



3 Year Program in Animation & Media Studies

1800 Hours (Training + Practical), 36 Months

The Indian animation and visual effects industry has witnessed exponential growth over the past decade fueling the need for trained industry-ready manpower. We offer an Under Graduate course, 3 Year* (6 semesters) Program in Animation & Media Studies in partnership with Lexicon Institute of Media & Advertising. The course is a perfect fit for students interested in pursuing careers in entertainment, media and other related fields. Our customized course curriculum covers a wide range of subjects in both animations as well as media studies that helps students get added the advantage of seeking jobs in Digital and Print Media Publications, Advertising, and Public Relations Agencies too besides Animation Production and Game Design Companies.

Along with animation-related subjects like VFX (Visual Effects) game design, graphics, web design, video editing, and more, our students will also be taught the animation-related aspects of journalism, advertising, web multimedia and broadcast design. Students will also learn entrepreneurship, brand licensing, and copyright laws.

The course has a mix of theory learning as well as hands-on practical experience and the faculty comprises current industry experts and veterans with proven competence. On completion of the course, students will have updated knowledge of industry-level software tools, the digital and graphics aspects of the news media and advertising industry, and a ready portfolio that showcases their work to prospective employers. Students will also have ample scope to put their learnings into practice through our internship programs.

*Duration of the course might change from 3 years to 4 years as per National Education Policy (2020). Accordingly, course curriculum & fees will change.



1ST Year

Capsule 1

MSAG 101 - Introduction to Mass Media - Journalism & Advertising	Theory
MSAG 102 - Introduction to Computers & Internet	Theory
MSAG 103 - Sketching & Drawing	Theory
MSAG 104 - Introduction to Multimedia and its Application	Theory & Practical
MSAG 105 - Computer Graphics Part1: Adobe Photoshop	Theory
MSAG 106 - Colour Theory	Theory
MSAG 107 - Developing Presentations Fundamentals of Digital Concept Creation	Theory & Practical
MSAG 108 - Fundamentals of Digital Concept Creation	Theory
MSAG 109 - Digital Photography	Theory

Capsule 2

MSAG 201 - Design Principles	Theory
MSAG 202 - Technical and Creative Writing	Theory
MSAG 203 - Typography	Theory
MSAG 204 - Computer Graphics Part2: Adobe Illustrator	Theory & Practical
MSAG 205 - Print Media Part1: CorelDRAW	Theory & Practical
MSAG 206 - Print Media Part2: Quark Express	Theory & Practical
MSAG 207 - Page making in Journalism – Tabloid and Broadsheet newspapers	Theory & Practical
MSAG 208 - Indesign	Practical
MSAG 209 - Figma	Practical
MSAG 210 - Spark AR	Practical

2nd Year

Capsule 3

MSAG 301 - Introduction to Web Development	Theory & Practical
MSAG 302 - HTML & CSS	Theory & Practical
MSAG 303 - Computer Animation: Introduction to Flash	Theory
MSAG 304 - Story Boarding	Theory
MSAG 305 - Video-Production Basics	Theory
MSAG 306 - After Effects	Practical
MSAG 307 - Audio-Editing: Sound Forge of Digital Concept Creation	Theory & Practical
MSAG 308 - Branding and graphics, magazine, product designing, art in magazines	Theory & Practical

Capsule 4

MSAG 401 - Developing Dynamic Web Pages using Java and VB Scripts	Theory
MSAG 402 - Content Authoring on Web using Macromedia Dreamweaver	Theory & Practical
MSAG 403 - Content Digitization	Theory
MSAG 404 - Visual Communication	Theory
MSAG 405 - Advance Video Effects	Theory
MSAG 406 - Video-Editing: Adobe Premier	Theory & Practical
MSAG 407 - 3D Motion Graphics	Practical
MSAG 408 - Compositing	Practical
MSAG 409 - Match Move	Practical
MSAG 410 - Digital media, Making and designing a website	Theory & Practical

Course Code**Theory/Practical****3rd Year****Capsule 5**

MSAG 501 - Brand licensing	Theory
MSAG 502 - Animation Principles	Theory & Practical
MSAG 503 - CG Film making	Theory
MSAG 504 - Introduction to 3DS max	Theory & Practical
MSAG 505 - Advance 3DX max	Theory
MSAG 506 - Character Animation	Theory
MSAG 507 - Introduction to Maya	Theory & Practical
MSAG 508 - Advance Maya	Theory
MSAG 509 - Character Set up & Animation in Maya	Theory
MSAG 510 - Environment Science	Theory & Practical

Capsule 6

All courses are a mix of theory & practical

Electives 3D or VFX as specialisation

Two months of Ongoing Portfolio Preparation included

Course Code	Mandatory Certification	Elective 3D Certification	Elective VFX Certification
MSAG 601 -	Entrepreneurial Journalism	-	-
MSAG 602 -	Introduction to Procedural Generation	-	-
MSAG 603 -	3D Sculpting	-	-
MSAG 604 -	Ongoing Portfolio Preparation	-	-
MSAG 607 -	-	Mari	-
MSAG 608 -	-	Katana	Katana
MSAG 609 -	-	Advance 3Ds Max	-
MSAG 610 -	-	Advance 3D Lighting - Arnold	Advance 3D Lighting - Arnold
MSAG 611 -	-	Unreal	-
MSAG 612 -	-	-	Advance Nuke
MSAG 613 -	-	-	Advance Matchmove - 3DE
MSAG 614 -	-	-	Colour Grading with Davinci