Central University of Himachal Pradesh, Dharamshala

Department of New Media

MA New Media

Programe Outcome

The Post-Graduate Programme in New Media seeks to create media professionals and thinkers who can critically engage with various dimensions of digital communication. The curriculum offers theoretical, practical and integrative elements that helps in creating a better understanding of new media amongst students.

The programme outcome is to inculcate the following in the students:

1. Understanding the complex demands and dynamics of the modern media landscape, and understand the fragmented and complex nature of various forms of digital media and technology, and their impact on society.
2. Analysing and criticizing how technology shapes art, design, communication, and self-expression and critically assess and question the current trajectory of media technology and understand their roles and responsibilities in shaping the future.
3. Applying a human-centric approach to digital design. The students are skilled in anticipating user values, translating them into product and service offerings and keeping humans at the center of the design process.
4. Use broad understanding across the field of new media and advance in-depth skills in specialisation areas of their choice.
5. Apply their technical knowledge and skills in computational art and design to create new experiences, services, tools, and other creative productions.
6. Describe and evaluate how interaction, generativity, and immersion are applied in new media art and design.
7. Consider and evaluate issues of sustainability, representation, and diversity in the field of new media and to identify the visible and hidden environmental, cultural, and societal impacts of digital media infrastructures.

Course Outcome

On successful completion of the Post Graduate Programme in New Media, students of the department are expected to become trained professionals' researchers and practitioners ready to explore the field of new media and digital communication. After completing the course, the students will have the employability skills that can be discharged into the following area:

1. Journalism (print as well as electronic)
2. Photography (journalism, film, land scape, portrait, commercial etc.)
3. Social media specialisation
4. Public relations
5. Development communication
6. Graphic designing
7. Film making (documentary, short film, ad film etc.)
8. Editing (NLE, photographs, news, web content)
9. Marketing and branding
10. Research and academia
11. Content developer for various platforms
12. Freelancing
13. Advertising