

# B.Sc in MULTIMEDIA, ANIMATION & GRAPHICS

# M.Sc in ANIMATION & GRAPHIC DESIGN



Affiliated to  
MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



[ilead.net.in](http://ilead.net.in)

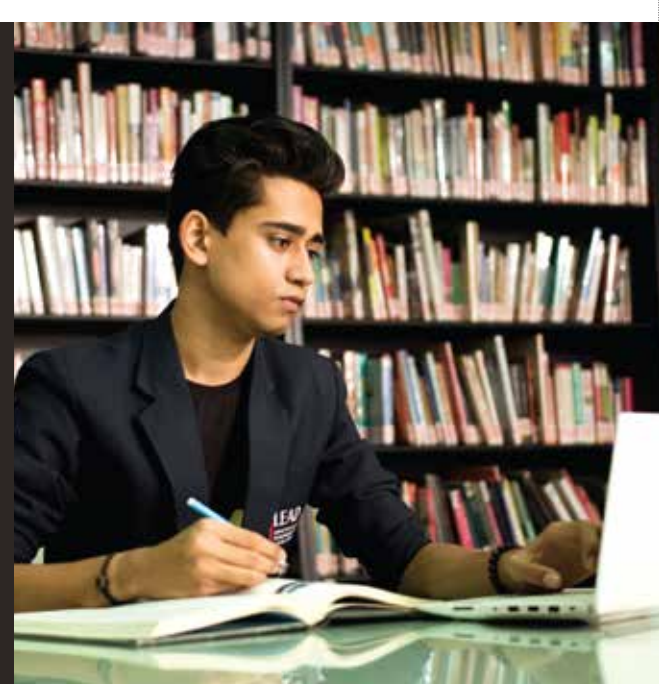
A 4 year UG program of B.Sc in Multimedia, Animation and Graphics and a 2 year PG program of M.Sc in Animation and Graphic Design at iLEAD affiliated to MAKAUT

- 2D & 3D Animation
- Web & Graphic Design
- VFX & Motion Graphics
- Character Design & Concept Art
- Latest Technology as per industry standards
- 100% Placement Assistance

## B.Sc in Multimedia, Animation and Graphics and M.Sc in Animation and Graphic Design

The animation and VFX industry in India is experiencing a significant surge due to several factors. The increasing demand for animated content in movies, television, and advertising globally has led to a rise in outsourcing to India, known for its skilled workforce and cost-effective production. According to a report by FICCI-EY, the Indian animation and VFX industry grew by 18.5% in 2020, reaching a value of approximately \$1.35 billion. Additionally, government initiatives such as the National Centre of Excellence for Animation, Gaming, and VFX are fostering skill development and technological advancements, further fueling the industry's growth.

At the iLEAD School of Creativity, budding talents are nurtured across media, animation, and design disciplines, fostering innovation and honing skills of tomorrow's creators shaping the next generation of visionary artists and professionals. Keeping in mind the current industry requirements, our UG and PG degree programs in animation will equip you to become the best in the industry and make India, the animation capital of the world.



## Why the multimedia, animation & VFX industry?

- India can take over 25% of global market of animation and VFX by 2025
- Several Indian companies are providing VFX services to large international studios
- Animation for domestic broadcasting is growing at a rate of 30% approximately
- The Indian VFX and animation industry is worth INR 107 billion as of 2022
- The animation, VFX and post-production industry in India has grown by 20% and in the next two years it will grow at least by 18%

- The Indian VFX and animation industry is projected to achieve a CAGR of 20% to 25%, reaching an estimated market value of INR 190 billion by 2025

# Workshops and Industrial Visits



Panel Discussion on Animation and Gaming with Mr. Ashish Kulkarni (Founder of Punnaryug Artvision Pvt. Ltd. and Chairman of FICCI AVGC Forum), Ms. Bhavya Tayal (Development Manager, Electronic Arts), Ms. Srimoyee Chatterjee (Founder, KREO Studio), Mr. Shubhra Chakraborty (Founder & Director of Animatzione)



Session on Animation and Gaming with Mr. Argha Sengupta (Associate Professor, Animation Cinema Dept, SRFTI, Kolkata), Ms. Ekta Bhattacharjee (Founder, Ekta Creative Tales) and Mr. Sankha Banerjee (Asst Professor, Department of Multimedia, St. Xavier's College, Kolkata)



Fanime 2.0 Organised by Animation Club



VFX Workshop with Mr. Asutosh Banik (VFX Artist at Prime Focus)



Art and Craft Exhibition at iLEAD



Workshop on Portfolio Creation with Renowned Animator Mr. Shivam Bajaj



Panel Discussion with Mr. Argha Sengupta (HOD, Animation Dept, SRFTI), Ms. Huisha Ganeriwal (Entrepreneur), Mr. Debajyoti Nandi (3D Animation Expert)



Binaswari 2023, An Art Exhibition Organised by Animation Club



**CHROMA STUDIO**



**ANIMATION LAB**



**FOUNTAINHEAD : Library with over 1,20,000 Books**



**I FEEL FITNESS : The Fitness Studio**

## iLEAD Advantages

- Recognized as the Best Media and Mass Communication Institute at Gurukul Awards 2023
- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia
- State of the art infrastructure along with animation studio at the campus
- 100 hours of exclusive job oriented practical training in the industry for the students will be provided. 50 hours of the program will include Personality Development classes & any one short-term course on either Event Management, Photography, Digital Marketing, Editing, Design and one Foreign Language FREE OF COST (Beginners Level Only). And another 50 hours to include industry oriented training program in order to make students job ready
- Top ranking industry experts from animation, graphics and multimedia as guest and adjunct faculty
- iLEAD's industry oriented designed course ensures hands-on experience from Day 1
- Students' creations can be showcased to worldwide audience through iLEADTV.com
- Business mentorship and guidance to start up funding is available for students' startups from iLEAD after the course
- 1,20,000+ popular, rare and unique books in the library, 20+ journals and periodicals
- Around 5,000 audio visual content and very large digital library
- Opportunities for internships and networking
- Merit Based Scholarships
- Earn While You Learn opportunities
- 100% placement assistance

## HRD India Awards



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

## Gurukul Awards



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

## Highlights from the Curriculum of M.Sc in Animation and Graphic Design

- Design Methodology and Process
- Conceptual Photography
- Semiotics and Cultural Studies
- Production Management
- Multimedia and E-Commerce
- Digital Filmmaking and Sequential Narrative
- Digital Design and more
- UI & UX Design
- Advanced Motion Graphics

## Eligibility

- 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

## Career Prospects

- Graphic Designer
- Digital Artist
- Web Designer
- 2D and 3D Animator
- Multimedia Artist
- 3D Modeler
- Story Board Artist
- Flash Designer
- Composer
- Compositing VFX Artist
- Texturing Artist
- Game Designer
- Visualizer
- Flash Animator
- Character Animator
- Matte Painter
- Technical Director
- Game Designer
- Illustrator and Storyboard Artist
- UI & UX Designer
- AI Powerd Graphic Artist

## Highlights from the Curriculum of B.Sc in Multimedia, Animation and Graphics

- Visual Literacy, Graphic and Web Design
- Animation Fundamentals
- 2D and 3D Animation Production
- Post Production and VFX
- Branding and Design
- Stop-Motion Animation
- UI & UX Design
- New Media Tools
- CG Integration
- Conceptualizing and Story Telling
- Acting for Animation
- Film Technology and Film Language
- Advanced Motion Graphics
- Portfolio Design

## Key Partners



ABP digital



CIMPRESS



Kalolwala Associates (P) Ltd.



Taza TV



Mind Brew Studio



DOBBY Ads



Career DNA



PwC



SVF



SRV Media



Life Digital Solutions



David & Goliath Films

## Placement



**Syed Askari Abbas**  
Multimedia, Animation & Graphic Design, 2018-2021  
**PwC**



**Rajit Chowdhury**  
Multimedia, Animation & Graphic Design, 2018-2021  
**Cartoon Network**



**Sudip Bera**  
Multimedia, Animation & Graphic Design, 2020-2023  
**ABP Network**



**Raktim Paul**  
Multimedia, Animation & Graphic Design, 2020-2023  
**Eskay Video Pvt. Ltd.**



## Draupnir Capital Incubation Centre at iLEAD

iLEAD has partnered with Draupnir Capital, a premier private equity advisory firm dedicated to empowering young startups, to launch the Draupnir Capital Incubation Centre at iLEAD.

Draupnir Capital Incubation Centre at iLEAD is exclusively focused on our very own iLEAD students, graduates and alumni, ensuring they receive unparalleled support – be it resources, capital, intellectual property, or administrative guidance.

We've also joined forces with the State Bank of India, amplifying the support network for our budding visionaries. This strategic alliance among iLEAD, Draupnir Capital and the State Bank of India promises a transformative impact on the entrepreneurial landscape.

## Admission Procedure

Candidates are to apply directly on college website ([www.ilead.net.in](http://www.ilead.net.in)) by online process for admission or visit the college premise.

## Earn While You Learn Scheme at iLEAD

iLEAD offers a combination of studies and paid work. This helps the students to gather first-hand experience via paid work through iLEAD. Some of our present students under the 'earn while you learn' scheme are as follows



**Deepsikha Deb**  
(2021-2024)



**Sharanya Hazra**  
(2021-2024)



**Sourartho Mondal**  
(2022-2025)

## Fee Structure

### B.Sc in Multimedia, Animation & Graphics

Registration Fees: ₹ 45,000

| Semester | Semester Fees |
|----------|---------------|
| First    | ₹ 65,085      |
| Second   | ₹ 60,083      |
| Third    | ₹ 60,083      |
| Fourth   | ₹ 60,083      |
| Fifth    | ₹ 60,083      |
| Sixth    | ₹ 60,083      |
| Seventh  | ₹ 60,083      |
| Eighth   | ₹ 60,083      |

**GRAND TOTAL: ₹ 5,30,666**

### M.Sc in Animation & Graphics

Registration Fees: ₹ 50,000

| Semester | Semester Fees  |
|----------|--|
| First    | ₹ 1,05,000<br>(Admission fees &<br>1 <sup>st</sup> Semester Fee) |
| Second   | ₹ 65,000   |
| Third    | ₹ 65,000   |
| Fourth   | ₹ 65,000   |

**GRAND TOTAL: ₹ 3, 50,000**

## Scholarships

### Merit Based Scholarship Available

For more details, contact our counselors at **91631 55555**

Educational Loan Partner –  
HDFC | SBI



## Faculty



**Mr. Pradip Chopra**  
Chairman, Years of Experience - 50



**Dr. Soumen Chatterjee**  
Principal, Years of Experience - 26



**Mr. Sourav Mukherjee**  
HOD, Worked with ABP, HT & PwC &  
Faculty since 11 years



**Mr. Tushar Modak**  
VFX Artist since 13 years



**Mr. Abhijit Bera**  
Graphics Designer & Theme Maker  
Artist since 10 years



**Mr. Debajyoti Nandi**  
3D Modeler & Animator since 8 years



**Mr. Nikhil Mondal**  
3D Animator, Concept & Storyboard  
Artist since 7 years



**Mr. Debabrata Gayen**  
Character Animation, Lighting,  
Rigging since 6 years



**Mr. Bishal Sarkar**  
3D Animator & Modeler since 6 years



**Mr. Arun Kumar Das**  
Pre-production & 2D Animator since 9 years



**Mr. Sayantan Dutta**  
Visual Artist since 5 years



**Ms. Swarnadeepa Dey**  
Web & Graphics Designer since 2 years



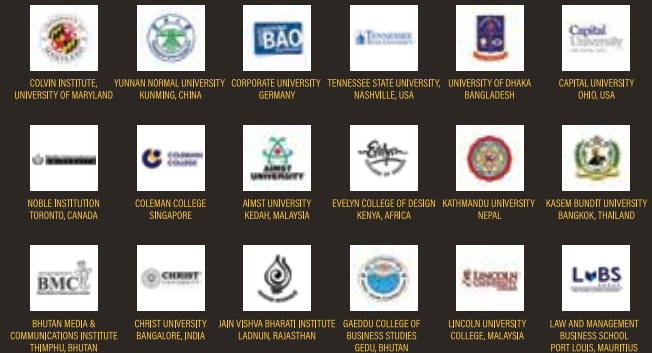
**Mr. Avijit Paul**  
3D Animator, Instructor & Technical  
Head since 19 years



**Mr. Pramit Pal**  
Photographer & Creative Director  
since 6 years

## Foreign University Tie Ups

iLEAD 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. The MOU aims at international projects and exchange of students, faculty, scholars and resource sharing programs based on the principles of equality and reciprocity, fairness and voluntariness.



## 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. Recognised with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times, awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023, 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, 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 2023



Convocation Ceremony 2023



Diwali



Sports Event at Managedia



Cricket Tournament



Fitness Event



Farewell 2023



Flashmob by iLEAD Students



Cultural Program at Managedia

