

Launching

School of

Digital Arts

at Avantika University

Ujjain

First in India!





Animation



Motion Arts

Gaming Arts



Digital Arts

Environmental Arts



Installation Arts



Interactive Arts



Light Arts



Sound Arts

Projection Arts



Visual Music



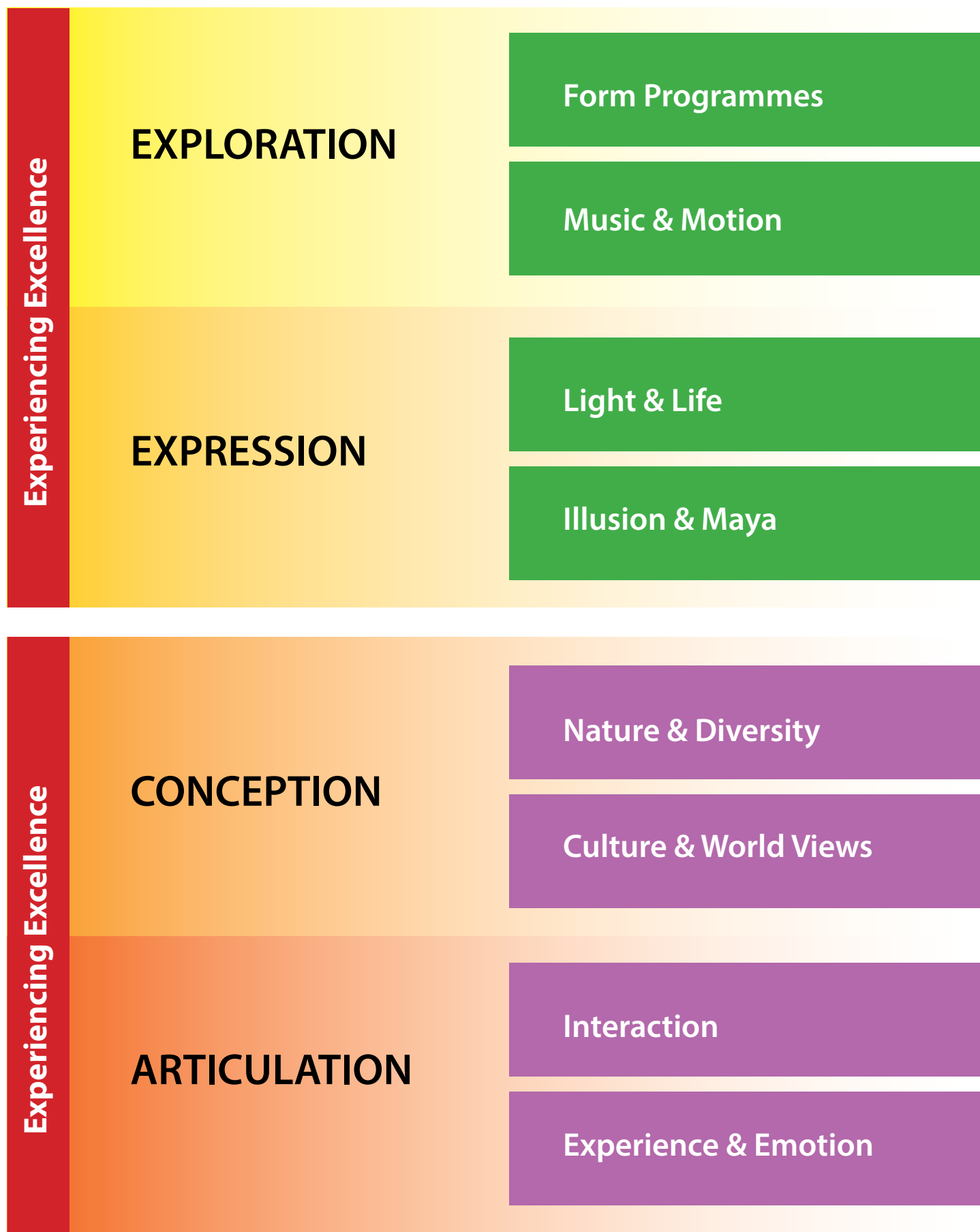
A School of Digital Arts

Avantika University announces the launch of India's first School of Digital Arts from June 2023 to meet the emerging need for creative professionals in Digital Arts. The four year BFA (Digital Arts) programme will have specializations in Motion Arts, Gaming Arts, Media Arts, and Environmental Arts (including Installation Arts, Projection Arts, Interactive Arts, Light Arts, Sound Arts & Visual Music).

Besides a team of resident faculty members, the course will be conducted by eminent professionals representing the best of India as visiting faculty. These include Biju Dhanapalan, Kabir Mohanty, Narayan Parsuram, J.S. Sharma, Debasis Mandal, Somnath Pal, Baarish Date, Aditi Babel, Harshvardhan Kadam, Ruchi Shah, and Monika Sheth among others.

An entirely new curriculum has been created for the School of Digital Arts by a team led by Prof Kirti Trivedi, who founded India's first M.Des. programme in Visual Communication at IIT Bombay. The School will also be advised by an International Board of Advisors (IBA) consisting of internationally renowned academics and professionals: Prof Ina Conradi and Prof Jesvin Yeo, ADM, NTU, Singapore; Prof Caspar Schwabe, Kobe Design University, Japan; Dr Mark Chavez, Singapore; Dr Takashi Matsumoto, Japan; and Prof Uday Dandavate, Carnegie Mellon University, USA. The IBA members will also be conducting short workshops at the School of Digital Arts in Ujjain.

The admission to the first batch will be limited to 30 students, selected on the basis of an all-India Aptitude Test, Statement of Intent, and Personal Interview at Avantika Campus in Ujjain.



Self-study Seminars
Weekly throughout the year.

Specialisations Second, Third and Fourth Year

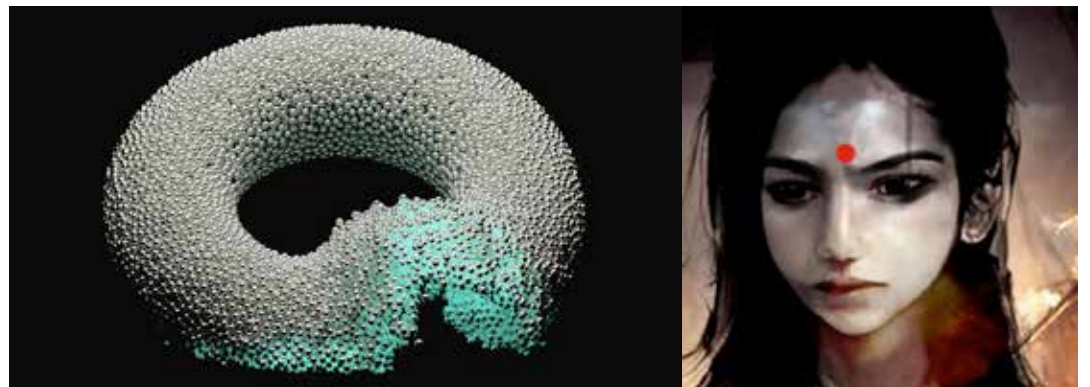
Motion Arts



Gaming Arts



Media Arts



Environmental Arts



Capstone Project

A self-initiated project, lasting the entire semester, to produce a body of Works of Art on a topic of own choice.

Faculty



Kirti Trivedi

Professor Emeritus and mentor of the School of Digital Arts. Founded the first MDes program in India in Visual Communication at IDC, IIT Bombay in 1981. Design Educator, Researcher and Designer.



Dr Hemant Kaushik

Dean, School of Digital Arts. Nationally acclaimed Fine Artist specialising in Miniature and Mural paintings with many National Awards. Deep understanding of Indian Aesthetics, Philosophy and Spiritual Arts.



Snigdha Bhatnagar

Creative Technologist, Designer, Animator, Filmmaker, Academician, and an award-winning professional. Wide work experience with major National and International clients.



Madan Mune

An artist, designer, calligrapher and typographer, with over 20 years of professional experience. After Applied Art from L. S. Raheja School of Art, Mumbai, he worked as an Art Director at PSPL Advertising, Indore. Won several awards for his work.



Aman Upadhyay

Master's Degree in Computer-aided Structural Design. Keen interest in Form Programs, Natural Phenomena, Fractals, Colours, Generative Arts and Creative Thinking.



Pranav Sakhalkar

A Product Design graduate from National Institute of Design, Ahmedabad, Pranav's interests as a creator are ever-evolving and fluid. He likes creating artistic immersive experiences, responsive environments, digital and physical parametric artworks.

Visiting Faculty



Aditi Babel

An internationally renowned Book Artist and Graphic Designer. Work selected for the permanent collection of the Museum of Modern Art, New York. Aditi explores creative possibilities of the book, experimenting with concepts, materials and form.



Baarish Date

Founder of 'Graphics Beyond' – India's most successful Wayfinding and Signage design company; Baarish is an Experiential Graphic Designer and Environmental Artist; with design and execution of many monuments of national importance.



Biju Dhanapalan

India's leading Visual Effects Director. Designed and directed Animation and VFX sequences for English, French and Hollywood productions for over a hundred feature films including '3 Idiots', 'PK', and 'Neerja'. Engaged in Art Installations, New Media and Commercials.



Narayan Parsuram

Sound Designer, Music Director and Vocalist, Narayan Parsuram is a co-founder of 'Karadi Tales' – the path-breaking audio books company. He is also involved in co-producing of animation films; and has worked with IDC, IIT Bombay as Adjunct Professor in charge of the Sound Studio.



Somnath Pal

Creative Animator, Illustrator and Scriptwriter. Many International and National awards including 'Best 2D Animated Short' Award for 'The Candy Tree' at 24FPS International Film Festival, 2013



Harshvardhan Kadam

As a creative director, Harshvardhan designs characters and environments for Audio-visual Stories, Films and Games. Traversing through traditional and digital formats of contemporary art, he has produced numerous images which have become iconic landmarks: Super-heroes and villains, popular and award winning publications and depictions of Indian Gods and Goddesses.



Jaishankar Sharma

A Lighting Artist and Producer of lighting equipment for professional use in the movie industry; J.S. Sharma is also a fine artist and photographer, with a Master's degree in Fine Arts from Vishwa Bharati, Shantiniketan. He also directs and produces films.



Kabir Mohanty

Filmmaker and Video Artist, Kabir Mohanty is known for his ambitious film works that also explore the possibilities of installation. He encourages alternative visual and auditory experiences. His approach moves beyond the framework to develop an innovative vision for video. Has participated in many Group and Solo exhibitions all over the world.



Monika Sheth

A widely awarded and nationally acclaimed Fine Artist who also works with Textile Art. Monika Sheth combines sensibility of many mediums to create unique visual works. Her textile art work is characterised by form programs which explore organic variations with similar visual elements.



Ruchi Shah

An environmental artist with 'Wall Art' a major passion, Ruchi Shah has painted hundreds of walls with her unique approach to invigorating an interior space. She is also a much sought after Children's Book Illustrator, with many Children's books for major publishers of Children's literature.

International Board of Advisors



Prof. Ina Conradi

An Associate Professor at the School of Art, Media and Design at NTU, Singapore; Ina Conradi is an award-winning new media artist. Her works uniquely combine digital painting and experimental 3D animation for co-immersive spaces, installations, and media architecture.

Ina's explorations redefine the wide spectrum of what painting can be. Areas of Research are: Public Art, Fine Art, Procedural Interactive Installation, Art in Motion, Computer Generated Animation, Stereoscopic 3D, 360 Immersive Media Displays



Prof. Jesvin Yeo

Associate Professor at the School of Art, Media and Design, NTU, Singapore. Prof. Jesvin's research interests are in cultural value, human experience and behaviour, and their applications in cultural heritage, education and wellbeing. She explores

new ways to spark and distil insight and addresses people's needs through bold, optimistic design. Prof. Jesvin is author of nine cultural heritage books, and her culture-related creative works have been exhibited internationally.



Mark Chavez

An Animator and Film-maker, active doing short films and immersive experiences with real-time Shader animation and exploring generative AI in short films and visuals. Has exhibited for years in Ars Electronica's Deep Space 8k.



Prof. Uday Dandavate

A Design Activist, Poet and Ethnographer of Social Imagination; Uday has traveled extensively around the world, studying and connecting with all kinds of people and cultures, and watching and participating as they change over time.

He co-founded San Francisco based co-creation agency SonicRim. He has also taught Design, Design Research and Co-creation at California College of the Arts, and Integrated Innovation Institute of the Carnegie Mellon University, USA.



Prof. Caspar Schwabe

Professor at Kobe Design University, Kobe, Japan; and founder of AHA, Japan; Caspar Schwabe is one of the most creative explorers of Geometric Art and 3D space configurations in the world today. His innovations and explorations with space geometry have led to many pathbreaking insights and products.

Joyful Campus! Joyful Learning !



Avantika University is India's first Design Centered University promoted by the MIT Group of Institutions, Pune. DESIGN here is an active verb and not a passive noun. Our academic programs are led by DICE: Design, Innovation, Creativity, and Enterprise, with an Interdisciplinary Curriculum and Experiential Learning at the core.

The unique academic model is based on an integrated trans-disciplinary approach that harmoniously blends Design Thinking and Creative Spirit with Engineering on a solid foundation of Humanities, Social Sciences, Liberal Education, and Management. Avantika University is conceived to be a distinctive learning center, and the project-based education framework is developed by a team of passionate professionals and academicians.

Admission to 'BFA Digital Arts' Program

Admission is open to all students having completed schooling, with an interest in innovation and creativity. We are looking for self-motivated individuals with interest and demonstrated ability in Digital Arts. Individuals who can define their own interests and path in life, without having to be told what to do; and would like to set the directions and lead the Digital Arts revolution in India.

Admission will be on the basis of an All-India Aptitude Test, a 'Statement of Intent' to be submitted along with the application; and a Personal Interview in Ujjain at the Avantika University campus. For the first batch, the number of students is limited to 30.

To apply write to:
admissions.sda@avantika.edu.in



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