

COLLEGE PROSPECTUS

2023-24



THINK. IDEATE.
LEARN. DESIGN.



EXPIRE

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ABOUT BANGALORE

City University

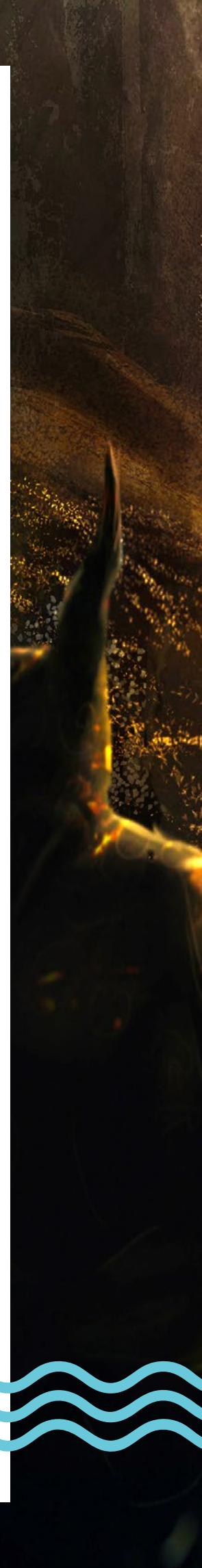
Bangalore City University, which is located in the Garden City of Bangalore (aptly hailed as the "I.T. Capital of India"), was established in July 1964 as an off-shoot of the University of Mysore, primarily to include institutions of higher learning located in the metropolitan city of Bangalore and the districts of Bangalore, Kolar and Tumkur, which eventually became a separate university. Initially, the two premier colleges of the city, the Central College (CC) and the University Visvesvaraya College of Engineering (UVCE) formed the nucleus of Bangalore University.

Soon after the establishment of Bangalore University, as a first step in the re-organization of courses instructions, the University introduced Honours Courses in the year 1965-66. Three year Honour's courses in Botany, Chemistry, Economics, English, Geology, Kannada, Mathematics and Zoology which were offered only at the University Post Graduate Departments have attracted many brilliant students. Honours passed students were admitted to Post Graduate Courses on priority and B.A./B.Sc. graduates, who marginally missed admission to the Post Graduate Courses were given an opportunity to join the final year Honours course and seek admission to Post Graduate Courses, thereafter.

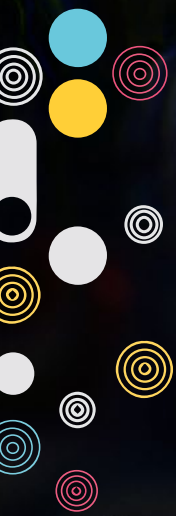
Since 1964, Bangalore University has grown both in size and strength to include a large number of affiliated colleges, P.G. Centers with a rich diversity of programme options. In consonance with this expansion, in 1973, the University moved into a new campus named 'Jnana Bharathi' (JB) located on a sprawling 1100 acres of land and shifted many of its post graduate departments to this newly established campus. At present, the JB Campus houses the office of the Vice Chancellor, Registrar, Registrar (Evaluation), Finance Officer and a large number of post graduate departments, Directorates, Centres of higher learning, NSS Bhavan, Outdoor Stadium and other support services. The University Law College, started in 1948 and The College of Physical Education, started in 1959 are located in the JB Campus.

The University has also established Gandhi Bhavan, Dr. B.R. Ambedkar Study and Research Centre, and Centre for Study on Social Exclusion and Inclusive Policy. Bangalore University has completed 54 years of fruitful existence and has come to be hailed as one of the largest universities of Asia. Though originally intended to be a federal university, it has eventually emerged as an affiliating University. The University was first accredited in 2002 by NAAC with Five Star Status, re-accredited in the years 2008 and Nov. 2016 in 2nd and 3rd Cycles with 'A' Grade.

According to QS University Ranking: BRICS-2016, an international agency ranked Bangalore University at 151st position amongst BRICS nations. As per Hansa Research Survey 2016 published in THE WEEK May 29, 2016 issue, Bangalore University is ranked at No. 15 in the Top Multi-disciplinary Universities at All India level, at No.9 in the Top State Multi-disciplinary Universities, No.5 in the South Zone and No.1 in the State of Karnataka.









Academically, the University is structured into six faculties- Arts, Science, Commerce & Management, Education, Law and Engineering. It has 48 Post Graduate Departments, One post graduate Centre at Kolar, (started during 1994-95), four University colleges, and 684 affiliated colleges and several other Centres and Directorates of higher learning and research under its purview. At present, the University offers 50 Post Graduate Courses and Employment Oriented Diploma and Certificate Courses. The University has launched the Five years Integrated Courses in Biological Sciences.

The University is also reaching out to the society by organizing endowment and extension lectures apart from bringing out publications on issues of contemporary relevance through its Prasaranga division.

Bangalore University has achieved milestones by establishing MOUs with Universities and Institutions of national and international repute. To cater to a student population of over three lakhs, the University is striving to provide access, expansion and excellence in higher education. The vision of the University is to make distinctive and significant contributions to the cause of higher education in Humanities, Social Science, Law, Commerce, Science & Technology. The University is providing quality teaching and encouragement to research in frontier areas with social relevance that would reflect its mission and goals aptly symbolized by its emblem 'JNANAMVIGNANA SAHITHAM'.

WHY BEIN

| PROSPECTS

Most students vouch for the fact that on leaving Bangalore, they feel more equipped as a global citizen. They pick up better language skills, losing their mother tongue influences on English and have a "neutral accent" towards the end of their stay, due to their interaction with several kinds of people. Living and studying in Bangalore has drawn many students from many states in India, as well as the many nations of the world. Bangalore has the highest number of foreign students in the country. The Bangalore City University also gives varied options for semester course timings that help students take up a course that best suits them. These always commence or end at a time that are in line with their passing-out of courses elsewhere or their desire towards higher education, in any other part of the world. Be it a fall, summer or spring batch a student can easily glide across to their new choice as the final exams invariably end at the same time every year.



| JOB OPPORTUNITIES

Due to the sheer number of MNC's for the high achieving or even NGO's for the service-minded, Bangalore doles out a great number of options for students who are looking to take a break from their studies after graduation or wanting to move to focusing on their careers. Most of the students gets placed as soon as they graduate, if not before. A large population of the working class encompass men and women, who have stayed on after their education..



| WEATHER

Bangalore boasts of one of the best weather patterns in the country. The pleasant breeze facilitating the of blossom of many flowering plants gives its name the Garden City, resulting in another name, that of Pensioner's Paradise as it became the destination for many people who wanted to retire in a place that give them both the comforts of the city along with the quaintness of small towns and villages.



For students, it's not the kind of chill that makes an aspiring student curl up in bed all day nor the kind of heat that can dry up your spirit. It's always just right! Though the city does see a jagged summer, and winter during the months of April, January; the average temperature is perennially in a pleasant zone of 20 degrees centigrade.

GALURU?

| TRANSPORT

The IT city has a good frequency of buses and auto-rickshaws. Students can avail heavily discounted monthly or yearly bus passes that will thereby enable free rides from their lodging to their respective institutes. Most of the auto drivers speak either Hindi or English apart from one or more South Indian languages. The autos are allowed to serve an additional 1.5x charge from the amount shown on the meter, anywhere between 10 pm and 6am.

The commencement of private cabs like Ola or Uber in the last few years have also increased the transport facilitation in namma Bengaluru.



| PEOPLE

Bangalore is one of the classic examples of cities that serve as the melting pot of many "Indias" coexisting in its radius. The local people have comfortably accommodated to this because of which, most of the times one can move around in the city amongst multilingual Kannadigas who speak Tamil, Telugu, Hindi, English etc



| SAFETY

Safety can be a major concern especially when parents take the decision to send their ward to a distant place for education. Out of all the metropolitan cities in India, Bangalore has the highest degree of women working for night shifts due to its BPO culture.





INDUSTRY

With governments of states like Karnataka (Policy design to include digital art education in curricula of certain fine arts schools), Maharashtra (allocation of plots for setting up National Centre of Excellence for Animation, VFX, Gaming and Comics), Telangana (planning to set up an incubation centre in Hyderabad) having come up with policies in support of the animation and VFX industry, the animation design field is bound to get larger-than-life.

In her article on the animation industry in India, Shubra Dixit reports, "Much of the painstakingly detailed animation for the live-action/ CGI Disney film *The Jungle Book* was done in the Bengaluru offices of the Soho headquartered Moving Picture Company." This film won the Oscar for Best Visual Effects. "A lot of the advanced computer graphics technology used to shoot the tiger scenes in *Life of Pi* was done in the Mumbai and Hyderabad offices of Los Angeles-based SFX company, Rhythm & Hues." *Life of Pi* won the 2013 Best Visual Effects Oscar. The animation and Visual Effects (VFX) industry continues to progressively gain acceptance with Indian talent dignified to rub shoulders with global counterparts. *Skyfall*, *Shrek*, *How to Train your Dragon* are all examples of the films, which had contracted out stout fractions of labour to Indian studios.

US-based Avneet Kaur, who has lent her creative touch to Hollywood entertainers like "Tangled", "Frozen" and "Zootopia," mentions, "The animation industry is definitely evolving in India. It has witnessed unprecedented growth rates in recent times." Estimated to grow at a CAGR of 17.2 per cent over 2018-21 to reach a size of INR131.7 billion, as per the Economic Times, the animation and VFX industry is driven by a steady 9.5 per cent growth in animation and a 25 per cent growth in the VFX segment. "The uptake of local IP/domestic content is likely to be the key growth driver for the animation industry."

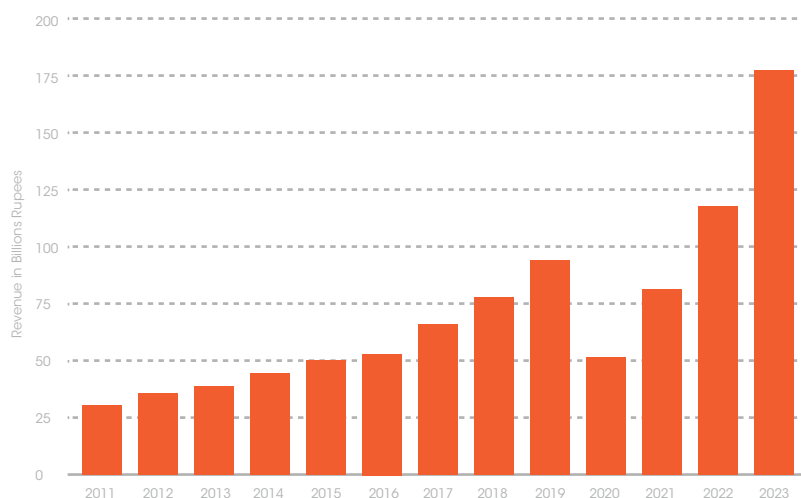
The VFX industry is fast evolving as an indispensable part of film creation, and the radical work carried out by Indian studios has propelled the country on to the global VFX scene. In 2015, *Baahubali: The Beginning*, became the first Indian animation film to be the kind of smashing hit that triggered an explosion for the need for more animators in India. Its sequel *Baahubali: The Conclusion* released in the April of 2018, and reportedly has 33 studios working on VFX post-production, effects that took 15 months to make. Directed by SS Rajamouli, the second film in the *Baahubali* franchise has raked in over 11,000 crore in box-office revenues. The VFX outlook looks promising with the 'Baahubali 2' impact likely to usher in a new wave of VFX adoption in Indian cinema, and India's know-how in execution of cutting edge outsourced VFX projects is only expected to get stronger. The coming of age of Augmented Reality / Virtual Reality (AR/VR) technologies could be the key trigger for an even better-than-estimated growth of the animation and VFX industry. Dixit states, "In 2005, there was the very successful *Hanuman*, which made a profit of 15 crore. *Chhota Bheem*, created in 2008, is said to have garnered over 40 million viewers in its nine years, with a 2013 study valuing the brand at 300 crore. Rajiv Chilakha, its creator, is India's most commercially successful animator."



Broadcasters are continuously associating with animation workrooms for innovative content. An article in the new Indian Express claims that, channels like Sonic and Nick having 50 per cent of their content localised with shows such as 'Motu Patlu', 'Shiva', etc. "The digital space, too, saw a spurt in demand for kids content with the introduction of channels such as ChuChuTV, CVS 3D Rhyme on Youtube and global companies such as Amazon Prime and Netflix signing select content licensing deals with numerous studios in India. Netflix is also aggressively looking to partner with studios to come up with more content for kids in Hindi and other regional languages. Further, with the growth of broadband and e-commerce, licensing and merchandising opportunities related to animation characters/IP has also got a much needed boost.

International projects continue to account for a lion's share of the VFX industry revenues at over 70 per cent, with Hollywood studios leveraging the skill set and cost advantages of Indian talent. However, with growing acceptance of VFX as an important tool for domestic productions evidenced by films like the 'Baahubali' franchise, 'Fan', 'M.S. Dhoni: The Untold Story', 'Sultan', 'Shivaay' and 'Mohenjo Daro', the contribution of Indian films towards VFX revenues is expected to outpace international revenues in the next five years. Further, VFX content on OTT platforms in India will only fuel further growth."

A recent report, jointly prepared by KPMG and FICCI, titled 'Indian Media and Entertainment Report, 2017' notes that the animation and VFX industry grew by 16.4% in 2016 as compared to the previous year. The animation business has become a 59.5 billion industry. The report notes that 85% of this growth is because of outsourced projects from the television and film sectors. Government officials working with Prime Minister Narendra Modi's 'Make in India' project, which was launched to encourage manufacturing in India, tweeted out the report, calling it the 'Baahubali effect'. While 'Make in India' wants to project the VFX boom as India's success, the report notes that international projects continue to account for a whopping 70% of the VFX industry revenues, with Hollywood studios leveraging the skill and cost advantages of Indian talent. "We are one of those best kept secrets. We do all this amazing work and no one knows about it," Biren Ghose, who runs the Indian subsidiary of U.S. firm, Technicolor, which worked on Angelina Jolie's film Maleficent told Reuters in an interview. The report also notes that investment and collaboration opportunities between animation studios and broadcasters in India have picked up, with the latter paying as much as 11.5 to 4 million per 30-minutes of animation content.



Estimated Market growth of Indian Animation and VFX industry until 2024(via Statista.com)





VISION

To consistently provide the highest quality of education in Design and Animation applying innovative methods of education delivery, compelling content and cutting edge technology.

MISSION

- To be recognized among the best Institutes of Design globally.
- To be the preferred Institute of Design, providing affordable education.
- To meet or exceed Industry expectations.
- To invest in the latest technology and the best human resources
- To ensure that every student unlocks their hidden value and realizes their competitive advantages.



MESSAGE

from the Principal

Established in 2003, Animaster stands out as Bangalore's finest design and animation hotspot. One of the oldest institutions in the country, we have proved consistently to provide high quality animation education. Now offering a wide range of university programs in Animation, VFX, Web, Graphic Design and Gaming, our vision is to be a world class college in our field and we wish to achieve this by striving for excellence in training, facilities, being competitive and industry driven. We have expanded to provide above 20000 sq. ft. of well-equipped space to facilitate comfort of students. Striving towards academic excellence, we have reached a place where we house a faculty, who have decades of experience in their respective fields.

We provide a comprehensive choice of undergraduate options with an English language course and additional second language courses to support your learning. We hope that your stay here will both challenge and inspire you. Undoubtedly, you will receive the academic preparation you need to excel in your chosen discipline and to be equipped with the right kind of knowledge and skills that will mark the difference.

All of us are aware that there is a rat-race out there to make everyone an engineer, a doctor or a lawyer. Surely we need all of these people – but we also need good artists, leaders and sports persons. As an academy that delves into the artistic, we have recognized that every now and then, students have a need to spill out from the walls of a classroom, the confines of their minds, the norms of society, and splurge into their senses, dipping their paintbrushes into limbic colours, and filling the canvases that can help the outsider see a piece of who they really are.

Here at Animaster, we feel honoured in our commitment to giving you just that! Determined to deliver much more than lectures and textbooks, from the very basic processes that go into the initial makings of design, to its finale in terms of unveiling the display on pedestals, we hope to give you the wings necessary to take flight. I believe, that the values we instil in young people in Animaster College will keep you in good stead for the rest of your lives. The atmosphere of camaraderie, achievement and sense of belonging to Animaster College is very strong among our student body.

Your joining Animaster College comes with a lot of expectations on your part as well as your parents, colleagues and lecturers. All of us have one common goal – to see you successful in your life, more than merely your studies. From now on, I hope that every decision you take, you will choose to let nothing stand in your way. And behalf of my team, I can vouch for our brimming support towards the same. Pursue what your heart prompts. Henry Ward Beecher once said, "Education is the knowledge of how to use the whole of oneself". Many men use but one or two faculties out of the score with which they are endowed. So take full advantage of this opportunity and emerge as successful graduates of Animaster College, to do us proud. Thank you and wish all students the very best.

I look forward to welcoming you soon, as you embark on your academic journey that will define your career in the years ahead

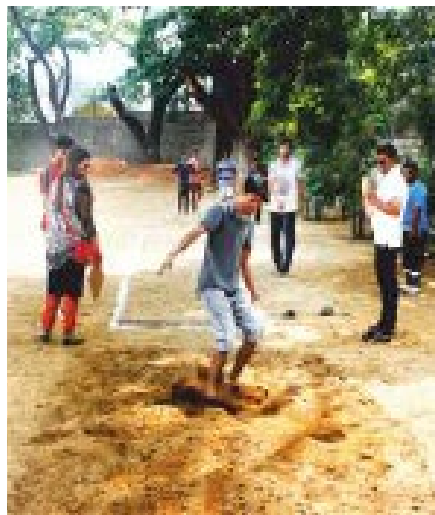
Godspeed!







College life, though fun can be a rough climb. It is not easy navigating through your new found independence without the comfort of family and the crutches of the familiar. Keeping this in mind, we have tried to make a few things easy for you.



life at Animaster



1 Gaming and Entertainment Zone

We recognize that most students have chosen the very field Animaster is about, due to their addictive love for Gaming. Though this is frowned upon by many guardians, we take this moment to inform our dear parents: Do not fret, your ward is not simply wasting time. They, in fact, are investing in a passion they can cash in. The gaming industry is an ever growing one and the boom has come to our India in the last decade. With the dawn of knowledge-based educative games in the field of e-learning, this urge to game can be the one reason on his/her resume that can get your young adult en route to their first job.

2 Accommodation

The Academy enables students outside Bengaluru, to avail long-term housing solutions within their own campus. This is prevent additional charges on account of commute, food etc. Our hostel facilities function on a first come-first serve basis, nonetheless. In the unlikely case that we are houseful, our counsellors help students get in touch with local Paying Guest accommodations, sharing or otherwise, that are in close proximity to the institute, depending on budget, food preferences etc.

5 Library

Our library houses a myriad of books, which students can borrow for understanding anything from the history of their fields of choice to the recent technologies that dictates the lives of players in the market. Students can borrow books using their College ID card that will be issued to them.

6 Cafeteria

Within the Campus, the college will be running a canteen, outsourced from trustworthy caterers, for their students. The meals will be available to them at discounted prices without compromise of food quality or serving portions.

7 Galleria

As a design College, we understand the need to showcase our students' artworks in all its glory. With this in focus, the Academy will have Art Exhibition spaces meant for the same.

3 Mentoring

Our academic and student counsellors, work 24x7, to provide the confidential assistance that you might need as young adults to dodge the complexities of student life. From accommodation advice to helping you get a scholarship, from grades to grievances, our counsellors are a sensitive folk who have pledged to give you the listening ear, above all else. They are the in-house parents who keep "Students First" at all times.

4 Placement Cell

The Placement Division of our College, works round the clock to ensure students have a job ready in their hands, as soon as they graduate. Students even get the option of taking up internships and training sessions with a respective company, who will give them a stipend to begin with and decide on a remuneration as soon as the delegated sessions are over.





BACHELOR *of* Visual Arts

The Bachelor of Visual Arts (BVA) is an Undergraduate Applied Arts Program. It is a full-time 4 year (divided into 8 semesters) regular course, offered by Bangalore University, where students major in any of the disciplines, under this segment, provided that the particular affiliate college offers these degrees to scholars who have completed 10+2. The Bangalore University offers 7 BVA courses, out of which 4 are available at our institution.

In the four years, the first year of BVA is a common syllabus to all under the BVA program. The second, third and fourth years, the curriculum will branch into the respective nuances that set each course apart from the other. Due importance is given to both theory and Practical courses to supplement each other in gaining knowledge. The Foundation year study is common and prerequisite to all the programs in their very 1st year of BVA. Language I and II are offered consistent with our journey towards holistic education.

The Quality and standard of the curriculum at Bangalore University has more scope compared to other similar programs in the country. The numbers of subjects in every semester are carefully chosen according to their value and importance. The subjects in every semester are connected and are essential to study the next level. The themes are selected keeping the advancement of Art and Design in the current scenario and adaptation of the new and emerging technology in the process of Art and Design making.

There are subjects like Visual Thinking, 2D and 3D Design, Visual cultures in Art & Design that teaches what is seen, analysed, processed and applied in making creative works of Art and Design. Story of Art also has scope because of its importance in understanding the evolution of Artistic activity across time, history and space. Technology and its application are introduced through the Courses, Digital Media I & II. New Media like Photography, Videography, Internet and Intranet is included in the course to provide the strong knowledge in Visual communication media and to use them in creative pursuits. Activity like journal writing is introduced to engage the students in observing their surroundings and to interact with them using Visual media. This will help them to sensitise towards available information.

- BVA in Animation & Game Art
- BVA in Graphic & Communication Design
- BVA in Interior & Spatial Design

are the three courses offered at Animaster, under Bangalore City University's BVA program.



Foundation

course

are common for all programmes

Semester I

Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks	Credits	
-	Design Fundamentals- 1 (Theory)	-	-	-	-	
-	Drawing Fundamental- 1 (Practical)	-	-	-	-	
-	Design Language 1 (Practical)	-	-	-	-	
Ability Enhancement Compulsory Courses (AECC)						
-	Language1-1	-	-	-	-	
-	Language2-1	-	-	-	-	
Skill Enhancement Courses(SEC)						
-	SEC-I: (Digital Fluency)	-	-	-	-	
Value Based						
-	YOGA	-	-	-	-	
-	Health & Wellness	-	-	-	-	
Continuous Assessment + Semester end Jury/Viva						
Total Marks and Credits					-	-

Semester II

Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks	Credits	
-	Design Fundamentals - 2 (Theory)	-	-	-	-	
-	Drawing Fundamental- 2 (Practical)	-	-	-	-	
-	Design Language 2 (Practical)	-	-	-	-	
Ability Enhancement Compulsory Courses (AECC)						
-	Language1-2	-	-	-	-	
-	Language2-2	-	-	-	-	
-	Environmental Studies	-	-	-	-	
Value Based						
-	Open Elective (OE)	-	-	-	-	
-	Sports	-	-	-	-	
-	NCCNSS/R&R(S&c)/ Cultural	-	-	-	-	
Continuous Assessment + Semester end Jury/Viva						
Total Marks and Credits					-	-



BVA *in* Animation & Game Art



Are you an animation enthusiast who wants to take it up as a profession?

Ever wondered how animation movies such as Brave or Tangled come to life?

Or questioned how Popeye's biceps grow as soon as he gorges the can of spinach?

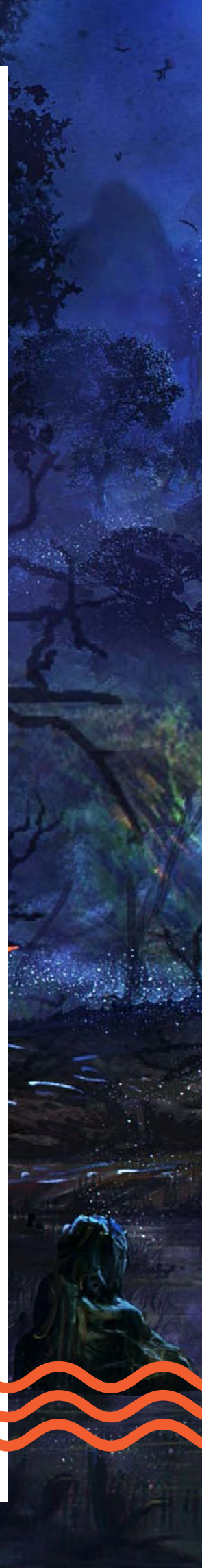
Are you good at drawing and have a deep desire to express your ingenuity through your work?

If yes is the answer to at least few of these queries, our professional animation and multimedia course will be the feather that stands out in your hat!

This BVA course imparts knowledge and the right skills in multimedia and animation disciplines that leads to a fruitful career in the designing and animation field. Every movie or a TV serial, nowadays require VFX and computerization and this course helps in doing just that!

Unlike traditional perceptions, Animation is not developed for "mere entertainment." Though pleasure to the artist in its core, is the purest authorial intent of Art, animators have risen above it to cater to the varied kind of clientele they meet every day. Giving life to the inanimate, are tools that are used nowadays for office presentations, spreading social awareness, educative purposes and so on. This Course offers knowledge in fundamental Animation principles, Cell animation, Digital animation from which one gets their basics right. The core training focus in this course is in Animation film making, which encompasses both traditional and digital knowledge. Educational Animation is also widely popular today. From primary education to professional courses like engineering, defence training, aeronautics and soon, animation is used to create an instructional visualization which makes teaching more effective. Game design is also part of the Animation and there is a great demand for the Game designers. This course trains students in Game art design. If you though we have exhausted the reach of Animation, here is a piece of trivia for you: animators have begun their path into the medical field too. Our Animation program focuses on all these areas and also cater to industry demands and future requirements.

Students can find ample job opportunities in TV Channels, Production houses, Design/ Creative Firms, IT software companies, Video Gaming Industry etc. Within these sectors, professionals can find job profiles like that of a Web designer, Animation Graphic Artist, Game Tester and Reviewer, Software Developer, Game Developer





Semester III

	Subject Code	Title of the Paper	Instruction hrs/week	Marks			Credits
				IA	Exam	Total	
Part 1 Languages	University Code	Language I	3	30	70	100	2
	University Code	Language II	3	30	70	100	2
Discipline Core (DSC)							
	AN 31	Animation Foundation	4	30	70	100	4
	AN 32	Art for Animation-I	6	30	70	100	4
	AN 33	Computer Graphics Fundamentals	6	30	70	100	3
Discipline Elective (DSCE) / Open Elective (OE)							
	EL35.1/2/3	AI/Financial Education & IA	4	15	35	50	3
Ability Enhancement Compulsory Courses (AECC)							
	GD36	L1-3	4	15	35	50	3
		L2-3	4	15	35	50	3
		Constitution of India	4	15	35	50	2
Skill Enhancement Courses(SEC)							
Value Based							
	CC-EC	Sports	2	50	-	50	1
		NCC/NSS/R&R(S&G) / Cultural	2	50	-	50	1
Total Marks and Credits						800	24

Semester IV

	Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	University Code	Language - I: Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/AdditionalEnglish / Marathi/ Hindi	3	3	30	70	100	2
	University Code	Language – II: English	3	3	30	70	100	2
Discipline Core (DSC)								
	AN 41	3D CGI Foundation	4	-	30	70	100	4
	AN 42	2D-3D Digital Animation	6	-	30	70	100	4
	AN 43	Art for Animation II	6	-	30	70	100	3
Discipline Elective (DSCE) / Open Elective (OE)								
Part 3	EL	AGA-E 2	4	-	30	70	100	3
	45.1							
	45.2	Ability Enhancement Compulsory Courses (AECC)						
	45.3	L1-4	4	-	30	70	100	3
		L2-4	4	-	30	70	100	3
Skill Enhancement Courses(SEC)								
Skill Based								
	CC-EC	SEC-2 Artificial Intelligence	2	2	50	-	50	2
	CC-EC	Sports	2	2	50	-	50	1
		NCC/NSS/R&R(S&G) / Cultural	2	2	50	-	50	1
Total Marks and Credits						800	24	

Semester V

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
AN52	Preproduction; Script to Animatic	4	-	30	70	100	6
AN53	Character Animation	8	-	90	210	300	4
AN54	BG Design and Development	8	-	90	210	300	4
Discipline Elective (DSCE) / Open Elective (OE)							
EL							
55.1	Open Elective 1	4	-	30	70	100	3
55.2	AGA-E 3	4	-	30	70	100	3
Skill Enhancement Courses(SEC)							
AN56	Skill based SEC-3, UI&UX	4	-	30	70	100	2
Value Based							
Part 3	SDC						
	Sports	4	-	30	70	100	1
	NCC/NSS/R&R(S&G) / Cultural	4	-	30	70	100	1
Total Marks and Credits						1000	24

Semester VI

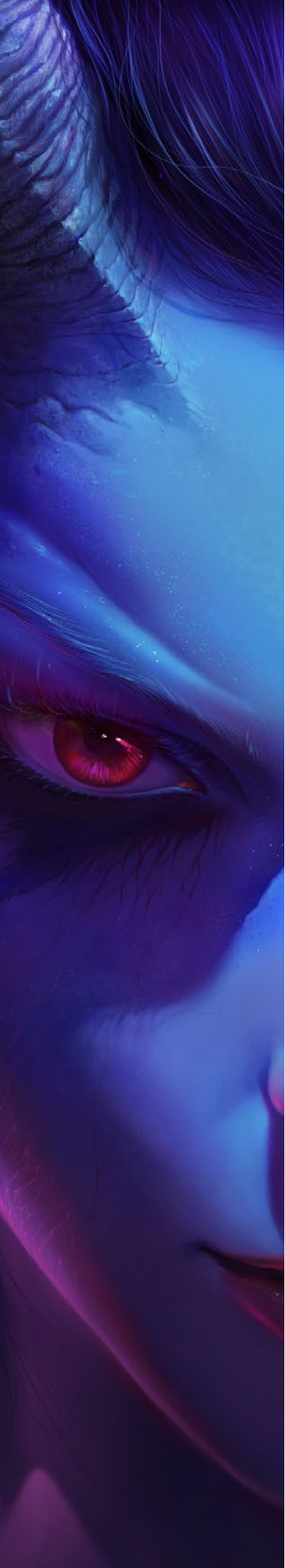
Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
Part 2 Optional	AN 61	3	3	30	70	100	6
	AN 62	6	-	60	140	200	4
	AN 63	3	-	30	70	100	4
Discipline Elective (DSCE) / Open Elective (OE)							
EL							
65.1	Open Elective 2	4	-	30	70	100	3
65.2	AGA-E 4	4	-	30	70	100	3
Skill Enhancement Courses(SEC)							
65.3	Skill based						
Part 3	AN66						
	SDC	2	3	30	70	100	2
Value Based							
	Sports	4	-	30	70	100	1
	NCC/NSS/R&R(S&G) / Cultural	4	-	30	70	100	1
Total Marks and Credits						1000	24

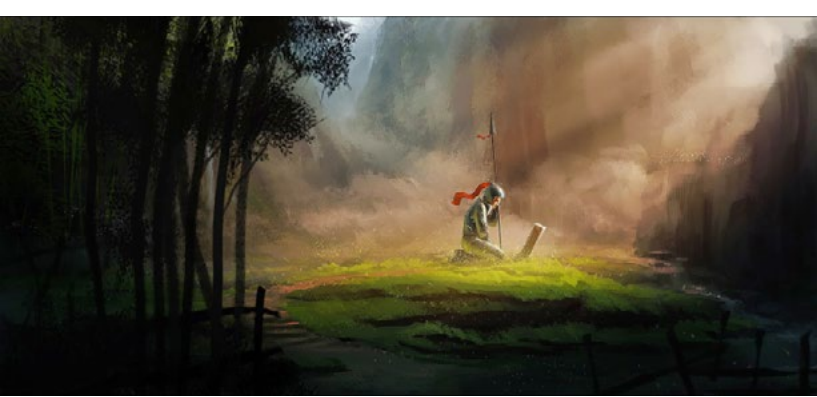
Semester VII

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
	Major Specialization - Animation/ 3D CGI/ Preproduction / VFX	4	-	30	70	100	8
	Graduation Project - part 1	4	-	30	70	100	6
	Portfolio Development	4	-	30	70	100	4
Discipline Elective (DSCE) / Open Elective (OE)							
EL							
73.3	2Open Elective	4	-	90	210	300	3
73.4	Animation Studio Design & management	4	-	30	70	100	3
Total Marks and Credits						1300	24

Semester VIII

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Elective (DSCE) / Open Elective (OE)							
EL							
AN81	Graduation project-part 2	16	-	210	490	800	8
AN82	Industry Internship	-	-	150	350	500	12
Total Marks and Credits						1300	20





BE CREATIVE

COOL!!

THINK
OUTSIDE
THE

BOX

- meeting with Peter
at 3 pm @ Coffee Bar
- marketing class
start tomorrow
- buy new camera!



Badge sk

ques



BVA *in* Graphic & Communication Design



Applied Arts is the application of decoration and design to ordinary objects to make them aesthetically appealing. Graphic Design is the art or skill of combining text and pictures in advertisements, magazines, or books. This BVA program prepares individuals to design applications for art and translate ideas into visual images. In this field, students study about drawing, layout and manipulating images for commercial and non-profit purposes. People who have obtained a degree in design and applied arts are often employed as designers, graphic designers, multimedia artists and animators.

Our Graphic Design and Applied Arts encompasses a variety of artistic fields, such as photography, painting and illustration. The Applied Arts term is applied in distinction to the fine arts which aims to produce objects which are beautiful or provide intellectual stimulation.

Generally speaking, design and applied arts can be defined as arts wherein objects are designed or fashioned in order to be used rather than simply to be viewed. Designing, creating and communicating - you can choose from a variety of job options that require skills in these artistic areas. Potential careers also include working as an artist, teacher, researcher, museum curator or art director. Depending on a student's concentration, job titles could also include painter, designer, stylist or writer. Many designers choose to focus on one or two particular areas, such as clothing, textiles, websites, floral arrangements, logos, home and office interiors or sets. Because the areas of design and applied arts offer so many different career opportunities, educational and other training requirements vary. One who hopes to work in an advertising firm is required to earn a degree, while a photographer may not.

Graphic designers plan, analyse and create visual images to communicate a message by combining practical knowledge and applied skills to create manual and computergenerated images to be used for commercial purposes to sell products and endorse services. They may use digital photography and photo printing to create graphic art. They begin by preparing sketches or models to illustrate the vision for their design, and at higher levels, will often supervise those who carry out their creations. Graphic artists produce the majority of all modern print media ranging from brochures, posters, advertisements, magazines and commercials. Most use computer programs that allow them to edit digital images efficiently.



Semester III

	Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	University Code	Language - I: Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/AdditionalEnglish / Marathi/ Hindi	4	3	30	70	100	2
	University Code	Language – II: English	4	3	30	70	100	2
Discipline Core (DSC)								
	GD32	Graphic Design and Communication	4	-	30	70	100	4
	GD33	Digital Media-I	4	-	30	70	100	3
	GD34	Basic Typography	4	-	30	70	100	4
Discipline Elective(DSCE) / Open Elective (OE)								
	EL35.1 /2/3	Graphic Design-Elective 1	3	-	15	35	50	3
Ability Enhancement Compulsory Courses (AECC)								
		L1-3	4	-	15	35	50	3
	GD36	L2-3	4	-	15	35	50	3
		Constitution of India	3	-	15	35	50	2
Skill Enhancement Courses(SEC)								
Value Based								
		Sports	3	-	15	35	50	1
		NCC/NSS/R&R(S&G) / Cultural	3	-	15	35	50	1
Total Marks and Credits							800	24

Semester IV

	Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	University Code	Language - I: Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/AdditionalEnglish / Marathi/ Hindi	4	3	30	70	100	2
	University Code	Language – II: English	4	3	30	70	100	2
Discipline Core (DSC)								
	GD42	Graphic Design and Communication II	5	-	30	70	100	4
	GD43	Digital Media-II	4	-	30	70	100	3
	GD44	Advance Typography	4	-	30	70	100	4
Discipline Elective(DSCE) / Open Elective (OE)								
	EL 45.1/2/3	Graphic Design-Elective 2	3	-	15	35	50	3
Ability Enhancement Compulsory Courses (AECC)								
		L1-4	4	-	15	35	50	3
	GD36	L2-4	4	-	15	35	50	3
Skill Enhancement Courses(SEC)								
Skill based								
		SEC-2 Artificial Intelligence	3	-	15	35	50	2
Value based								
		Sports	3	-	15	35	50	1
		NCC/NSS/R&R(S&G) / Cultural	3	-	15	35	50	1
Total Marks and Credits							800	24

Semester V

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam(hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
GD52	Advertising Design Theory	6	-	75	175	250	4
GD53	Graphic Design for Print , Web	6	-	90	210	300	6
GD54	Instructional Design	4	-	30	70	100	4
Discipline Elective(DSCE) / Open Elective (OE)							
CC/ EC	Open Elective- 1	1	-	50	-	50	3
	Graphic Design-Elective 3	1	-	50	-	50	3
Skill Enhancement Courses(SEC)							
Skill based							
	SEC-3	1	-	50	-	50	2
Value based							
	Sports	3	-	15	35	50	1
	NCC/NSS/R&R(S&G) / Cultural	3	-	15	35	50	1
Total Marks and Credits						1000	24

Semester VI

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam(hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
GD62	Advertising Design & Media	6	-	60	140	200	6
GD63	Packaging Design and Printing Technology	6	-	60	140	200	4
GD64	Theory Visual communication & Media	4	-	30	70	100	4
Discipline Elective(DSCE) / Open Elective (OE)							
EL 65.1/2/3	Open Elective 2	3	-	30	70	100	3
GD 66	Graphic Design-Elective 4	3	-	30	70	100	3
Skill Enhancement Courses(SEC)							
Skill based							
CC/ EC	SEC-4 Professional Communication	1	-	50	-	50	2
Value based							
	Sports	3	-	15	35	50	1
	NCC/NSS/R&R(S&G) / Cultural	3	-	15	35	50	1
Total Marks and Credits						1000	24

Semester VII

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam(hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
GD72	Graduation Project - part 1	4	3	60	140	200	8
GD73	Portfolio Development	2	-	30	70	100	4
GD74	Design & management	10	-	150	350	500	3
Discipline Elective(DSCE) / Open Elective (OE)							
GD76	Design Thesis	6	-	90	210	300	6
75.1	Open Elective- 3	4	-	30	70	100	3
Total Marks and Credits						1300	24

Semester VIII

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam(hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
GD81	Graduation project-part 2	16	-	210	490	800	8
GD82	Internship	-	-	150	350	500	12
Total Marks and Credits						1300	20



ELEGANCE
FASHION
BEAUTY

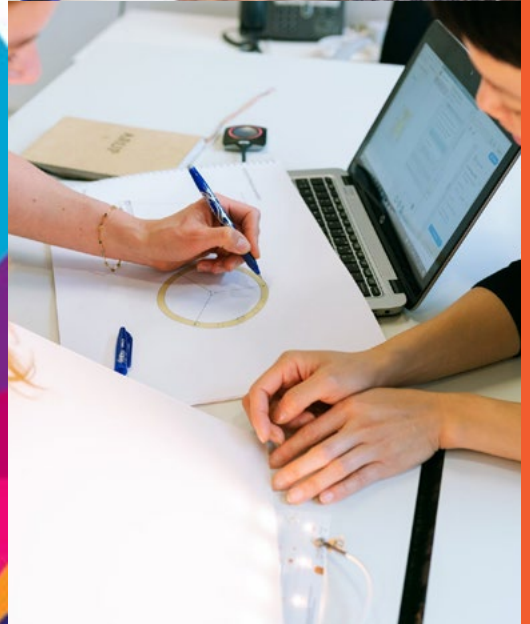
ELEGANCE
FASHION

THE
DESIGN

ALPHABET

A B C D E F G H I J K L M
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0 1 2 3 4 5 6 7 8 9

LEGANCE
FASHION
BEAUTY





BVA *in* Interior & Spatial Design

Humans are deeply associated with spaces, our work desks fashioned one way while our kitchens, another. A space is now the extension of the human and vice versa. Dull paint clubbed with dim lights can put the best to sleep. In a world where industrial psychologists meets up with interior designers to create office spaces that facilitate innovation. Across millennia of our evolution in time, spaces have developed their own identities connected to change in aesthetic appreciation, tastes and styles of human being.

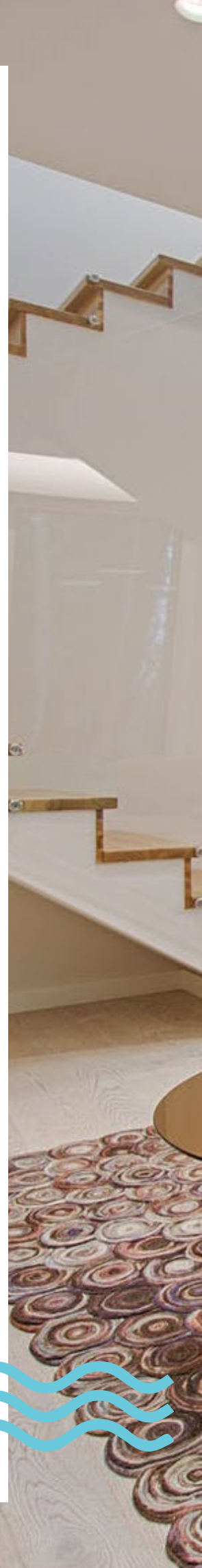
This Course will develop sensibilities to identify Space-Human relationships and explore its meaning through the possibilities of design by introducing different spaces and evaluating their needs amidst changing cultural values and human needs. The course facilitates students to interact with space, assess what they are given to work with, to creatively think and provide solutions. Students are also introduced to new digital mediums and its representation skills as part of the program.

Animaster offers students the unique opportunity to be trained in the art of interior designing. The institution specifically aims to train students to being professionals with the human, artistic, geographical, technical, historical and sociological knowledge required to design interiors.

Animaster focuses on expansion of a critical mind while reinforcing the students' artistic and diagnostic capabilities to help them to create better and most comprehensive interior environment. The various interior designing courses ensure that the students are trained in a methodical and synchronised methodology, which is most often preceded by research, analysis, and combination of knowledge into a comprehensive creative process.

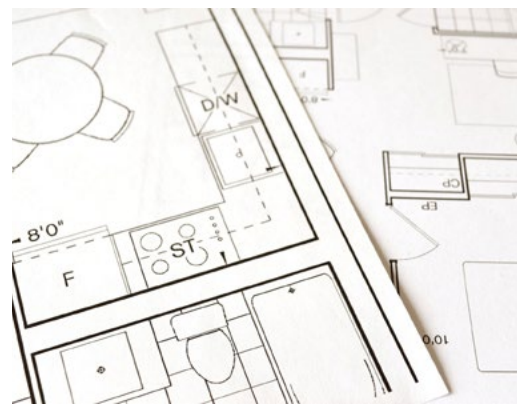
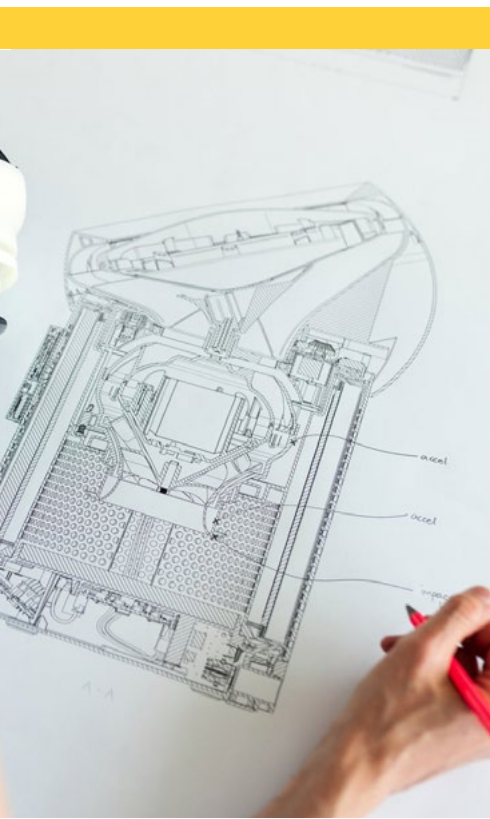
Formerly architects worked on both exteriors and interiors. Over the last decade, individuals have become more conscious of the design and layout of their spaces, be it working or living. The change in perception has called for expert interior designers. Those among you who desire to pursue a career in interiors can take up BVA in interior designing to develop design solutions which are eye-catching, safe, purposeful while meeting the user's needs.

Here is a peek into the everyday of an interior designer: picking out furniture, paraphernalia, including layout description with product specifications, selecting hues and materials to accurately display the design concept and to meet functional, sustainable, environmental, and safety requisites, and building the space using documents, drawing, diagrams, incorporating client requirements and finally, preparing construction documentation to demonstrate designs.









Semester III

	Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	University Code	Language - I: Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/AdditionalEnglish / Marathi/ Hindi	3	3	30	70	100	2
	University Code	Language II	3	3	30	70	100	2
Discipline Core (DSC)								
	IS31	Form & Space - Furniture Design	6	-	30	70	100	4
	IS32	Interior Design Materials and Applications	4	-	30	70	100	4
	IS33	Technical Drawing	4	-	30	70	100	3
Discipline Elective(DSCE) / Open Elective (OE)								
EL35.1/2/		Interior Spatial Design -Elective 1	4	-	15	35	50	3
		Ability Enhancement Compulsory Courses (AECC)						
		L1-3	4	-	15	35	50	3
		L2-3	4	-	15	35	50	3
		Constitution of India	4	-	15	35	50	2
Skill Enhancement Courses(SEC)								
Value Based								
CC & EC		Sports	2	-	50	-	50	1
		NCC/NSS/R&R(S&G) / Cultural	2	-	50	-	50	1
Total Marks and Credits							800	24

Semester IV

	Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	University Code	Language - I: Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/AdditionalEnglish / Marathi/ Hindi	3	3	30	70	100	2
	University Code	Language – II: English	3	3	30	70	100	2
CORE STUDIO COURSE								
	IS42	Design Studio: Space & Planning	6	-	30	70	100	4
	IS43	Interior Design Materials and Applications II – Metal and Glass	6	-	30	70	100	4
	IS44	Architectural Elements and Services	3	-	15	35	50	3
Discipline Elective(DSCE) / Open Elective (OE)								
EL45.1/2/3		Interior Spatial Design-Elective 2	3	-	15	35	50	3
	IS45	L1-3	3	-	15	35	50	3
	IS46	L2-3	3	-	15	35	50	3
Skill Enhancement Courses(SEC)								
Skill Based								
		SEC-2 Artificial Intelligence	2	3	30	70	100	2
Value Based								
		Sports	2	-	50	-	50	1
		NCC/NSS/R&R(S&G) / Cultural	2	-	50	-	50	1
Total Marks and Credits							800	24

Semester V

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
IS52	Interior Design Studio II – Inhabitations	6	-	60	140	200	6
IS53	User Element Design	6	-	50	100	150	4
IS54	Advance Visualization Methods	5	-	30	70	100	4
Discipline Elective(DSCE) / Open Elective (OE)							
	Open Elective 1	3	-	30	70	100	3
EL55.1/2/3	Interior Spatial Design-Elective 3	5	-	30	70	100	3
Skill Enhancement Courses(SEC)							
Skill Based							
SDC	SEC-3, UI&UX	3	3	30	70	100	2
Value Based							
	Sports	3	3	30	70	100	1
	NCC/NSS/R&R(S&G) / Cultural	3	3	30	70	100	1
Total Marks and Credits						1000	24

Semester VI

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
IS62	Interior Design Studio: III C-6	6	-	75	175	250	6
IS63	Complex Furniture Systems C-6	4	-	30	70	100	4
IS64	Estimation and Project Management C-6	4	-	30	70	100	4
Discipline Elective(DSCE) / Open Elective (OE)							
EL65.1/2/3	Open Elective 2	4	-	30	70	100	3
IS66	Interior Spatial Design-Elective 4	3	-	30	70	100	3
Skill Enhancement Courses(SEC)							
Skill Based							
IS67	SEC-4 Professional Communication	4	-	30	70	100	2
Value Based							
	Sports	3	3	30	70	100	1
	NCC/NSS/R&R(S&G) / Cultural	3	3	30	70	100	1
Total Marks and Credits						1000	24

Semester VII

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
IS71	Graduation Project - part 1	6	-	90	210	300	8
IS72	Portfolio Development	2	-	30	70	100	4
IS73	Sustainable Practices in Design	10	-	150	350	500	3
Discipline Elective(DSCE) / Open Elective (OE)							
75.1	Open Elective- 3	4	-	30	70	100	3
75.2	Design Thesis	4	-	30	70	100	6
Total Marks and Credits						1300	24

Semester VIII

Subject Code	Title of the Paper	Instruction hrs/week Theory	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Discipline Core (DSC)							
IS81	Graduation Project (Practical)	16	-	210	490	800	8
IS82	Internship	-	-	150	350	500	12
Total Marks and Credits						1300	20



| Shekhar Malviya

📌 It was a great time we spent in Animaster College. The campus environment is good, training is Good and Animaster has made the best efforts to provide all the facilities.

Rakshith V |

This college has taught me a lot. Probably I would not have learnt more if I had joined a different college. The college can be a good workplace too. All staff are vry friendly and helpful. The place is welcoming and the course is well structured. Happy to be studying here, at Animaster College, India's B-E-S-T!



| Navneetha Reddy

📌 Animaster takes care of each and every student individually they provide the best facilities and the best faculty they will help students in their over all growth along with studies. Coming to Bengaluru for Animaster all the way from Hyderabad was the best decision I made.



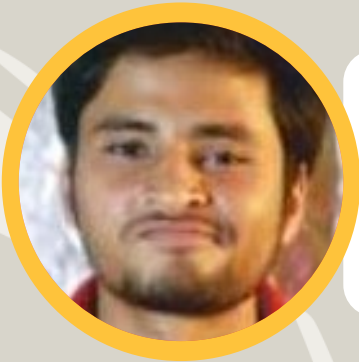
Harsha N |

In Animaster College our class is highly energetic and extremely interactive, with new things to learn at every instance. Highly qualified staff, with great teaching capabilities. We get to learn new things apart from the course material also, which really helps to gain strength in this field. Thank you faculty, Thank you Animaster.



| Adarsh Kumar Dhoni

I found the course interesting, challenging and rewarding. I learnt a lot by following the program and the BVA assignments that were given, were helpful for us to improve ourselves. Assignments were corrected quickly, with lots of advice and guidance from the mentoring faculty.



Bhargav Swapnil |

Building my career in Animaster enriched my life, for which I am grateful to every faculty of Animaster. I learnt a lot and it gave me a good grounding in basics. It really made me think, and I liked how it enabled me to interact with people through practical work.



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