



RESEARCH | CONCEPTUALISE | IMPLEMENT | IMPACT

SCHOOL OF DESIGN

- **B.Des. (Humanising Technology)**
- **B.Sc. (Animation and VFX)**

NMIMS (Deemed to be University)

Built on an inspiring legacy of 42 years, NMIMS stands proud as a Deemed-to-be University, offering multiple disciplines across multiple campuses. What started as an institute in a small building has caught the attention of

the world, thanks to their 17 specialized schools. NMIMS School of Business Management, Mumbai ranked amongst The Top 100 Global B-Schools by Financial Times MiM Ranking 2022.

The School of Design

NMIMS Deemed to be University has added to its impressive multidisciplinary lineage of imparting outstanding learning experiences, the School of Design. The School of Design program started in 2017, with its top-notch staff and infrastructure, trained professionals with skill sets suited for the future. Learning in a design school is experiential, mostly by 'learn by doing'. Hence relevant and state of art equipment in engaging Labs and studios is necessary to tinker, fail and learn.



B.Des. (Humanising Technology)

NMIMS School of Design's B.Des. (Humanising Technology) program brings new focus on this aspect of 'multi-disciplinarity' - the byword in the field of design. It enables crafting product/service experiences that are delighting wherein the technology is consumable and unseen, thus 'humanised'. Humanising Technology is the act of design to make technology accessible, usable and

delightful to the users. This program has a generalist two-year foundation, progressing to a focus on designing seamless, Cognitive and behaviour science based product experiences with emergent technologies such as Internet of things (IOT), Virtual Reality (VR), in the third year and professionalising the learnings in the fourth year.

B.Sc. (Animation & VFX)

NMIMS School of Design's B.Sc. Animation & VFX program encompasses character design and drawing; 3D animators work with modelling, rendering, texture, and lighting. The main goal of this program is to produce computer graphic artists with comprehensive understanding of animation, visual communication, multimedia, and graphics, as well as the industrial scope and applications of the area. These artists will be able to work at any level of the creative process in the information and entertainment media.

“Design in India is as important as Make in India”

- **Shri Narendra Modi**
Prime Minister, Bharat

B.Des. (Humanising Technology)

Program Objective

- The program teaches students to face and solve the design challenges in the modern world.
- To create designs that will make technology accessible and consumable to the users.
- To expose students to multidisciplinary fundamentals like sociology, psychology and business.
- To open up numerous career avenues with our futurescoped, transdisciplinary, multi-skilled and industry focused program.

Curriculum

Our curriculum is a progressive belief of using Design as a focal point to address problems considering the interpretations from cognitive, behavioural science, and business. More importantly, considering technology as an opportunity and an enabler.

This trans-disciplinary program is based on seven fundamentals broadly classified as **Design Centric** and

Design Influencers. The **Design Centric** comprises the core design modules, while the **Design Influencers** include modules in Technology, Psychology, Sociology, and Business. Together, they equip the students with design sensibilities and problem-solving skills to build experiential solutions.

Eligibility

The candidate must have passed 10+2 or equivalent examination in any stream and should have obtained a minimum of 50% aggregate marks from a recognized Board.

Mode
Full Time

Duration
4 Years

Intake
30 Students

Admission Info
<https://ndat.nmims.edu/>

The Module

Design	Technology	Science	Business
Design Drawing	Interface Design	Social Anthropology	Project Management
Data Visualisation	Interaction Design	Ethnography	Marketing & Portfolio
Typography	Creative Coding	Cognitive Ergonomics	Business Acumen
Ideation & Prototyping	Immersive Experiences	Usability Testing	Creative Entrepreneurship
Communication Design	Web & Mobile Experiences	Design Research	IPR for Designers
Story Telling	Connected Experiences	Behavioural Design	Capstone Project
Digital Skills	Physical Computing & IOT	Design & Society : NGO Internship	Industrial Internship



B.Sc. (Animation & VFX)

Program Objective

B. Sc. (Animation and VFX) is a 4 years course, with major focus on advanced knowledge of animation, visual communication, multimedia and graphics industrial scopes and applications in the field.

To develop competencies and skills needed for becoming an effective Animator. VFX involves the integration of live-action footage (which may include in-camera special effects) and generated imagery (digital or optics, animals or creatures) which look realistic, but would be dangerous, expensive, impractical, time-consuming or impossible to capture on film. It includes Audio & Video to get feel of real life experiences.

Curriculum

Animation and VFX course help to create the illusion of a real-world within the game, making it more immersive for players. Good animation and VFX can make a big difference in how believable and enjoyable with entertaining value.

VFX and Animation offer numerous advantages to filmmakers and artists, including limitless creative

possibilities, cost-effectiveness, time-saving, consistency, safety, enhancing realism, flexibility, and accessibility.

The graduates can find employment in a variety of industries, including IT companies, media, advertising, TV channels, creative production houses, the tourism sector, private consultancies, etc.

Eligibility

The candidate must have passed 10+2 or equivalent examination in any stream and should have obtained a minimum of 50% aggregate marks from a recognized Board.

Mode

Full Time

Duration

4 Years

Intake

60 Students

Admission Info

<https://nmims.edu/sod-lp/animation/>

The Module

Design	Technology	Science	Business
Elements & Principles of Design	Photography & Cinematography	Art & Science of Animation	Project Management
Visualisation & Visual Narratives	Film Editing and Compositing	Histrionics for Animation	Media and Cyber law
Visual Communication	Animation Production	Lighting & Colour	Advertising & Public relations
Sculpting & Stop motion	Animation Post Production	Human behaviour & UX	Studio Visits & Field Studies
History of animation	Graphics & Multimedia	2D / 3D Animation	Internships
Story Telling & Script Writing	Gaming Technology	Rendering & Visual Effects	Portfolio
Digital Skills	Web, VR, AR and XR	VFX / SFX	Capstone Project



B.Des. (Humanising Technology)

Career Opportunities

With design dominating most sectors today, it spells good news for budding designers.

Thanks to our intensive, immersive, and all-encompassing curriculum, aided with the necessary practical training, our graduates can easily land a lucrative job in consulting, hospitality, IT, banking, healthcare, education, tourism, and other sectors.

Possible Job Profiles

- Interaction Designer
- Experience Designer for Emerging Technology
- Design Researcher
- UX & UI Designer
- Data Visualizer

Higher Education

The students can opt for a master's degree in design in India or abroad, given the awarded degree is internationally recognised as well. Selected students are pursuing higher education at world class universities across the globe.

- Royal College of Arts (School of Design)
- University of Nottingham
- Loughborough University
- TU Delft
- California College of the Arts
- Parsons School of Design

Entrepreneurship

The opportunities are endless. For those wanting to fly solo, the scope is limitless. While the world of start-ups beckon.

Placements and Internships Partners

				
				
				

B.Sc. (Animation & VFX)

Career Opportunities

- Pre-production Artist
- Storyboard Artist
- Matte Painting Artist
- Layout Artist
- Editor
- 3D Printing
- 2D Animator
- 3D Modeler
- Texturing Artist
- Character Animator
- 3D VFX Artist
- Lighting Artist
- Rendering Artist
- Production Coordinator
- Short Film Maker
- Composer
- Matchmoving Artist
- Pre-Viz Artist
- Motion Graphics Artist
- Roto Artist
- Clean-up Artist
- Multimedia Specialist
- Graphic Designer
- Flash Animator





SVKM'S
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Deemed to be UNIVERSITY

SCHOOL OF DESIGN



Contact

SCHOOL OF DESIGN

SVKM's Narsee Monjee Institute of Management Studies

(Declared as a Deemed-to-be University under Section 3 of the UGC Act, 1956)

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