, digital marketing, and immersive technology, while fostering adaptability and a commitment to lifelong learning in a constantly changing industry.

Admission Requirements

Minimum 45% marks at Intermediate level or equivalent

No third division in Matric

Equivalence Certificate from IBCC in case of O Level and A-Level

UMT Entrance Test / Interview is mandatory

Program Scheme of Studies

Eligibility Criteria: (Minimum Criteria for Admission)	45% marks or CGPA 2.0 out of 4 in Intermediate
Duration: (Years of study)	4 Years
Semester Duration: (Weeks)	18
Semesters:	8
Course Load per Semester: (Credit Hours)	Minimum: 06 Maximum: 18
Structure of the Scheme	
Courses Credit Hours	134
Allied Courses: (Credit Hours)	5 Courses 14-Credit Hours
General Courses: (Credit Hours)	10 Courses 30-Credit Hours
School Core Courses	10 Courses 30-Credit Hours
Program Major Courses: (Credit Hours)	18 Courses 54-Credit Hours
Internship	1 Course 3 Credit Hours
Project	1 Course 3 Credit Hours
Total Credit Hours:	134

Program Road Map

Year -1							
Fall Semester 1				Spring Semester 2			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
EN 111	English 01	3	General	EN 125	English 02	3	General
POL 121	Pakistan Ideology, Constitution and Society	3	General	MC 1101	Media, History, Laws and Ethics	3	School Core Course
IS 135	Computer Applications	3	General	EC 270	Issues in Pakistan Economy and Development Economics	3	Allied
HWB101	Health and Well being	3	Allied	MC 1205	Journalistic Urdu Language and Practices	(2+1) 3	School Core Course
MC1107	Introduction to Communication and Mass Media	3	School Core Course	SD 420	Foreign Language	3	General
SOC-102	Understanding society and socio- cultural dynamics	3	Allied	MC-1108	Intro to Film and Theater	(2+1) 3	School Core Course
Semester Credit Hours		18		Semester Credit Hours		18	

Year – 2							
Fall Semester 3				Spring Semester 4			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
MT 231	Artificial Intelligence for Media	3 (2+1)	School Core Course	MG 224	Innovation and Entrepreneurship	3	General
ISL 112	Islamic Thoughts & Perspectives	3	General	QM 110	Calculus	3	General
PHL 101	Logical Reasoning	3	General	SD 210	Civic and community engagement	2	Allied
PSY 110	Psychology of Mind and Behavior	3	Allied	MC 2324	Video Production	3	School Core Course
IM 231	Mobile journalism	3 (2+1)	Major	MC 2325	Graphic Design.	(2+1) 3	School Core Course
IM 232	Creative Content Writing	(2+1) 3	Major	CH 211	Everyday Science	(2+1) 3	General
Semester Credit Hours		18		Semester Credit Hours		17	

Year – 3							
Fall Semester 5				Spring Semester 6			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
IM 351	User Interface & User Design	2+1 (3)	Major	IM 361	Web Design	(2+1) 3	Major
IM 352	Virtual Pre-Production	(2+1) 3	Major	IM 365	Data Visualizations and Analytics	(2+1) 3	Major
MC 3514	Development Communication	3	School Core Course	IM 363	Immersive Storytelling and Narrative Design	(2+1) 3	Major
MC 3519	Communication Theories	3	School Core Course	IM 364	Immersive Media Editing Techniques	(2+1) 3	Major
IM 353	Virtual reality and Augmented Reality Development	2+1 (3)	Major	MC3515	Media Research Method	3	School Core Course
IM 354	3D modeling and Animation	2+1 (3)	Major	MT 363	Fact Checking Technology	2+1 (3)	Major
Semester Credit Hours		18		Semester Credit Hours		18	

Year – 4							
Fall Semester -7				Spring Semester -8			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs	Prerequisite
IM 471	Mobile Application Technology	3 (2+1)	Major	MC 4822	Internship	3	Major
IM 472	Digital Game Applications	3 (2+1)	Major	MC 4821	Final Year Project	3	Major
IM 473	Visual Effects	2+1 (3)	Major	IM 481	Portfolio Development	2+1(3)	Major
IM 474	Digital Media Marketing	2+1 (3)	Major		Coop-Program		Optional
IM 475	VR & 360 Production	2+1(3)	Major				
IM 476	SEO and Google Ads	3 (2+1)	Major				
Semester Credit Hours		18		Semester Credit Hours		09	

Credit Hours: 134