



# B.S.C IN MULTIMEDIA, ANIMATION & GRAPHICS

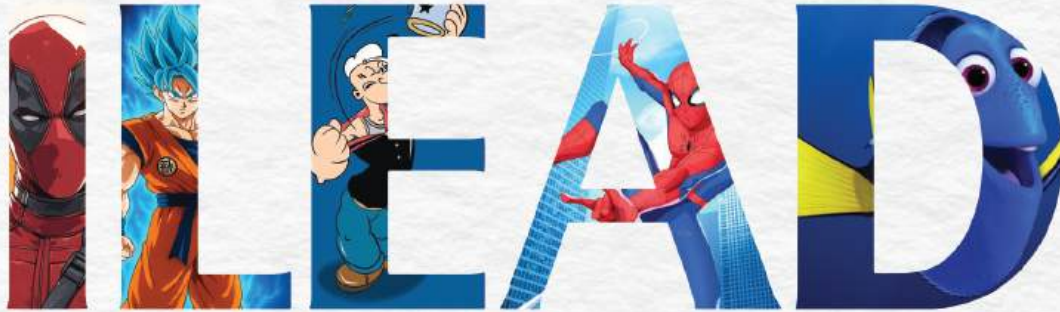
SHAPE THE FUTURE OF VISUAL MEDIA

- 4 Year UG degree program
- Animation, VFX, graphics & visual design
- Industry-grade studios & animation labs
- AI-supported production workflows
- Internships & structured placement support
- Silver Award for Leadership in Graphic & Animation Design





**WELCOME TO**



iLEAD is a premier, industry-driven institute in Kolkata offering professional UG and PG programs across media, management, design, technology, allied health, and tourism. Programs are shaped by active professionals, real workflows, and practical evaluation.

Founded in 2010 by Mr. Pradip Chopra, iLEAD balances academic depth with hands-on training, studio practice, human intelligence, AI tools, and continuous industry exposure to prepare students for the careers of tomorrow.

At iLEAD, students focus on craft, discipline, individuality, and employability.

## WORDS FROM THE LEADERSHIP



**PRADIP CHOPRA**  
CHAIRMAN, iLEAD

"Our students don't just leave with degrees, they leave with a sense of purpose, a spirit of entrepreneurship, and a passion to make a difference. That is what employers see, and that is what sets them apart."

**PRAGYA CHOPRA**  
EXECUTIVE DIRECTOR, iLEAD

"We foster a spirit of entrepreneurship and transformation at iLEAD. Our students are not just job-seekers, they are change-makers equipped to create opportunities and lead impactful careers."



# WHY iLEAD



In animation and visual design, skill is built through repetition, critique, and production pressure. At iLEAD, students start working early and keep working until craft becomes instinct.

## HERE'S WHAT SETS iLEAD APART:

- Eastern India's first AI design Lab in a college
- Studio-based, experiential learning
- Faculty with active industry and studio experience
- Advanced animation labs with 300+ systems
- Structured exposure to AI-supported workflows
- Field visits, live projects & real production exposure
- Continuous hands-on production work
- Access to 1,20,000+ books and 5,000+ digital AV resources
- Earn While You Learn opportunities
- Dedicated placement support
- Draupnir Capital Incubation Centre for entrepreneurial ideas



**STUDENTS GRADUATE WITH PORTFOLIOS BUILT  
THROUGH REAL WORK,  
NOT SIMULATED ASSIGNMENTS.**





# WHY

## ANIMATION & VFX MATTER

India is a global animation and VFX hub, with the industry projected to reach ₹3,067 billion by 2027. Studios today look for trained professionals with skill, speed, and discipline, not hobbyists.

iLEAD prepares visual thinkers who can take ideas from concept to screen through structured training, studio-led workflows, and continuous hands-on production. You learn inside professional environments, work with industry-standard tools, build strong fundamentals, receive regular faculty feedback, and graduate ready for real production roles.



## WHAT YOU LEARN

Multimedia, Animation & Graphics at iLEAD is structured around how studios actually work. The curriculum builds essential visual skills first, then layers animation, graphics, and post-production through guided studio practice.

### CORE SKILLS ALIGNED WITH INDUSTRY WORKFLOWS INCLUDE :

-  Visual storytelling and design fundamentals
-  Storyboarding, sequential art, and narrative design
-  2D and 3D animation production
-  Graphic and web design
-  VFX, CGI, and post-production
-  Motion capture
-  Stop-motion animation
-  Game design and development
-  Digital cinematography
-  VFX compositing
-  AR/VR creation
-  Advanced motion graphics
-  UI & UX design
-  Film language, advertising, branding, etc



### TOOLS YOU LEARN

-   Adobe Photoshop 2024
-   Adobe Illustrator 2024
-   Adobe InDesign 2024
-   Adobe Premiere Pro 2024
-   Adobe After Effects 2024
-   Autodesk Maya 2024
-   Arnold Render Engine
-   Nuke
-   Blender
-   DaVinci Resolve



## AWARDS & RECOGNITIONS

- 📌 Silver Award for Leadership in Graphic & Animation Design (Edutainment Awards 2024)
- 📌 4th Best Media School (KPMG)
- 📌 Excellence in Academia (HRD India Awards 2023)
- 📌 Best Entrepreneurship Development Program Institute (Sankalp Education Awards)
- 📌 Best Co-Curricular Activity College (Gurukul Awards)
- 📌 College of the Year (T2 Festopolis)
- 📌 2nd Best Emerging Media Institute (Edutainment Awards 2014)
- 📌 Gold Award for Green Tech & Sustainable Practices (ET TechEDU Awards 2024)



## GLOBAL CONNECT

With collaborations and MOUs across 16+ international universities, iLEAD connects students to a global academic network.



## STANFORD SEED TRANSFORMATION PROGRAM

iLEAD is certified under the Stanford Seed Transformation Program, a globally respected initiative by Stanford University that focuses on entrepreneurship, enterprise growth, and institutional strength.



## PROGRAM OVERVIEW

### A STUDIO-FOCUSED UG DEGREE FOR ANIMATION, DESIGN, AND VISUAL MEDIA CAREERS.

**Duration:** 4 Years

**Affiliation:** MAKAUT




**Focus Areas:** Animation, VFX, Graphics, Design, Motion & Visual Media

**Admission:** Aptitude Test & Personal Interview

**Scholarships:** Merit-based

**Placements:** 100% Placement Assistance

### ELIGIBILITY

-  50% or above in 10+2 (English compulsory).
-  Provisional admission for students awaiting results.
-  Admission through CET, GD & PI.

\*Subject to MAKAUT approval.

### HOW TO APPLY

#### FOR ADMISSION QUERIES:

Apply online at [www.ilead.net.in](http://www.ilead.net.in)  
Visit the campus for in-person assistance.  
Call +91 9163122222.  
Applications are reviewed through a structured process.

#### SCHOLARSHIPS

Merit-based scholarships are available for eligible students.  
For details and guidance, contact +91 9163122222.

#### EDUCATION LOAN PARTNER

Financial support available through:



\*Conditions apply.



## DISCOVER

**A**ski **I**ntelligence

At iLEAD, AI supports animation, graphics, and VFX work from early ideas to visual planning and execution, under clear faculty guidance. AI assists the process. Decisions stay human.

Students use AI for:

- Concept art and visual exploration
- Storyboarding and pre-visualisation
- Texture ideas and motion planning
- Faster iteration and creative testing

STEP INTO THE  
**POWER OF**

**A**ski **I**ntelligence

Think Real. Do Better.



## CAREER PATHWAYS

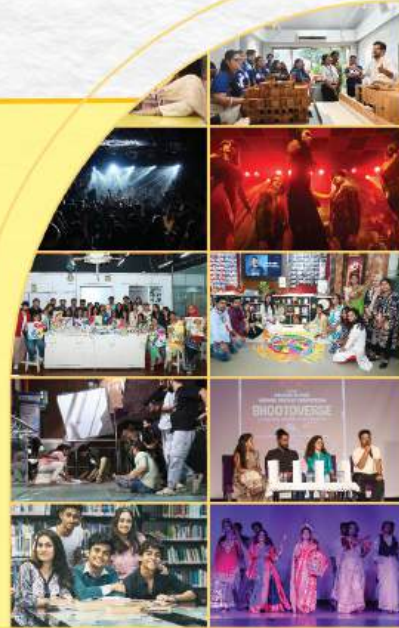
- Graphic Designer
- 2D / 3D Animator
- Visual Effects Artist
- Motion Graphics Designer
- Storyboard & Concept Artist
- 3D Modeler or Texture Artist
- Composer
- Animation Filmmaker
- Game Artist & Designer
- Matte Painter
- Art Director



## LIFE AT iLEAD

iLEAD is a ragging-free environment where juniors, seniors, and mentors work in close, supportive relationships. Students are encouraged to collaborate and grow together, creating a culture where everyone feels safe to participate, speak up, and belong.

Beyond academics, campus life stays vibrant through events, festivals, workshops, competitions, and interdisciplinary collaborations. With strong peer and mentor support, iLEAD students earned over 250 awards last year.



## FROM TRAINING TO INDUSTRIAL WORKSHOPS

At iLEAD, training unfolds through studio sessions, masterclasses, workshops, live projects, and industry interaction, placing students in environments where decisions, collaboration, and deadlines matter.

**OUR STUDENT PROJECTS REFLECT THAT SHIFT.**



Panel Discussion on Animation and Gaming



Digital Drawing & Animation Workshop



Unveiling of the graphic novel, "Brushstrokes & Beyond Volume



Departmental Orientation doodling art



Art and Craft Exhibition



Workshop by industry expert Mr. Shivam Bajaj

## PLACEMENTS

At iLEAD, placements are built into how students are trained from the first year. Preparation begins early through studio-led learning, live projects, internships, industry exposure, and interview preparation run alongside academics.

### WHERE ILEADERS WORK

-  Animation and VFX studios
-  Design and creative agencies
-  Gaming and interactive media companies
-  Production houses and post-production studios
-  Digital media and content platforms
-  Corporate design and visual communication teams

### SALARY SNAPSHOT

Average entry-level package: ₹5 LPA

Highest entry-level package: Up to ₹8-10 LPA

Packages reflect recent placement outcomes.



## EARN WHILE YOU LEARN

The Earn While You Learn program enables Multimedia & Animation students to gain paid, hands-on experience alongside their studies. Work runs parallel to coursework, strengthening skills in design, animation, motion graphics, and post-production under faculty and industry supervision.

This practical exposure also helps students build professional portfolios and develop real-world industry confidence before graduation.

## ENTREPRENEURSHIP INCUBATION

Through the Draupnir Capital Incubation Centre, iLEAD supports and funds student-led startups with mentorship, resources, and access to capital. Backed by Draupnir Capital and the State Bank of India, the iLEAD-exclusive centre strengthens early-stage startups with financial insight and institutional backing.



## KEY PARTNERS



## SHINING STARS



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



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



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



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



**Parthiv Sen**  
Motion Graphics and Graphics  
Designer, 2021-2024  
Life Production



**Agnik Chatterjee**  
Graphics Designer,  
2021-2024  
Shruti Corp



Create despite the noise.  
That's how creators are made.



## ADMISSIONS OPEN



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



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