



SRINIVAS UNIVERSITY

Educating the Next Generation...

NEW-AGE B.Sc PROGRAMS FOR NEW-AGE CAREERS

Industry Partner

iNURTURE
Education Solutions
— TOMORROW'S HERE —

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Chancellor's Message



The hard work of 27 years has borne fruit. It is indeed an honour and a great moment in time for me to be at the helm of affairs as Srinivas University takes shape. The nation is peaking towards phenomenal growth and time couldn't be better for all of us; including the final stakeholders i.e. students learning diverse disciplines such as Medicine, Dentistry, Nursing, Engineering, Management, Pharmacy, Para Medical Sciences, etc. in the numerous constituent colleges and I'm certain, that with proper guidance and motivation, this sparkling energy can be channelized for the utilization of building the nation.

We have made giant strides in the recent past and are proud to say that more than 35,000 alumni have passed through the portals of our temples of learning.

Our university presently has 78 programs and 12,000 students who are engaged in critical thinking, innovation and professional skills. While creating fertile minds for professional and personal success, we are further committed to craft responsible citizens who are the embodiment of high ethics and social conduct.

I am extremely pleased that the quality of our graduates is recognized by employers in public and private sector, who offer jobs to our students even before the announcement of results. Our alumni are contributing tremendously in their professions and with value additions, earned high-ranking positions in public and private sectors; nationally and internationally.

As I welcome the new entrants to be a part of this growing university, I am sure that we will sustain our rich heritage and be proud to deliver quality manpower keeping in mind our social mission.

CA A. Raghavendra Rao

Chancellor and Founder
Srinivas University

About Srinivas University

Srinivas University is a Private Research University in Mangalore established in 2013 by Karnataka State Act. Srinivas University is the flagship of 18 Srinivas Group of Institutions started by A. Shama Rao Foundation a private Charitable Trust founded in 1988 by an eminent Chartered Accountant A. Raghavendra Rao. A. Shama Rao Foundation has started many professional colleges in Mangalore. Presently, Srinivas University offers undergraduate, postgraduate, and research courses under 8 Faculties/Colleges with about 60 courses. The University made innovations in designing and starting new super speciality programs both in UG and PG levels as per present and future industry relevance. The University has established a network with many industries, universities, and Education service providers to substantially improve the quality and weightage of the courses.

About iNurture Education Solutions Pvt. Ltd.

iNurture is a pioneer in enabling career-ready formal higher education in India. iNurture powers new-age undergraduate and postgraduate programs of premium Indian and global universities through its unique University-Industry Partnership (UIP) model. iNurture also leverages its strong industry association by providing guest lectures, internships, curriculum design assistance, industrial visits, live projects, and placement assistance. iNurture strives to strengthen the 'employability quotient' across the complete spectrum of adult learning – from college to corporate.

With a pan-India presence and association with leading institutions in Europe and Asia, iNurture focuses on fast-growing domains that are specifically designed to 'intelligently nurture' students for emerging industries and prepare them for 'new' collar jobs. iNurture, through its KRACKiN platform, helps students improve their employability and engage with industry.

Srinivas University and iNurture Education Solutions Collaboration

Srinivas University and iNurture Education Solutions have come together to offer advanced, career-ready undergraduate programs in fast-growing new-age industry sectors.

B.Sc Animation and VFX



About the Program

The digital media of the modern times has taken the entertainment industry to an all-new level. The market for entertainment industry is huge today, with thousands of multiplex screens and around 800 TV channels being telecast. The demand for digitally manipulated content has naturally been on the rise and new technologies have been successful in giving form to the creative imagination of film makers. India, which was once an outsourcing destination to animation and VFX services, has a digital media market which is worth billions of dollars. The market is expected to witness growth with demand for more home-grown content.

Though there have been drastic changes in the technology fronte, the basic principles of storytelling have not changed. In other words, the process of 'ideation to screen' involves the same fundamental principles of storytelling that were applied in the past. The B.Sc Animation and VFX program aims to help the students understand the fascinating world of Animation, VFX and Motion Graphics for film, broadcast and other media pads. It has been designed by experts with inputs from several animation companies. The program will train the students in two specific stages.

- ✓ First, they will understand basic story and design concepts related to Pre-production for Animation, VFX and Gaming.
- ✓ Secondly, they will attain the special skill sets in creation of Artwork for Production and Post-Production.

Program Objectives

The program aims to help the students understand the fascinating world of animation, VFX and motion graphics for film, broadcast and other media pads. This program offers Degree Certification in Animation and VFX. In addition to introducing students to the world of 3D digital art and VFX visualization, this program exposes students to industry-relevant software. On successful completion of the program, students can continue their learning further to a professional level within Digital Art and VFX production design.

Eligibility

A candidate who has passed the two years Pre-University Examination in any stream conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent there to by Srinivas University is eligible for admission to B.Sc in Animation and VFX program. The university will conduct entrance exam for the applicants and selection will be based on the marks scored in the entrance exam and the PU or equivalent marks.

Course Duration

3 Years | Full-time

Curriculum*

Semester 1

Effective Communication Skills
Foundation Art I
Material Animation
Digital Art I
2D Digital Animation I
3D Animation I
Indian Constitution & Environmental Studies
Kannada/ Hindi
Minor Project

Semester 3

History of VFX
3D Lab I
Photography
Pre-Production I
Character Design Concepts
Layout Design Concepts
Compositing Techniques
Team Project

Semester 2

Personality Development
Film Appreciation and Analysis
Storytelling
Foundation Art II
Digital Art II
2D Digital Animation II
3D Animation II
Kannada/ Hindi
Minor Project

Semester 4

3D Lab II
Pre-Production II
Lighting & Rendering
Advanced Compositing Techniques
Cinematography
3D Dynamics I
Matte Painting
Team Project

Semester 5

Project Management
Elective I
Elective II
Match Moving
Rotoscopy & Paint
Stereoscopic Techniques
3D Dynamics II
Team Project

Elective I

Advanced Modeling and Texturing
Advanced 3D Animation
Advanced Rigging
Stop motion and Clay animation
Advanced CG Simulation and Effects

Elective II

Sound Design
Motion Graphics
Augmented Reality

Semester 6

Project Work / Dissertation

* Subject to changes if any



B.Sc Digital Filmmaking and VFX



About the Program

The advancement in digital technology in recent times has extended the creative boundaries for filmmakers. The filmmakers have been successful in making movies in a scale which was previously unimaginable. With thousands of multiplex screens and over 800 TV channels, the market for visual content has grown to be mammoth worth billions of dollars. The investment towards film and entertainment industry has been growing and the trend is expected to continue. Aspiring filmmakers of today are expected to have knowledge of advanced technical tools and advanced software which are connected with filmmaking along with thorough foundational skills in script writing and other techniques. The B.Sc Digital Filmmaking and VFX offered by Srinivas University is a one-of-its kind program specially designed to meet the needs of the industry.

Program Objectives

The program is designed to let aspirants feel like an artist throughout the course and nurture their love for nature and empower them to work with it.

Here the candidate is trained to communicate through digital and non-digital imageries in the 2D and 3D forms and through the utility of various integrated media.

The highly committed team of professionally skilled faculty and guest lecturers who have proven experience in the industry strive towards imparting knowledge. The advanced curricula with the theoretical and practical subjects and the training offered by faculty will help students understand the process, practicality and technology and empowers them to ultimately acquire intellectual understanding of Digital Filmmaking in an aesthetic way.

Eligibility

A candidate who has passed the two years Pre-University Examination in any stream conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent there to by Srinivas University is eligible for admission to B.Sc Digital Filmmaking and VFX program. The university will conduct entrance exam for the applicants and selection will be based on the marks scored in the entrance exam and PU or equivalent marks.

Course Duration

3 Years | Full-time

Curriculum*

Semester 1

Effective Communication Skills
Introduction to History of Art
Introduction to Cinema & Film Appreciation
Writing for Visual Media
Basics of Photography
Basics of Practical Film Making
Indian Constitution & Environmental Studies
Kannada / Hindi
Minor Project

Semester 3

Introduction to Direction for Television
Importance of Sound & Sound Special Effects
Editing Concepts
Music Video Production
Basics of Cinematography – II
Intermediate Documentary Film Making
3D Lab I
Team Project

Semester 2

Personality Development
Script Writing
Concept of Story Boarding
Production Design
Basics of Cinematography – I
Basics of Documentary Film Making
Introduction to Media Theory
Kannada / Hindi
Minor Project

Semester 4

Introduction to Direction For Films
VFX Pipeline and Management
3D Lab II
Digital Compositing I
Matte Painting
Lighting and Rendering
Advertisement Film Making
Team Project

Semester 5

Media Laws – An Overview
 Overview - Media and New Media Business
 Basics of Marketing & Publicity Design
 Digital Compositing II
 Rotoscopy and Keying
 3D Dynamics
 Advanced Practical Film Making
 Team Project

Semester 6

Project Work/ Dissertation

* Subject to changes if any

Career Progression Path for B.Sc Graduates in Animation Domain ^

	Entry Level (0-1 yrs exp)	Mid Level (3-5 yrs exp)	Senior Level (5+ yrs exp)
Average Salary	INR 2,00,000-500,000	INR 500,000 – 800,000	INR 800,000+
Job Role	Visualizer Storyboard Artist BG Modeler / Character Modeler Texturing Artist Graphic Designers 2D / 3D Animator Digital Lighting & Compositing Artist Motion Graphic Designer Production Assistant Illustrator	Team Leads Production Coordinator Lead Concept Artist Render Wranglers Senior Artist- Modeling / Texturing / Animation / Lighting Senior Compositor UI Designers	Production Manager Creative Director Technical Lead / Director Animation Supervisor Compositing Supervisor Studio Manager Line Producer Asset Supervisor Sequence Lead Sr. User Interface Design Lead
Self-employment	Compensation commensurate with the efforts put in		

^ Information taken from public domain

Career Progression Path for B.Sc Graduates in VFX Domain ^

	Entry Level (0-1 yrs exp)	Mid Level (3-5 yrs exp)	Senior Level (5+ yrs exp)
Average Salary	INR 2,00,000-500,000	INR 500,000 – 800,000	INR 800,000+
Job Role	Visualizer VFX S/B Artist Match Movie Artist Rotoscope Artist Junior FX Artist Junior Compositor Matte Painters Digital Lighting & Shading Artist Junior Motion Graphic Designer Production Assistant	Team Leads Production Coordinator Senior Compositor Senior FX Artist Sr. Digital Lighting & Shading Artist	VFX Producer Pipeline Manager VFX Supervisor Post Production Supervisor Studio Head Tech Lead Digital Lighting & Shading Technical Director (TDs) Compositing Supervisor Line Producer FX Lead
Self-employment	Compensation commensurate with the efforts put in		

^ Information taken from public domain

Career Progression Path for B.Sc Graduates in Digital Filmmaking Domain ^

	Entry Level (0-1 yrs exp)	Mid Level (3-5 yrs exp)	Senior Level (5+ yrs exp)
Average Salary	INR 2,00,000-500,000	INR 500,000 – 800,000	INR 800,000+
Job Role	Visualiser Storyboard Artist BG Modeller/ Character Modeller Graphic Designer 2D / 3D Animator Digital Lighting & Compositing Artist Motion Graphic Designer Production Assistant Illustrator	Team Lead Production Coordinator Lead – Concept Artist Render Wrangler Senior Artist– Modeling / Texturing / Animation / Lighting Senior Compositor UI Designer	Production Manager Creative Director Technical Lead / Director Animation Supervisor Compositing Supervisor Studio Manager Line Producer Asset Supervisor Sequence Lead Sr. User Interface Design Lead
Self-employment	Compensation commensurate with the efforts put in		

^ Information taken from public domain

Market and Career Potential – New-Age Domains

Animation

- ✓ Indian animation industry is expected to reach Rs. 23 billion mark in 2020 – FICCI KPMG report
- ✓ Animation industry one of the fastest growing industries. Co-production has increased in recent times and animation studios in China and India have become popular co-production partners of studios in Europe, Japan, and North America. – Report from Research and Markets

VFX

- ✓ The projected CAGR for VFX industry from 2017-21 for is 25 percent. – FICCI-KPMG report 2017
- ✓ Animation and VFX industry is expected to be worth INR 131.7 billion by 2021. – FICCI-KPMG report 2017

Digital Filmmaking

- ✓ Film industry in India to reach \$3.7 billion mark by 2020. The film industry grosses a total revenue of Rs 13,800 crore (\$2.1 billion), and it has grown at a CAGR of over 10% in the last couple of years. – BnB Nation report
- ✓ Media and entertainment industry in India is expected to grow at a CAGR of 13.9% to reach USD 37.55 billion by 2021. – FICCI KPMG report

STUDENTS' ACHIEVEMENTS



Our students short film "Butterfly" won "Special Recognition Award" at the national-level event "Community Radio Video Challenge" organized by CEMCA (Commonwealth Educational Media Centre for Asia) in collaboration with Department of Journalism and Mass Communication (DJMC), Babasaheb Bhimrao Ambedkar University, Lucknow and UNESCO.

The film is produced by Aman Shetty, Hrithin Shetty, Harshith Holla and Charan S J. The theme of the event was "Community Radio for Climate Action."

Industry Endorsements

"We believe our association with your campus will help in building a qualified talent pool, further emphasising the importance of collaboration in helping our clients build a stronger business. We are confident that this partnership will help us gain access to top-level talent and keep us differentiated as the 'employer of the choice'."

- **Abhinav M Joshi**, Campus-HR, Cognizant



"The content of the Visual Effects and Digital Filmmaking programs seems pretty exhaustive, and offers awareness, guidelines and an insight into the industry argot."

- **Nirmal Menon**, Editor, Digital Studio



"It's been a great pleasure to associate Xentrix with iNurture. We, at Xentrix look for talent, who have an out of the box approach towards art. It gives us immense pleasure to say that we received a promising talent pool from iNurture who are ready to carve their niche in the animation industry."

- **Rahul Banerjee**, Manager –Human Resources, Xentrix Studios Pvt Ltd.

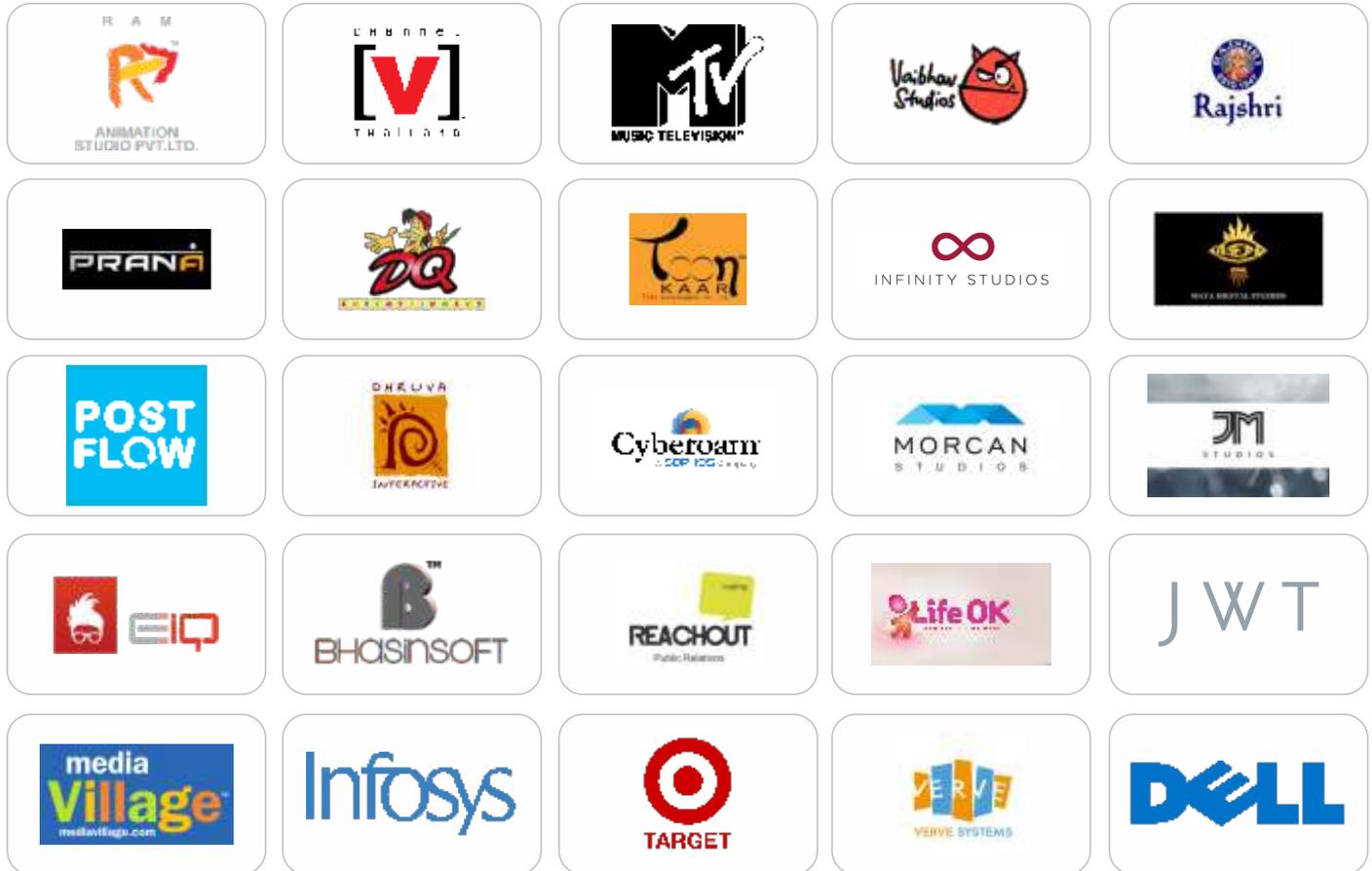


Why Choose These Programs?



*T & C apply

Partial List of Organizations Where Our Students Received Employment Opportunities*



*T & C apply



Srinivas University City Campus

Pandeshwar, Mangaluru – 575001, India

Industry Partner

iNURTURE
Education Solutions
— TOMORROW'S HERE —

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