BA (Honours)

Communication Studies and Design

Habib University
shaping futures
What is Communication Studies & Design?

Communication is the central operation by which society produces and reproduces itself. Communication Studies is dedicated to the nature and dynamics of this process. Developed on the basis of market research, as well as in consultation with academics from leading regional and global universities, the CSD curriculum provides inter- and transdisciplinary instruction not only in the function but also in the practical application of a wide range of communication and media forms.

Vision

We believe that one has to make media in order to understand media. This is why the CSD curriculum combines theory and practice, thinking and making. Drawing from both the origins of the discipline as well as its later developments, Habib University offers a program that integrates the practical and the theoretical, the social sciences and the humanities.

What will students get from studying Communication Studies & Design?

Students in Pakistan today represent a generation with an unprecedented potential to meet the challenges of the modern world. The unique combination of communication theory with practice helps unfold this potential. CSD students will develop an awareness of different types of media and learn to produce artifacts of communication ranging from the text-based to the graphic to the visual. Therefore CSD graduates are prepared for careers in the media industries as well as in media management and public policy. Skills of critical thinking, systematic analysis, and clear and articulate communication - consistently developed and refined in all forms in CSD - will prove crucially advantageous on any market.
STRUCTURE
The CSD program consists of three streams – Communication Studies (Com), Communication Design (ComD), and Moving-Image Media Production (Mov).

Communication Studies (Com)
The Com stream builds upon the core academic CSD curriculum that provides the historical and theoretical grounding for the department as a whole. It offers students the opportunity to explore the complex relationship between communication, media, and society. We analyze form and function of mass media communication as well as new media forms, from digital platforms like Google or Facebook to multimedia storytelling. The Com student will also enjoy the opportunity to produce – in the forms of websites, podcasts, videos, and digital archives – public documents representing the fruits of their research and discovery.

Communication Design (ComD)
The ComD stream offers students the opportunity to explore the visual combinations of words and images in traditional and new media. The skills learned will enable students to visualize ideas, organize information effectively and aesthetically, and circulate that information to the intended audience. Gaining skills in typography, photography, and illustration, students will actively investigate the range of methods of visual production. Graduates will be prepared with an active understanding of graphic identity, publication and interaction design, and environmental and information design. ComD’s emphasis on communication in local and regional contexts enables students to become graphic problem-solvers, sensitive to their environment and to its location within global society.

Moving-Image Media Production (Mov)
The Mov stream will give students the opportunity to explore the making of moving-image media in a variety of forms. Grounded in a knowledge of cinema and media history and theory, students will have the opportunity to explore fictional and documentary filmmaking, experimental video, and journalistic visual reporting and storytelling. With hands-on experience in the scriptwriting, filming, editing, and exhibiting of their own original work, students gain a broad, working understanding of digital film and television production.

The program integrates perspectives and skills drawn from a wide range of areas including:
- Communication Theory
- Media Studies
- Television Production
- Cinema
- Journalism
- Graphic Design
- Literary Criticism
- Sociology
- Aesthetics
- History

DEGREE REQUIREMENTS
- Total Number of Courses: 36
- Total Credits: 144
- Minimum Grade Requirement for graduation: 2.5 CGPA
Communication Studies & Design is a four-year (eight semester) program. CSD students must complete 36 courses spanning the university-wide Liberal Core and general requirements for the School of Arts, Humanities and Social Sciences. The CSD major is comprised of 18 courses, 4 of which are considered to be “gateway” courses and are compulsory for all CSD students regardless of concentration:

- Introduction to Media Studies
- Media Ethics
- Design Studio I
- Guerrilla Filmmaking

Students completing 3 of their 4 “gateway” courses in their first year are well-positioned to confirm their CSD major upon entry to their second year. The remaining requirements will be determined by each student’s stream.

STREAM REQUIREMENTS

**Com**
CSD students selecting the Com stream are required to take the following additional 8 courses:
- Forms of Journalism I and II
- Communication Theory
- Media Evolution
- Mass Media Reality
- Public Relations & Public Affairs
- Methodology I and II

In addition, Com students must take 2 studio electives and any 4 electives in CSD.

**ComD**
Students choosing the ComD stream have the following additional 12 requirements:
- Design Studio 2
- 4 Com D studios covering Illustration, Typography, Interaction Design, and Photography
- 2 studios specializing in either Illustration, Interaction Design, or Moving Images
- 3 ComD studio electives
- 2 seminars in Design Theory/History

**Mov**
Students choosing the Mov stream must complete the following 12 requirements:
- Storytelling and Scriptwriting
- Directing
- Cinematography
- Producing for Film
- Producing for Television
- Production Design
- Post-production
- Video Journalism
- Documentary Filmmaking
- Animation & Special Effects
- History of Film
- Film Theory

Specialization is important to attain excellence in a given field, but it is equally necessary for students to be able to deal with the multimedia, multicultural, and multi-skilled reality of today. We therefore encourage them to experiment and engage with new methods of media-making by taking elective courses in each of the streams. This gives them the skills and instills the confidence required to combine different media. It is recommended that students choose these courses in consultation with their advisor.

All CSD students are also required to undertake a two semester capstone project that they will design and complete under the supervision of their faculty advisor. The range of possible capstone projects is nearly infinite, but it should be noted that, especially in the ComD and Mov streams, the capstone project is likely to be studio-based. Alongside their specialized training, CSD students are required to take courses outside their major to facilitate a broad exposure to knowledge.
COURSE DESCRIPTIONS FOR THE FIRST YEAR

FALL 2014

CSD 100 Introduction to Media Studies
This course provides an introduction to the trivium of Media Studies: Media Analysis, Media History and Media Theory. We systematically examine different analytical methods and apply them to essays, photos, films, websites or Facebook profiles; we look at how the invention of technologies like the printing press and the computer changed society; and we finally ask how Media Theory tries to explain the very nature of media, taking new forms like Media Anthropology, Media Law and Media Philosophy into account. The course also includes the mediation of basic practical skills like public speaking, writing, filming, editing, and setting up a website.

CSD 102 Design Studio 1
This studio course is the gateway course for students choosing to pursue the Design stream. It is a prerequisite for further Design courses, and is required of all CSD majors. The course introduces the students to the basic skills for effective visual communication by learning from the natural and built environment. They will engage in traditional as well as digital media to investigate the fundamentals of form such as line, texture and colour through hands-on-assignment and critiques.

CSD 103 Design Studio 2
This studio course is the gateway course for students choosing to pursue the Moving-Image Media Production stream. It is a total immersion course in filmmaking from concept to delivery, and will be required of all CSD majors. The emphasis is on guerrilla filmmaking with a hands-on approach to teaching. Students will be required to write a script for a short film of their choice, taught the use of digital cameras and sent out to shoot their project. The footage they bring back will be analyzed by the teacher and the class together and then edited into a coherent piece.

CSD 104 Guerrilla Filmmaking
This studio course is the gateway course for students choosing to pursue the Moving-Image Media Production stream. It is a total immersion course in filmmaking from concept to delivery, and will be required of all CSD majors. The emphasis is on guerrilla filmmaking with a hands-on approach to teaching. Students will be required to write a script for a short film of their choice, taught the use of digital cameras and sent out to shoot their project. The footage they bring back will be analyzed by the teacher and the class together and then edited into a coherent piece.

CSD 110 A Brief History of Communication
This course will introduce students to the key concepts of communication by using the narrative of system differentiation. We start with families, villages and tribes to examine early communication forms like earth and ancestor cults; then explore the formation of large territorial empires and the spread of cross-border communication that leads to forms of religious reflection on identity and distinctness; watch the first forms of bureaucracy emerge; proceed to the representation of society as a hierarchy in stratification to finally examine the difficult terrain of the so-called modern world.

SPRING 2015

CSD 101 Media Ethics
This course will take up the rights, liberties and duties of the digital mass communication age. After a broad introduction to the subject via moral theory, the course then turns to the ethical issues raised by mass media. It will examine print media ethics, journalists’ codes of conduct, privacy, ethics and copyright issues. Several case studies will be presented and discussed. These will be linked to theories of duties and freedom in the mass media and digital age to shed light on the deeper matters underlying such phenomena as privacy issues, data verification, file sharing, P2P downloading, ripping and media streaming.

CSD 102 Design Studio 3
This course is designed to investigate the relationship between words and images. It offers...
the opportunity to explore the conceptual and visual attributes of form on the two dimensional surface. In this intensive and integrated studio, students will learn image-making processes through instruction in drawing, as well as digital production techniques.

CSD 105 Guerrilla Filmmaking
Refer to CSD 104

CSD 113 Music as Communication
Music, that well-ordered collection of sounds and rhythms, does not by itself signify anything. Yet for nearly all human beings music means something. Hearing sadness in a chord progression, or recognizing the call of a nightingale or the coming rain in a musical scale, seems to come naturally to all of us. But why should this be so? This course examines the mechanisms by which music is given meaning and the cultural traditions through which human experience is expressed through sound. Questions we will be exploring include: How does music differ from language, and what might they have in common? How are rhythm, tempo, and harmony related to the experience of our bodies? And can music make fun of itself?

SAMPLE CSD ELECTIVES

Design for Social Innovation
This course will involve a collaborative student group project with an emphasis on contextual research and community-engaged practice. Coursework will instruct the role of design as a catalyst in bringing about positive behavioral change within society. Students will identify social issues faced by a particular locale and find a design solution in collaboration with the community. The design project may take the form of editorial design, information and environmental graphics. As a result of its involvement, the community will have ownership of the solution and contribute towards its post-completion. An important feature of this real-world project will be the forging of valuable partnerships with community-based organizations.

Multimedia storytelling
The combination of the diversity of media forms presented on websites has enormous potential that has not yet been fully realized. This course introduces students to the art of multimedia storytelling and its main requirements: complementary information, nonlinearity, and field reporting. It enables students to fuse text, still photographs, video clips, audio, graphics, and interactive elements to create an informative, emotional and aesthetically convincing experience.

Music Video
Music video is one of the most accessible ways to begin a career in directing. Many innovative and established feature directors such as Spike Jonze, Michel Gondry or David Fincher have used the medium as a launching pad for successful filmmaking. The reason is obvious: By its very nature, the medium is free of many of the constraints of standard narrative filmmaking and gives room for experimentation. In this course, each student will learn the basic elements from treatment to post-production to realize their own music video, be it for an up-and-coming Pakistani band or for an already published song.

UNIQUE FEATURES OF THE PROGRAM

• Integration of the program with Liberal Arts and Sciences
• A state-of-the-art design studio
• Multiple digital movie cameras and a full suite of digital editing tools
• Fully equipped film and television studios for digital moving-image making
• A broad range of digital archives – both popular and scholarly – enabling access to historical and recent media resources
• Digital infrastructure and technical expertise to support web-based students projects
• An extensive media library
• Institutional support in locating relevant internships
LEARNING OUTCOMES
Graduates will be able to demonstrate a high level of competence in the following fields:

**Media literacy** enables students to reflect on their relationship to a variety of media forms. CSD students gain an advanced understanding of the processes by which the media simultaneously respond to and influence our lives.

**Research skills** allow students to gather all the information needed to solve theoretical and practical problems.

**Effective writing skills**, appropriate to a wide range of practices and addressing a variety of audiences, prepare graduates for careers involving written communication across a spectrum of professional opportunities.

**Skills in critical evaluation** and argumentation prepare graduates to be informed and active citizens. Wherever their interests take them – from marketing to public relations to social advocacy –, graduates are capable of confident, effective, articulate engagement in public and private discourse.

Digital Media and Design skills enable graduates to strategize the most appropriate delivery form for their crafted message and prepare them with the foundation necessary to adapt to a rapidly changing environment.

**Skills in moving-image media production**, in a range of forms, complete the graduates’ stock of communication tools, fully preparing them to be effective visual communicators.

An informed aesthetic sensibility locates students’ visual production practices in the context of long and rich histories of art and culture.

**Core values**, including the appreciation of diverse cultures, teamwork and social responsibility, enable graduates to take on leadership roles in society.

**Theoretical knowledge** allows students to choose the adequate scientific method to analyze and explain different aspects of culture and society as well as see the ‘big picture’.

ACCESS TO FURTHER EDUCATION
The CSD curriculum is designed to prepare students for the professional job market, but it also offers excellent preparation for students opting to further their education. Depending on their completed stream concentration, graduates will be prepared to pursue advanced degrees in fields of communication and media ranging across the spectrum of academic, professional and creative programs. Preparation is suitable for further study in the Social Sciences as well as the Humanities. Examples of graduate opportunities in the realm of media practice include masters-level programs in graphic design, filmmaking, television production and journalism. Students planning to further their academic study will be prepared for advanced degrees in fields including Communication Studies, Media Studies, Sociology, Literary Studies, and Cultural Studies.

CAREER OPPORTUNITIES
Part of what makes our CSD program so unique is the combination of communication theory with practice. Depending on their skills and preferences, CSD graduates can translate their knowledge to a wide assortment of career-paths. The CSD program will open vast career opportunities including entrepreneurship, public advocacy, graphic design, print and online journalism, broadcast journalism, filmmaking, media management and education:
Communication Studies and Design faculty and staff members welcome questions from prospective students and their families.

For complete course description and department requirements, see Habib’s online course catalog at www.habib.edu.pk