



## DEPARTMENT OF COMMUNICATION

Transforming Ideas into Impactful Stories

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 IILM UNIVERSITY

Gurugram | Greater Noida

## Our Vision

Our vision is to be a leading university that inspires students to become responsible global citizens and leaders in their chosen fields and in the world through an innovative, interdisciplinary, and inclusive approach to learning.

## Our Mission

Our mission is to provide students with an education that is intellectually stimulating and practically relevant. We aim to foster a community of learners who are innovative, interdisciplinary, and socially responsible. We offer a range of programmes that are designed to prepare students for purposeful work and to inspire them to make a positive difference in the world. We are dedicated to empowering students with the knowledge, skills, and experiences they need to achieve their full potential and to become responsible global citizens and leaders.

## IILM Advantage



Over 30 years of  
Academic Excellence



Global Network of  
over 16,000 Alumni



International  
Collaborations



Niche Career  
Pathways



Job opportunities with  
over 400 Companies



Centrally located  
green Campuses



Merit-based  
Scholarships



Renowned Faculty from  
Academia and Industry



Vibrant  
Campus Life



Internationally  
Benchmarked Curriculum

## Introduction

The Department of Communication is dedicated to shaping the next generation of visionary leaders in media, animation, fact-checking, artificial intelligence in media, and corporate communication.

Our comprehensive range of programmes is thoughtfully designed to align with the rapidly evolving demands of the global media landscape. The curriculum fosters a hands-on, experiential learning environment, equipping students with the essential skills and knowledge required to excel in today's competitive industry.

With a strong emphasis on real-world applications, we ensure that students not only meet but exceed industry standards. Through immersive experiences such as visits to leading media houses, photography exhibitions, design studios, and art galleries, students gain invaluable exposure to both traditional and cutting-edge media practices.

Guided by a distinguished faculty of experienced academics and accomplished industry professionals, students seamlessly integrate theory with practice, preparing them to make meaningful contributions and achieve success in their chosen fields. We empower our students to become innovators and leaders, ready to navigate and shape the future of communication.

## Programmes Available (Gurugram)

- ◆ BA (Hons) Journalism and Mass Communication
- ◆ BA (Hons) Corporate Communication
- ◆ BSc in Animation and UI/UX
- ◆ MA Mass Communication

## Programmes Available (Greater Noida)

- ◆ BA (Hons) Journalism and Mass Communication
- ◆ MA Mass Communication

## University Electives

Students have the opportunity to pick subjects from different departments like Psychology, Design, Management, etc. Value-added subjects such as Music Critical Theory, Food Ethics, Human Figure Study, Dance Appreciation, Artificial Intelligence, Ethics Social Responsibility, Teamwork & Intergroup Relations, Learning from the Classics, etc.

## BA (Hons) in Journalism and Mass Communication

**Duration:** 4-Year Undergraduate Course

**Eligibility:** 12<sup>th</sup> Grade - 55% and above

### Programme Overview

The programme offers an immersive four-year curriculum designed to provide students with a well-rounded education in journalism and media, incorporating the latest trends in technical and media skills. Rooted in a liberal arts framework, the course integrates social sciences to help students navigate the dynamic landscape of multimedia journalism in the 21<sup>st</sup> century.

With a strong emphasis on the role of media in democracy, social welfare, and human rights, this programme offers a hands-on learning experience guided by experienced mentors.

Students engage in practical learning within cutting-edge studios, producing professional-level content under the guidance of seasoned faculty. The programme goes beyond conventional academics by offering internship opportunities with leading media platforms, ensuring invaluable industry exposure essential for career success.

## BA (Hons) in Corporate Communication

**Duration:** 4-Year Undergraduate Course

**Eligibility:** 12<sup>th</sup> Grade - 55% and above

### Programme Overview

This is a comprehensive programme covering a broad spectrum of communication disciplines, including public relations, mass communication, political communication, investor relations, government relations, and digital communication. It offers specialised tracks in applying data sciences for trend analysis, as well as celebrity, fashion, and sports communication.

With a curriculum designed to prepare students for the professional world, this programme equips them with the essential knowledge and skills required for a successful career in corporate communication.

What sets this programme apart is its industry-aligned curriculum, encompassing various aspects of corporate communication, public affairs, mass communication, investor relations, and digital communication. Students also have opportunities to specialise in data sciences, trend analysis, celebrity, fashion, and sports communication, ensuring they stay ahead in the evolving communication landscape.



## BSc in Animation and UI/UX

**Duration:** 4-Year Undergraduate Course

**Eligibility:** Graduation with 55% and above

### Programme Overview

The programme seamlessly integrates animation with user interface (UI) and user experience (UX) design. This interdisciplinary programme equips students with essential skills in visual communication, digital imaging, 3D modelling, animation production, and UI/UX principles. Combining creativity and technology, students gain expertise in animation, user-centric apps, and interactive website design.

With hands-on learning, practical projects, and industry internships, the programme prepares students for diverse careers in animation, UI/UX, and digital design.

## What Makes BSc in Animation and UI/UX Unique at IILM

This programme bridges creative and technical disciplines, offering a dual skill set in animation and UI/UX design. The industry-aligned curriculum, developed with expert input, ensures students master real-world tools and techniques.

Under the mentorship of seasoned faculty and industry professionals, students gain practical insights and hands-on experience. IILM's Innovation Hub fosters creative thinking, encouraging students to develop and launch their own projects. Equipped with Adobe CC, Autodesk Maya, Unity, Figma, and more, students graduate industry-ready.



*Showcasing student creativity: Projects crafted using industry-leading software.*

## Course Structure

The programme covers fundamental and advanced skills in animation and UI/UX design. Early semesters introduce visual communication, digital imaging, and AI in creative fields, followed by specialised training in 2D/3D animation, UI/UX design, and VFX. The final year includes a capstone project, industry workshops, and internships, ensuring students graduate with a strong portfolio and job-ready expertise.



# MA Mass Communication

**Duration:** 4-Year Undergraduate Course

**Eligibility:** Graduation with 55% and above

## Programme Overview

The programme is designed to provide an in-depth understanding of media and communication. Covering key areas such as Print Media, Electronic Media, New Media, and Corporate Communication, the curriculum blends theoretical knowledge with practical training, ensuring students are well-prepared for the evolving media landscape.

### Software Proficiency

Students gain hands-on experience with industry-standard software, including:

- ◆ Adobe Creative Suite (Photoshop, Illustrator, InDesign) – Graphic design and layout
- ◆ Final Cut Pro, Adobe Premiere Pro – Video editing and production
- ◆ Audacity, Adobe Audition – Audio editing and podcast production
- ◆ SPSS, NVivo – Data analysis and media research

### Multimedia Studio

#### Bridging Learning with Industry Standard

Designed in collaboration with NDTV industry experts, our state-of-the-art Multimedia Studio equips students with hands-on experience in professional media production.

### Key Features

- ◆ **Three-Camera Setup** - Multi-angle professional shooting for live productions
- ◆ **Production Control Room (PCR)** - Equipped with a vision mixer for seamless camera feed management
- ◆ **Editing Suite** - High-performance Windows-based system for post-production
- ◆ **Teleprompter Integration** - Train like a professional news anchor with real-time script reading

*Students gain hands-on experience in TV production, news anchoring, and digital media, preparing them for careers in journalism, broadcasting, and multimedia content creation.*

## USPs

**Hands-On Learning:** Practical, industry-oriented curriculum with live projects and media production.

**Industry Collaborations:** Gain real-world experience through partnerships with leading media houses, PR agencies and corporate communication firms.

**Software Training:** Master industry-standard software like Adobe Creative Suite, Premiere Pro, Final Cut Pro, Audacity, and more.

**Global Trends:** Stay ahead with a curriculum designed to match evolving trends in media and communication.

**Expert Faculty & Specialisations:** Gain insights from industry experts and specialise in corporate communication, digital media, investor relations, or trend analysis.

**Innovation Hub:** Develop creative projects and entrepreneurial ventures with IILM's incubation support.

## Nazariya – The Journalism and Visual Arts Club

Nazariya, the Journalism and Visual Arts Club at IILM University Gurugram, is a vibrant platform for students passionate about media, communication, and visual storytelling. The term Nazariya translates to perspective, embodying the club's mission to offer a unique lens on society through journalism and the arts.

### Activities & Initiatives

- ♦ **Industry Exposure** - Visits to leading media houses, such as News18 India Studio, providing a behind-the-scenes look at professional journalism.
- ♦ **Educational Trips** - Visits to key institutions, such as the Parliament of India, to deepen students' understanding of political reporting.
- ♦ **Workshops & Guest Lectures** - Interactive sessions with industry experts on media ethics, storytelling, and news objectivity.

## Silhouette - The Journalism Club

Silhouette, the Journalism Club of IILM University Greater Noida is a vibrant community of students dedicated to journalistic integrity, creativity, and responsible reporting.

### Activities & Initiatives

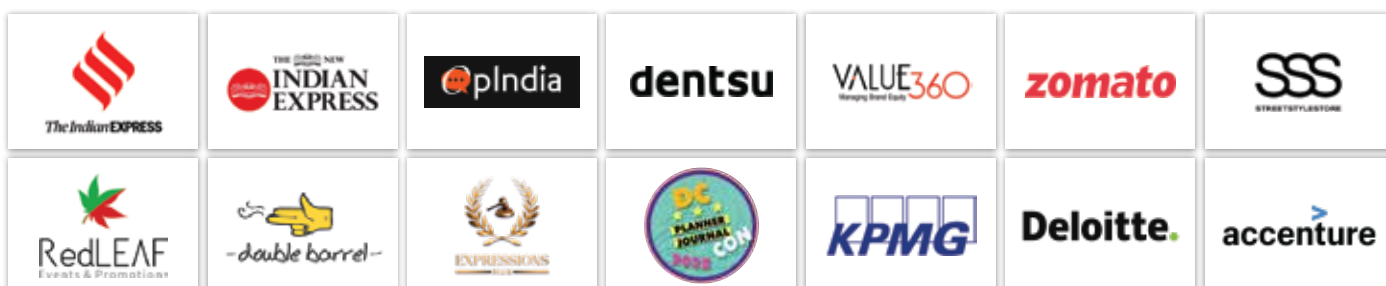
- ♦ **News Writing & Investigative Journalism** – Strengthen reporting and analytical skills.
- ♦ **Debates & Panel Discussions** – Participate in thought-provoking discussions on social issues.
- ♦ **Multimedia Storytelling** – Create content for print, digital, and broadcast media.
- ♦ **Workshops & Guest Lectures** – Gain insights from experienced journalists and media professionals.

Silhouette fosters an inclusive and collaborative space, encouraging students to explore diverse perspectives and contribute to meaningful discussions. Through its initiatives, the club empowers future ethical and influential journalists, shaping narratives that impact society.



## Placements & Internships

At IILM University, a dedicated placement cell actively connects students with internships and career opportunities. With over 400 companies visiting the campus, students gain access to leading media, PR, corporate communication, and digital firms, ensuring a smooth transition into the industry.





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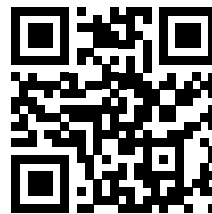
## Join the IILM Family - Your Future Starts Here

### Admission Process

Your Journey Begins Now - A seamless admission process designed with you in mind. Apply today and take the first step towards your dream career.

### Scholarships

Invest in Your Future - Explore our scholarships and financial aid options, tailored to help you achieve your academic goals without financial stress.



SCAN FOR  
MORE  
DETAILS

## Ready to Take the Leap?

Visit our campus, meet our community, and see for yourself why IILM University is the right choice for your future. We can't wait to welcome you!

## Contact Information



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