

LIGHTS, CAMERA, YOUR CAREER BEGINS



Become a complete

# Media Personality

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**DOON**  
SCHOOL OF  
MODERN MEDIA

A man with a beard and glasses is operating a professional video camera on a tripod. The camera has a monitor attached to the top showing a live feed. The setting appears to be a classroom or a small studio, with a window and an air conditioner visible in the background. The overall tone is professional and educational.

Lights, Camera,  
Your Career Begins.

## **B.A Film & TV**

3 years  
Graduate with a Film,  
a Portfolio,  
and a Network





This 3-year full-time undergraduate programme, spread across six semesters, is designed in collaboration with acclaimed filmmakers and industry experts to provide students with unmatched mentorship and practical experience. With guidance from renowned names like Dipankar Jojo Chai (Pink), Gautami Vegyaraju (Bajirao Mastani), and Aseem Bajaj (Sacred Games), students benefit from direct industry insights. Partnerships with Mumbai's HK Studios Education and Purple People Labs, along with access to world-class infrastructure at HK Studio Mumbai and JSR Studios Dehradun, ensure hands-on training with cutting-edge media technologies. Each year, students produce a film, participate in real-world projects, and showcase their work at multiplexes and international festivals. Set in the vibrant and film-supportive city of Dehradun—bolstered by policies from the Uttarakhand Film Development Council (UFDC)—the programme offers added advantages such as tax incentives for productions and a student-friendly environment with affordable living and safe, homely residential facilities at DBS Global University.

#### INTERNATIONAL COLLABORATION



CREATIVE  
MEDIA  
INSTITUTE

#### INDUSTRY & TECHNOLOGY PARTNERS



# Skills you will walk away with:

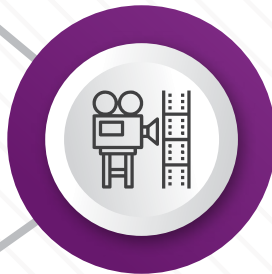
## **A Communicator with Impact**

Writing, Verbal Communication, Research, Public Speaking, Interviewing



## **A Visual Storyteller**

Visual Communication, Cinematography, Graphic Design, Editing, Storyboarding



## **A Critical Thinker**

Analytical Thinking, Media Literacy, Research Methodology, Content Analysis, Ethical Reasoning



## **A Creative Problem Solver**

Creative Thinking, Strategic Planning, Campaign Design, Crisis Communication, Brainstorming Techniques



## **A Team Player & Leader**

Teamwork, Project Management, Leadership, Communication, Conflict Resolution



## **A Digital Native**

Social Media Strategy, Content Creation, SEO, Analytics, Digital Marketing



## **Career-Ready**

Portfolio Development, Internship Experience, Networking, Industry Exposure, Job Readiness





## You deserve more than just a classroom to build your future:

### **Mentorship by Industry Legends**

Learn from acclaimed filmmakers behind *Pink*, *Lagaan*, *Sacred Games*, and *Gully Boy*.

Their real-world insights help you build strong industry networks and credibility early in your career.

### **Immersive Media Training**

Produce films, work on live projects, and participate in international film festivals.

You'll graduate with a robust portfolio and hands-on experience that sets you apart in the job market.

### **Exclusive Studio Partnerships**

Collaborate with HK Studio Mumbai and JSR Studio Dehradun.

Gain exposure to professional-grade equipment and work environments that reflect the real media industry.

### **Future Skills Included**

Earn certifications in AI, Machine Learning, and Digital Marketing—at no additional cost.

These in-demand skills make you adaptable, tech-savvy, and ready for the future of media.

### **Strategic Location Advantage**

Study in Dehradun, a rising film hub supported by film-friendly policies and affordable living.

It's a safe, vibrant city that offers real production opportunities and a thriving student community.





EXPERIENCE  
LEARNING  
AT  
**RAMOJI**  
MOVIE MAGIC



**GET YOUR  
MASTERY IN**

- Basics of Filmmaking I & II
- Cinematography Theory I, II & III
- Sound Recording Techniques I & II
- Screenwriting
- Talent Management
- Creative Writing
- Digital Art
- Miniature Set Project
- Night Shoot Project

# Make Your Mark in the Digital World

## B.A. Digital Media & Mass Communication

### 3 Years

Graduate with a Portfolio, a Campaign, and a Career Plan.

This 3-year full-time undergraduate programme, spread across six semesters, is built to prepare students for the fast-changing digital media and communication industry. The programme strikes a dynamic balance between theory and practice, focusing on hands-on learning, innovative thinking, and future-ready skills.

Crafted with insights from industry experts and driven by real-world projects, the curriculum evolves with the media landscape—ensuring you don't just keep up, but lead.

Backed by facilities like the AI Lab, Podcast Studio, and Media Lab, students work with the latest tech and tools. The programme culminates in a professional-level capstone project, equipping graduates with a standout portfolio and an industry-ready mindset.

Set in Dehradun, a growing hub for creativity and communication, students benefit from a vibrant, affordable, and supportive ecosystem for learning and living.



#### INTERNATIONAL COLLABORATION



#### INDUSTRY & TECHNOLOGY PARTNERS



Adobe



Figma

## Skills you will walk away with:

#### A Compelling Communicator

Verbal Communication, Media Writing, Interviewing, Campaign Messaging, Public Relations

#### A Digital Storyteller

Social Media Strategy, Video Production, Content Creation, Podcasting, Graphic Design

#### A Data-Savvy Thinker

Audience Analytics, SEO, Research Methodology, Media Monitoring, Performance Metrics

#### A Creative Strategist

Campaign Design, Content Planning, Branding, Crisis Communication, Innovation Techniques

#### A Tech-Smart Professional

AI Tools for Media, Web Development, Digital Marketing, Automation, Visual Tools

#### Career-Focused

Portfolio Building, Internship Exposure, Professional Networking, Job Readiness



# Build More Than a Degree Build a Career

## Industry-Connected Curriculum

Stay ahead with a curriculum shaped by media professionals and digital leaders. The course evolves with the industry, ensuring every learning module stays relevant.

## Real-World Experience

From podcasts to PR campaigns and social media takeovers, students work on real briefs with measurable impact—preparing them for immediate industry immersion.

## Exclusive Facilities Access

Work in our cutting-edge AI Lab, Media Lab, and Podcast Studio. Learn using the latest tools for production, editing, analytics, and more.

## Capstone Project for Career Launch

In the final year, apply your skills to a real-world digital campaign or strategy. This becomes a powerful centrepiece of your professional portfolio.

## Learn from the Best

Guest lectures, masterclasses, and workshops by industry professionals from top media houses and digital firms expose students to current practices and thought leadership.

## Location Advantage: Dehradun

A rising hub for content creation and digital innovation, Dehradun offers a unique blend of creativity, calm, and opportunity—ideal for budding media professionals.



Mr. Hemant Pandey at DBS



Priyanshi in an interview with  
Goa-Tourism Minister- Rohan Khourte



Student at Indonesia for student exchange programme



Film and Theater personality Ms. Himani Shivpuri conducting  
a workshop at the Campus



Art of Film Making workshop by Mr. Madhur Bhandarkar, a renowned Director & Producer



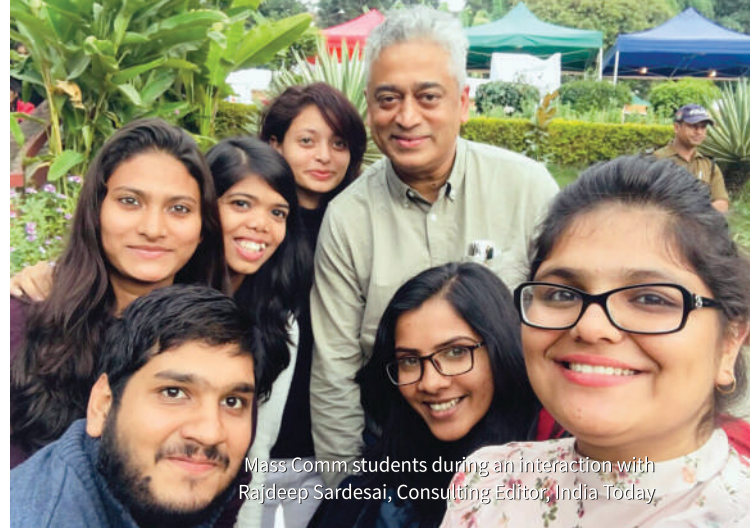
# Master the Tools of the Trade

- Introduction to Media & Mass Communication
- Writing for Media Platforms
- Visual Communication & Design
- Digital Journalism
- Public Relations & Corporate Communication
- Audio-Visual Production
- Advertising & Brand Communication
- Web Design & Development
- Social Media & Influencer Marketing
- Media Ethics & Law
- Analytics for Digital Media
- AI & Machine Learning for Media
- Podcasting & Audio Production
- Capstone Project in Digital Media Strategy

## International Immersion & Pathways at Affordable Fees

Summer/Winter Programmes, Semester Exchanges, and One Year Abroad Opportunities at top UK Universities [with 2+2, 3+1 for Bachelor's and 3+2 for Master's Programmes] leading to work permits & residency

**30+** University | **20+** Country



Mass Comm students during an interaction with Rajdeep Sardesai, Consulting Editor, India Today



**The Tie-up with Zee TV has been very rewarding. The students get hands-on experience on live production, telecast and subsequent placements not only in Zee, but the experience empowers students to start their own production house as well.**



# Your Voice. Your Vision. Your Media Future.

## M.A. Mass Communication

**2 Years | Full-Time | 4 Semesters**

**Master the Art of Storytelling Across Media.**

The **M.A. in Mass Communication** at DBS Global University is a two-year, full-time postgraduate program that blends **academic depth** with **hands-on media production**. Designed to prepare students for leadership roles in the media industry, this course trains them in both foundational theory and applied media practices—ranging from **news writing and direction to camera work, editing, and live projects**.

Students engage in real-world media assignments, under the mentorship of faculty who are not just academics but **industry veterans** in print, broadcast, digital, and audio-visual media. With access to modern labs, studios, and tools, students graduate with both **professional experience and a strong portfolio**.



## Facilities That Power Your Learning

### Electronic Media Production Centre (TV & Radio Studio)

A fully equipped media production cell with HD video cameras, audio recorders, editing bays, lights, and studio sets. Students use this space for news anchoring, radio programming, live shoots, and post-production work.

### Mass Communication Lab

Outfitted with digital cameras, handy cams, audio-video editing stations, and a recording studio, this lab supports in-house productions and exterior shoots.

### Campus Newspaper – DBS Buzz

Students write, edit, design, and publish a fully student-led newspaper, gaining experience in newsroom workflows, photojournalism, and layout design.

### Print, Electronic & Digital Resource Subscriptions

Daily access to top English and Hindi newspapers and magazines ensures students stay updated with current trends, news, and media practices.

## Learning Beyond the Classroom

### Industrial Tours & Internships

From visiting newsrooms and production studios to completing **30-day internships** with media houses, students receive hands-on exposure to the inner workings of the media industry. These experiences ease the transition from classroom to career.

### Workshops & Industry Experts

Regular interactions with professionals across the media spectrum—filmmakers, editors, anchors, and ad specialists—keep students aligned with the latest developments and trends.

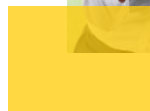




# Value-Added Certifications & Workshops

Future-Proof Your Skillset with Add-On Training:

- Radio/TV Production
- French Language Training
- Digital Marketing
- SEO & SEM
- Social Media Marketing
- Google Ads
- Anchoring & Theatre Workshops
- Dance & Acting Classes
- Website Development
- Cinematography
- Photography
- Direction
- Digital Vlogging
- Graphic Designing



## Career Paths Await You

### Electronic Media

TV Anchor, News Presenter, Producer, Radio Jockey, Radio Station Head, Audio-Visual Editor, Broadcast Manager

### TV & Cinema Production

Creative Director, Post-Production Supervisor, Lighting Artist, Editor, Makeup Specialist, Script Supervisor

### Print Media

Reporter, Editor, Sub-Editor, Photojournalist, Layout Designer, Media Strategist

### Public Relations & Events

PR Consultant, Event Planner, Corporate Communicator, Campaign Manager

### Advertising & Branding

Copywriter, Visualizer, Account Manager, Brand Strategist, Media Buyer

### Digital & Social Media

Content Creator, Media Analyst, Social Media Manager, SEO/SEM Specialist, Digital Campaign Planner

## Scholarship

This Scholarship scheme is applicable to student across all programs offered at DBS Global University as under:

### Under Graduate Students

12th% age (any Central Board)	80-84.99	85-89.99	90-92.5	92.6-94.99	95	96	97	98	99
CUET Percentile	88-89.99	90-91.99	92.93.99	94-94.99	95.95.99	96-96.99	97-97.99	98-98.99	99-100
JEE Percentile	75-79.99	80-84.99	85-89.99	90-94.99	95-95.99	96-96.99	97-97.99	98-98.99	99-100
Scholarship (in % of tuition fee)	10	20	30	40	50	60	70	80	90

Note : Best 4 Core Subjects only (SupW, Physical Education and Non Academic Subjects will not be considered)

### Special Scholarships for

Uttarakhand Domicile - 25%

Ward of Single Mother - 10%

Sports Quota - 5-10%

Ward of Defence Personnel - 10%

Ward of Full Time Teachers - 10%

For detailed information visit website.

**2000+**

Students

**42%**

Women Enrollments

**1:12**

Faculty Ratio

**22+**

Activities Club

**450+**

Industries Nearby

**8000+**

Alumni

**75%**

Professional  
Faculty

**90%**

of First Year Students  
Living On-Campus

Snow Trek to Kedarkantha by Bagpackers' Club



Manfest 2024



DGU Rock Band



Inter College Football Tournament  
Organised by Football Club



Students during Singapore Visit

Computer Science & Engineering | Management | Commerce | Law  
Liberal Studies | Film & Media | Agri | Forestry | Pharmacy | Para Medical | Hospitality