

# **BACHELOR OF SCIENCE (B.Sc.) IN MEDIA AND CREATIVE TECHNOLOGIES**

**Industry Embedded Undergraduate Program**

Offered by

**St.Aloysius (Deemed to be University), Mangaluru**

In academic collaboration with

**Sierra Learning Academy**

## PROGRAM OVERVIEW

The **B.Sc. in Media and Creative Technologies** is an industry-embedded undergraduate program designed to develop **creative professionals who can operate inside real media, design, and technology systems** not just understand them theoretically.

The program integrates **design, media production, digital strategy, creative technologies, automation, and applied AI into a single, coherent learning pathway**. Students progress from foundational visual literacy and media thinking to advanced production systems, strategic execution, and AI-augmented creative workflows. The academic journey culminates in a full-time, industry-embedded internship year, where students transition from guided studio learning into real professional teams, applying their skills within live projects under structured supervision.

This is not a conventional media degree. It is a professional formation program. In simple terms, **students are trained to function inside real media, design, and creative technology teams not just study theory or tools in isolation**.



## PROGRAM SNAPSHOT

Attribute	Details
Degree Awarded	Bachelor of Science (B.Sc.)
Degree Duration	3 Years (6 Semesters)
Specialization	Media & Creative Technologies
Mode	Full-time, On-Campus + Industry Embedded
Post-Degree Pathway	Postgraduate Professional Practice Year (Industry Employment Pathway)
Location	Mangaluru

## WHO THIS PROGRAM IS DESIGNED FOR

This program is intended for students who want to:

- **Build careers across media, design, creative technology, and AI-augmented workflows**
- **Learn how creative systems actually function in industry**
- **Graduate with documented work experience & portfolio depth**
- **Develop professional discipline, not just creative expression**

This program does not focus on narrow tool training or single-discipline specialization, but on integrated creative and media systems. It is not designed for students seeking purely theoretical study or minimal workload programs.

# LEARNING ARCHITECTURE: HOW STUDENTS LEARN AND WORK

This program is designed around how creative and media work is actually done in professional environments.

Instead of studying disconnected subjects in isolation, students learn by working through real workflows understanding a problem, designing solutions, producing outcomes, reviewing performance, and improving through feedback.

The curriculum follows a pipeline-first learning model, which means students are trained to think beyond individual tools and focus on systems, workflows, and results.

## HOW THIS WORKS IN PRACTICE:

### **Intent before tools**

Students first understand why a design, video, campaign, or system is needed before choosing software, techniques, or AI tools

### **End-to-end workflows**

Students practice the complete process, from ideation and planning to production, publishing, review, and iteration

### **Professional Discipline**

Students learn documentation, version control, feedback handling, deadlines, and team coordination expected in real workplaces

### **AI as Augmentation**

Students use AI for assistance, automation, and efficiency, while retaining human judgment & accountability

### **Ethics and Governance**

Students understand platform rules, content responsibility, compliance, and ethical decision-making

In practical terms, this means students spend less time memorizing concepts and more time planning, creating, reviewing, and improving real work, both individually and in teams. Industry exposure is not deferred to the final year professional expectations and workflows are introduced from the first semester onward.



## EMBEDDED INDUSTRY EXPOSURE (EVERY SEMESTER)

### Applied Industry Workshops

Applied Industry Workshops are credit-bearing, structured interventions conducted across all semesters. They are designed to:

- **Translate academic learning into industry-relevant practice**
- **Expose students to current tools, workflows, and decision-making environments**
- **Reinforce professional expectations such as studio discipline, production hygiene, and ethical practice**

Workshops span areas including media production systems, digital design workflows, content strategy, platform governance, automation awareness, applied AI use, cross-domain topics such as finance, operations, and professional conduct.

### Senior-Led Learning Sessions

Senior-Led Learning Sessions are structured knowledge-transfer forums where students currently engaged in industry residencies share real-world insights with junior cohorts. Junior students are trained to:

- **Listen analytically**
- **Extract workflows and expectations**
- **Synthesize insights into structured understanding**

This mirrors how learning occurs inside professional organizations and prepares students early for workplace environments.

## Program Structure & Industry Progression

The academic degree is completed in three years. The third year is a paid, supervised industry internship. The professional practice year is optional, merit-based, & post-degree.



The program is designed as a progressive transition from academic learning to professional practice, while preserving clear separation between the academic degree & post-degree professional pathways.



# Academic & Industry Learning Journey

## Semester I – Media Foundations & Visual Language

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### Focus Areas

- Media literacy and visual interpretation
- Narrative writing for media
- Principles of digital design
- Visual communication and image literacy

### Outcome

Students develop the ability to analyze, interpret, and construct visual and media narratives with clarity, purpose, and ethical awareness.

## Semester II – Production Systems & Generative AI Foundations

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### Focus Areas

- Editing and post-production systems
- Media and content strategy
- Advanced digital design systems
- Introduction to generative AI for creative workflows

### Outcome

Students move from isolated outputs to repeatable production workflows, while learning responsible and practical AI usage.

## Semester III – Governance, Strategy & Agentic Systems

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### Focus Areas

- Media governance, policy, and ethics
- Creative coding for media and agentic AI
- 3D design and spatial systems
- Sound design and audio literacy
- Advanced content strategy and publishing systems

### Outcome

Students understand how platform rules, automation, AI systems, and governance frameworks shape creative and strategic decisions.

## Semester IV – Integrated Media Production Studio

This semester functions as a full-scale studio simulation. Students work on integrated projects involving:

- **Branding and design systems**
- **Cinematography and visual production**
- **Post-production and finishing**
- **Web presence and publishing**
- **Performance review and iteration**

### Outcome

Students demonstrate end-to-end pipeline literacy, producing industry-compatible deliverables rather than academic mock projects.

## Year 3: Full-Time Industry Internship

**The third year of the program is structured as a full-time, paid industry internship year.**

Students are placed within partner organizations in India and abroad, including media studios, design agencies, production houses, digital teams, and technology-enabled creative organizations. They work on live projects, follow professional schedules, and operate under real production workflows.

During this phase, students continue to be formally enrolled as learners, and academic credit is awarded based on industry evaluation, documentation, and reflective learning not classroom examinations. Internship stipends are provided and are governed by the policies of the host organization. Students who do not meet professional or academic benchmarks during the internship are supported through review, remediation, or reassessment, as per institutional guidelines.

### Outcome

Students gain structured, supervised industry experience with documented learning and professional exposure.



## Postgraduate Professional Practice Year

Following the successful completion of the three-year academic degree and the industry internship year, graduates transition into a **Postgraduate Professional Practice Year**. This phase is designed for graduates to deepen industry immersion by functioning in employee-grade roles within professional environments. Participants operate as contributing members of organizational teams, with expectations aligned to performance, accountability, and long-term career integration. Entry level, role allocation, and compensation during the Postgraduate Professional Practice Year are merit-based, and are determined by cumulative academic performance across semesters, quality of studio and project assessments, and professional evaluations received during the full-time industry internship. **This pathway is optional and is not a requirement for degree completion.**

### Outcome

Graduates who opt for this pathway gain extended professional experience, organizational continuity, and accelerated career readiness.

In practical terms, this means graduates step into professional roles with prior work experience rather than starting as freshers.



# APPLIED AI INTEGRATION (ACROSS ALL YEARS)

AI is integrated as a workflow and systems skill, not a shortcut.

## Students learn to:

- Design AI-assisted creative and content workflows
- Use prompting as a professional capability
- Integrate automation, SEO tools, Python scripts, and generative systems
- Evaluate AI outputs for accuracy, bias, ethics, and reliability

Responsible AI usage, disclosure norms, and verification practices are emphasized throughout.

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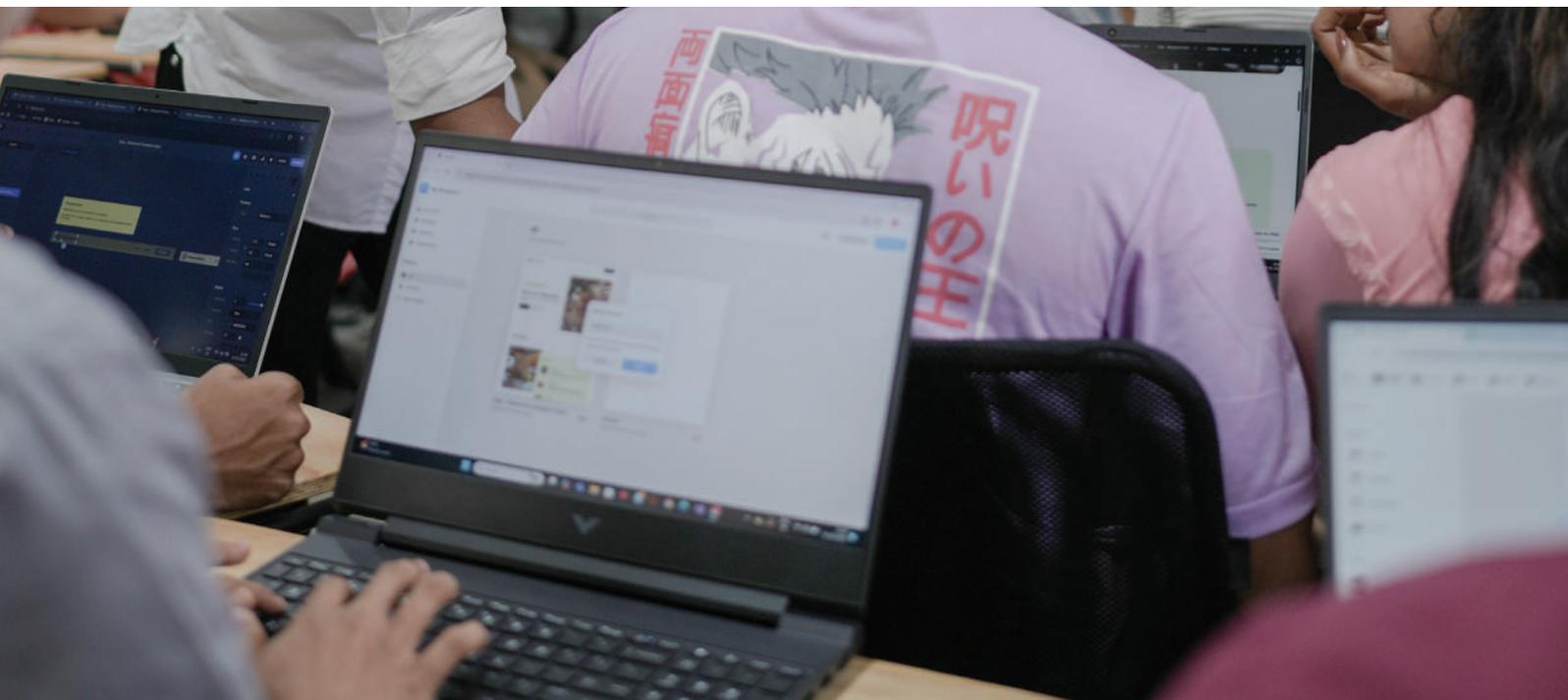
## ASSESSMENT PHILOSOPHY

### Evaluation prioritizes:

- Process quality and decision-making
- Workflow discipline and documentation
- Iteration and problem-solving ability
- Professional conduct and collaboration

Assessment methods primarily include studio reviews, project evaluations, portfolio submissions, and industry performance feedback.

Academic progression requires meeting defined performance benchmarks aligned with professional expectations.



## CAREER PATHWAYS

Career outcomes vary based on specialization choices, portfolio strength, and professional performance during the internship and professional practice phases.

**Graduates are prepared for roles such as:**



**Media & Content Strategist**



**Visual / UI Designer**



**Video Editor & Post-Production Specialist**



**Digital Media Producer**



**Creative Technologist**



**SEO & Content Operations Specialist**



**AI-Augmented Creative Professional**

The program also supports entrepreneurial, freelance, and higher-study pathways.

## ELIGIBILITY CRITERIA

- **Completion of 10+2 / PUC / equivalent**
- **Open to Science, Commerce, and Arts backgrounds**
- **Admission through screened aptitude assessment and personal interaction, as applicable**

## COURSE FEES

- Detailed fee structure is shared during counselling and in the official fee circular
- Fees include academic instruction, studio access, workshops, and institutional facilities
- Residency stipends are governed by partner organization policies

## MERIT-BASED INSTITUTIONAL SPONSORSHIP

A limited number of students may be offered Merit-Based Institutional Sponsorship based on performance during the admission assessment process.

Selected students are permitted to complete the academic program without upfront tuition payment. Following graduation, sponsored students repay the program fee through a structured post-degree repayment mechanism, either during the Postgraduate Professional Practice Year or through independent professional engagement.

Repayment terms are designed to remain student-friendly, with interest rates depending on repayment timelines and institutional conditions.

This sponsorship is highly selective, limited to a small cohort (up to six students per intake), and awarded purely on merit. It is not a scholarship, loan, or entitlement, and is governed by institutional terms.

# WHY THIS PROGRAM IS DIFFERENT



**Industry exposure every semester not just at the end**



**Studio-based learning, not theory-only classrooms**



**AI as professional augmentation, not hype**



**Governance, ethics, and systems thinking built-in**

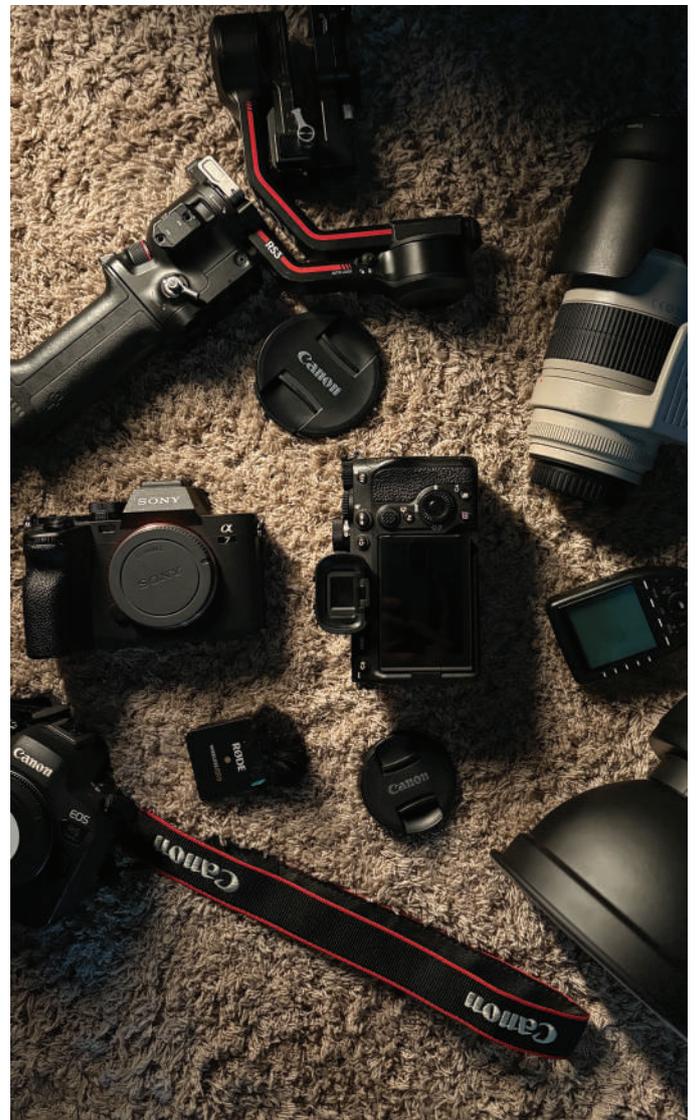


**Portfolio + professional experience at graduation**

## Important Note

This program is intentionally rigorous. Its strength lies in the workload, discipline, and industry alignment required.

**Parents should note** that this rigor is intentional and designed to ensure graduates are genuinely industry-ready, not just degree holders. Students willing to engage deeply will graduate with a significant professional advantage.



# Frequently Asked Question

## Is the Postgraduate Professional Practice Year mandatory?

No. **The academic degree is completed in three years.** The Postgraduate Professional Practice Year is an optional post-degree pathway designed for graduates who wish to extend industry immersion and transition into employee-grade professional roles.

## What determines eligibility and compensation for the Postgraduate Professional Practice Year?

Eligibility for the Postgraduate Professional Practice Year is determined based on overall academic performance across semesters, quality and consistency of studio and project assessments, and professional performance during the full-time industry internship, including industry feedback, work ethic, reliability, and role readiness.

Compensation during the Postgraduate Professional Practice Year is role-dependent and aligned with the policies, performance frameworks, and compensation structures of the host organization. Based on current industry alignments, compensation typically ranges from **₹3 LPA – ₹4.8 LPA, depending on role complexity, responsibility, demonstrated professional capability, and organizational standards.**

## What if a graduate does not opt for or qualify for the Professional Practice Year?

Graduates who do not opt for or qualify for the Professional Practice Year exit with a completed Bachelor of Science degree, documented paid internship experience & portfolio readiness **for independent placement, higher studies, or entrepreneurial pathways.**

## Is the Merit-Based Institutional Sponsorship mandatory or binding?

No. The institutional sponsorship is optional, merit-based, and governed by clearly defined institutional terms. Students may choose standard fee payment instead.

# WORKSHOPS AND INTERNSHIPS



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