

APPLIED ARTS

Master Of Fine Arts

We prepare MFA students for industry engagement and collaboration in the first year, they are assigned brief research-oriented projects, where the students indulge in case studies, and later they build full-fledged Advertising Campaigns on their project.

MFA Visualization and Campaign Planning, Illustration and IMCD Integrated Marketing Communication Design are the three core disciplines taught. Masters students choose their area of specialization at the outset.

A student learns Applied Arts in a very current and contemporary manner over these two years. They perform software training, brainstorming, serious thinking process and develop a full-fledged campaign design. In the second year, they do an industry project.

Career opportunities - Advertising, Media House, Software Companies, printing Press, Toy & Gaming Industry, Film Industry , Other professional opportunities and Higher education institutions.

हम एमएफए छात्रों को उद्योग से जुड़ाव और सहयोग के लिए तैयार करते हैं पहले वर्ष में, उन्हें संक्षिप्त अनुसंधान-उन्मुख परियोजनाएँ सौंपी जाती हैं, जहाँ छात्र मामले के अध्ययन में शामिल होते हैं, और बाद में वे अपनी परियोजना पर पूर्ण अभियान बनाते हैं।

MFA विजुअलाइज़ेशन और कैंपेन प्लानिंग, इलस्ट्रेशन और IMCD इंटीग्रेटेड मार्केटिंग कम्युनिकेशन डिज़ाइन पढ़ाए जाने वाले तीन मुख्य विषय हैं। परास्नातक छात्र शुरुआत में अपनी विशेषज्ञता का क्षेत्र चुनते हैं।

एक छात्र इन दो वर्षों में बहुत ही वर्तमान और समकालीन तरीके से एप्लाइड आर्ट्स सीखता है। वे सॉफ्टवेयर प्रशिक्षण, विचार-मंथन, गंभीर विचार प्रक्रिया का प्रदर्शन करते हैं और एक पूर्ण अभियान डिजाइन विकसित करते हैं। दूसरे वर्ष में, वे एक उद्योग परियोजना करते हैं।

Visualization & Campaign Planning

Campaign planning is crucial for businesses to achieve the desired outcome from a campaign. By making an integrated plan, you will identify important channels and touch points relevant to reaching the desired audience for the specific campaign you wish to launch.



Character Design



Name: Sam
Age: 30
Adult Protagonist of the story. Due to early exposure to the horrors in the past which have brought him almost near death, he later reaches beyond the obstacle of making his way on the life.

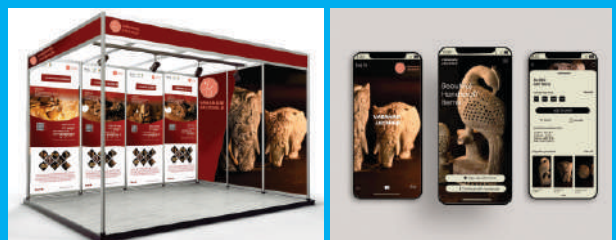


Illustration

An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in print and digitally published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films. An illustration is typically created by an illustrator. Students create graphic novels to explore the illustration in their style developing their unique strokes, characters and techniques developing story boarding and implementation in the course. all students learn about the binding printing knowledge

IMCD

is a 360-degree approach consisting of all design media and mediums. Integrated marketing communication design (IMCD) can be defined as the process used to unify marketing communication elements with help of design, such as public relations, social media, audience analytics, business development principles, and advertising, into a brand identity that remains consistent across distinct media channels.



ACADEMIC COURSES

POST GRADUATE COURSES(4 SEMESTER)

1st sem



Specialization on any one of the following:

- Visualization & Campaign Planning
or
- Illustration
or
- Integrated Marketing Communication Design (IMCD)

- Aesthetics & Principal of Art Appreciation
- History & Technical Theory
- Seminar
(Case Study of one the given Topic)

Specialization on any one of the following:

- Visualization & Campaign Planning
or
- Illustration
or
- Integrated Marketing Communication Design (IMCD)

- Aesthetics & Principal of Art Appreciation
- History & Technical Theory
- Seminar
(Case Study of one corporate identity)



2nd sem

3rd sem



Specialization on any one of the following:

- Visualization & Campaign Planning
or
- Illustration
or
- Integrated Marketing Communication Design (IMCD)

- Aesthetics & Principal of Art Appreciation
- History & Technical Theory
- Seminar
(Case Study of one corporate identity)

Specialization on any one of the following:

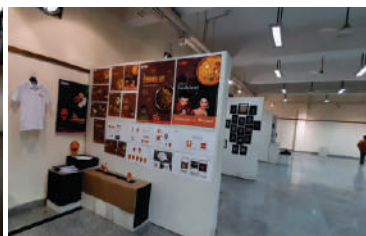
- Visualization & Campaign Planning
or
- Illustration
or
- Integrated Marketing Communication Design (IMCD)

- Aesthetics & Principal of Art Appreciation
- History & Technical Theory
- **Dissertation:-** The Post-Graduate candidates are required to select a suitable topic for their dissertation in consultation with the Supervisor and work on it.



4th sem

Seminar Work



Final Display