



B.Sc & M.Sc in MEDIA SCIENCE

School of Creativity
Where Ideas Turn
Into Impact

4 Year UG Degree Program
with a B.Sc in Media Science and
2 Year PG Degree Program with
a M.Sc in Media Science at iLEAD
Affiliated with Maulana Abul Kalam
Azad University of Technology
(MAKAUT)



MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



ilead.net.in

Why Should You Opt for the Media Science Course?

The future of India's media industry looks exceptionally promising, with the sector poised for considerable growth in the upcoming years. As a key driver of the economy, the media and entertainment industry is expected to generate vast employment opportunities for skilled professionals.

- By 2026, the media and entertainment sector in India is predicted to reach a market value of Rs 4,30,401 crore.
- It is predicted that digital media could register a CAGR of 23.49% to reach Rs 62,045 crore by 2025 from Rs. 40,685 crore in 2023.
- This surge in demand for digital content underscores the growing role of online streaming platforms in reshaping the entertainment landscape of India.

iLEAD Kolkata is an officially certified Training Partner of the National Film Development Corporation (NFDC) under the Govt. of India.

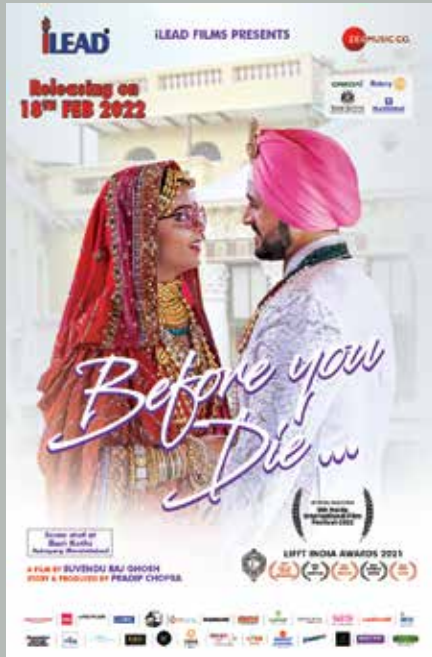


Why Choose iLEAD for Your Media Science Journey?

- Recognized as the Best Media and Mass Communication Institute at Gurukul Awards 2023.
- Winner of the HRD India Awards 2023 in association with The Economic Times for Excellence in Academia.
- iLEAD has been Honoured with the **Stanford Seed Transformation Program** Certificate in 2024.
- It is the 4th Best Media School in India as per KPMG.
- State-of-the-art equipment and upgraded chroma studio for your projects.
- Work with real-time rendering and virtual production setups in a Dedicated Volume Studio.
- Master the industry's most in-demand software like Unreal Engine & Real-Time VFX.
- Learn how to animate characters using professional mocap technology in our Industry-Standard Motion Capture Lab.
- Mastering Digital Cinematography & VFX Compositing and combining live-action with CGI for immersive storytelling.
- Learning AR/VR Creation and developing content for the future of digital interaction in Metaverse.
- 1:1 computers for students in advanced labs.
- Work on Live Projects & Studio collaborations to get global experience from top industry professionals.
- Top-ranking stalwarts from film and media industry as guest and adjunct faculty.
- 1,20,000+ popular, rare, and unique books in the library, 20+ journals, and periodicals.
- Around 5000 audio-visual content and a humongous digital library.
- 100% placement assistance.



An Exclusive Exposure To The Knowledge Of Filmmaking



iLEAD stands out as a trailblazing media and film institute, proudly producing its own commercial movies under its dedicated production wing, iLEAD Films. Setting a benchmark in experiential learning, iLEAD Films brought the Hindi commercial movie 'Before You Die'



In 2024, iLEAD Films proudly launched its second commercial release, Kusum Ka Biyaah, captivating audiences across India. The film received widespread critical acclaim and earned prestigious accolades from the film fraternity.

iLEAD Storytellers, Global Spotlight – iLEAD Students Making Waves at the World's Best Film Festivals



Gurukul Awards:

iLEAD has been recognized as the Best Media and Mass Communication Institute at the prestigious 11th Lions Gurukul Awards 2023



HRD India Awards:

iLEAD received the 'Excellence in Academia' Award at HRD India Awards 2023 in association with The Economic Times.



Stanford Seed

iLEAD has successfully completed the 11 month Stanford Seed Transformation Program and is now a certified Seed Company



Career Prospects

- Film Director
- Photographer/ Videographer
- Executive Producer
- Journalist (Print, Electronic & Web)
- Professional Blogger & Vlogger
- Public Relations & Event Manager
- Editor
- Public Relations Executive
- Social Media Manager
- Content Writer/ Strategist/ Copy Writer
- Screen Writer and many more



Draupnir Capital Incubation Centre has introduced the Seed Spark in collaboration with Stanford Seed for entrepreneurs in the early traction stage

Draupnir Capital Incubation Centre at iLEAD:

iLEAD, in partnership with Draupnir Capital, launched the Draupnir Capital Incubation Centre to uplift iLEAD students, graduates, and alumni with resources, capital, and guidance. With support from the State Bank of India, this initiative is dedicated to empowering young startups and transforming the entrepreneurial landscape.

Seed Spark Program by Stanford Seed:

Unlock your startup's potential with Stanford Seed's comprehensive five-month online entrepreneurship program. Designed to empower budding entrepreneurs, the program offers an approach to refining business strategies and igniting innovation for exceptional growth.

Shape your journey toward business brilliance with the Stanford Seed Spark program and fuel your startup's success.



DRAUPNIR CAPITAL
INCUBATION CENTRE

Eligibility for B.Sc in Media Science

- Minimum 50% marks or above in Higher Secondary or equivalent examination (CBSE, ISC, A Levels or any other equivalent Board examination) with English as a compulsory subject are preferred
- Students will have to appear for GD and PI at iLEAD. However, they will get admission on clearance of the CET Examination only. Also, all the Academic Credentials of the students need to be approved by the University.

Eligibility for M.Sc in Media Science

- Graduation (in any discipline) with option for final year students (yet to appear for their exams) to also apply for provisional admission.
- Post graduates in any discipline.
- Students will have to appear for GD and PI at iLEAD. However, they will get admission on clearance of the CET Examination only. Also, all the Academic Credentials of the students need to be approved by the University.

Highlights From The Courses

B.Sc and M.Sc in Media Science at iLEAD under MAKAUT are comprehensive media courses. The courses have very practical approach towards the curriculum and makes you familiar with every aspect of media so that you can understand your passion better.

- Introduction to Media Technology
- Still Photography & Videography
- Broadcast Media - TV & Radio
- Integrated Marketing Communication
- Film Theory & Film Making
- Print & New Media
- Introduction to Journalism
- Media Research & Analytics

Global Connect

iLEAD also has collaborations with 16+ international universities including the Colvin Institute of Real Estate Development, USA. We have signed MOUs (Memorandum of Understanding) with numerous institutes and universities from around the world.



Seminars, Workshops & Industrial Visits



Future Vista 2024 - Session on New Media with Mr. Soumyabrata Rakshit (Creative Head, SVF), Ms Roshni Bhattacharya (Actress), Mr. Mainak Banerjee (Actor), Mr. Kamaleshwar Mukherjee (Film Director), Ms Subha Das Mollick (Documentary Director).



Meraki : A Photography Exhibition at iLEAD in Association with SONY India



Inspirational Session on Traditional Media by Ms Kamalika Sengupta (Editor, Digital East of News18 and Multilingual Journalist), Ms Ayushi Dutta (Food Writer and Freelance Contributor in the Telegraph Online and My Kolkata) and Mr Tirthankar Das (Principal Correspondent, AajKal Digital)



Visit to Kolkata International Film Festival 2024



Students pursuing Media Science, Film, and Television under the iLEAD School of Creativity attended an insightful event by Ms. Priyanka Talukdar, an alumna of iLEAD and currently the Creative Head at Quartered Advertising, a renowned advertising agency.



Nature Photowalk at Butterfly Garden, Kolkata



Workshop with Renowned Wedding Photographer Mr. Vishal Punjabi

Admission Procedure

Candidates are to apply directly on the college website (www.ilead.net.in) by online process for admission or visit the college premise. Call +91 9163122222 for details.

Scholarship

Merit-Based Scholarships are available. *

Students need to contact the college to know more.

Call +91 9163122222 for details.

Education Loan Partner



*Conditions Applied

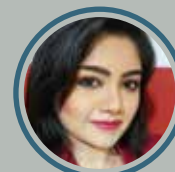
Key Partners :



Shining Stars



Ritiya Roy
B.Sc in Media Science (2020 – 2023)
ABP News



Tannishtha Mazumder
M.Sc in Media Science (2020 – 2022)
News 18 Bangla



Dwaipayan Mazumder
B.Sc in Media Science (2020 – 2023)
Eskay Video Pvt. Ltd.



Shreeja Jaiswal
B.Sc in Media Science (2021 – 2024)
Taza TV



Satabdi Roy
B.Sc in Media Science (2020 – 2023)
Candid Communication



Mayuri Banerjee
B.Sc in Media Science (2021 – 2024)
SUN TV



Yuvraj Bagchi
B.Sc in Media Science (2019-2022)
Company : Schbang



Adesh Thapa
M.Sc in Media Science (2021-2022)
Pursuing Higher Studies at
Lancaster University in UK



Rajdeep Saha
B.Sc in Media Science (2020-2023)
Rugby Player in
Indian National Rugby Team



Rohan Sen
B.Sc in Media Science (2017-2020)
Indian Film Director, Writer and
Actor in Bengali Film Industry



Rudrani Hazra
M.Sc in Media Science (2021-2022)
Pursuing Higher Studies at
University of Greenwich of UK



Bikash Kr. Jha
B.Sc in Media Science (2018-2021)
Company : ZEE Media

About iLEAD

The Institute of Leadership, Entrepreneurship and Development (iLEAD) is a world-class premier institute based in Kolkata. We offer degree courses in media, management, design, technology, allied health, tourism and other professional studies both at the undergraduate and postgraduate levels under the iLEAD School of Business, iLEAD School of Creativity and iLEAD School of Science and Technology. iLEAD got honored with the prestigious Stanford Seed Transformation Program Certificate. iLEAD is conferred the award for Excellent Leadership – Graphic & Animation Design School (Silver Category) at the Edutainment Awards 2024 and recognized with the 'gold' position under the category of 'Excellence in Green Tech Sustainable Practices' at the Economic Times TechEdu India Awards 2024.

iLEAD is also recognized with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times and awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023. We are rated as the 4th Best Media School in India by KPMG, recognized by the ASSOCHAM Education Excellence Awards for endeavor to become visible in certain SAARC countries, adjudged College of The Year in t2 Festopolis, the Best Co-Curricular Activity College at Gurukul Awards, and the Best Entrepreneurship Development Program Institute at the Sankalp Education Awards.

iLEAD is affiliated to Maulana Abul Kalam Azad University of Technology with 16+ international university collaborations.

Life at iLEAD



Annual Awards 2024



Convocation 2024



Jashn-E-Roshan 2024



Football Tournament 2024



Cricket Tournament



Fitness Event



Farewell 2024



Flashmob by iLEAD Students



Managedia 2024



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