

M.F.A. in Visual Media (Applied Art and Advertising)

SEMESTER I

Basics of Advertising
Studies in Visual Aesthetics
Visualization and Storyboarding Practice
Components of Visual Design Practice
Design and Society
Audiography Lab
Photography Practice
Videography Practice
Graphic Design Lab
Cultural Education

SEMESTER II

History of Art
Internet Advertising
Creative Copywriting
Elective I
Anatomy and Sketching Practice
Advertising Photography and Digital Design Practice
Research methodology for Communication and Media studies
Digital Video Production Lab
Ad Filmmaking practice
Amrita Values Programme

SEMESTER III

Brand Management
Intellectual Property Rights for media
Elective II
Advanced Illustration
Typography Practical
Media Advertisement Practice
Packaging Practical
Live in Lab / Open Elective
Mini Project in Visual Media
Life Skills

SEMESTER IV

Comprehensive and Technical Viva Voce
Internship
Project Work in Visual Media

Elective I

Design and Entrepreneurship Practice

Public Service Advertising Practice

Social Media and Entrepreneurship Practice

Elective II

Sustainable Designing Practice

Video Production for Online Media Lab

Product Photography Practice