

TESTIMONIALS

MAHIMA

B.A Journalism & Mass
Communication
Batch: 2020-2023

Hi, I am Mahima from the SDMC Department. I am pursuing my Journalism and Mass Communication. Here at GNA University I started learning about ins and outs of the radio industry as GNA University is running its own community radio station 90.0 FM Working with GNA Community radio is an amazing experience. I always dreamt about being a radio jockey. I would like to thank GNA University for providing me this opportunity working as an intern at Radio City Jalandhar. I am sure I am going to work with some of the most promising radio stations across the globe.



Hi, My name is Sumiti Bansal. I belong to a small village of Hoshiarpur City. I have completed my graduation from GNA University, Phagwara in Design & Mass Communication in 2022. During my last semester, I got placement in Chandigarh University as a Junior Video Editor. My sincere gratitude towards GNA University for dedicatedly assisting me in obtaining such a fantastic opportunity. I'm so thankful that I chose GNA University for providing me the best possible academic support and giving me exposure to practical skills.

Sumiti

B.Sc Animation
& Multimedia
Batch: 2019-2022



Where we are in
INDIA
Scan here to find
our location on
Google map



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SCHOOL OF DESIGN & MASS COMMUNICATION

JOIN US **TODAY** TO **LEAD TOMMOROW**



www.gnauniversity.edu.in

GNA Gears Limited is one of the companies of GNA Group & GNA university is promoted by GNA Gears. GNA University is a private, co-educational university in North India. The university is a hub for rigorous and multitudinous courses to a diverse community of students, setting a benchmark and making a brand name in the vicinity and around the areas. The University seeks to improve the quality of life through electric blend of science, technology and humanities for innovative solutions to real life problems. The University is engaged in imparting, creating, preserving and propagating knowledge in the global context.

OUR LEGACY

- Industrial Legacy of 77 years
- Strong Corporate Interface
- Research Based Teaching
- Effective Teaching Learning processes
- Focus on Skill Enhancement
- Innovative curriculum
- Live and In-Industry Projects
- International Immersion Program
- Visiting faculty from the Industry & Leading Academic Institutions



As the Head of School of Design and Mass Communication (SDMC) at GNA University, I am delighted to extend a warm welcome to you. Our School offers a range of courses that cover various aspects of design and mass communication, including Animation & VFX, Communication Design, Graphic Design, Film & Television, Digital Media Production, Interior Design and Mass Communication. Our School is dedicated to providing students with a comprehensive and well-rounded education, equipping them with the skills and knowledge necessary to succeed in the rapidly growing fields of design and media industry.

Our experienced and dedicated faculty brings their expertise to the classroom, providing our students with a practical education that prepares them for successful careers in design industry. We offer state-of-the-art facilities that enable our students to work with the latest technologies and software, ensuring that they are up-to-date with the latest industry trends and best practices.

At SDMC, we believe in providing a holistic education that places great emphasis on ethical and responsible practices. We encourage our students to be critical thinkers and communicators who can use their skills to make a positive impact on society. Our ultimate objective is to provide students with a comprehensive and all-encompassing education, empowering them with the abilities and knowledge essential to thrive in their chosen field.

Our animation programs cover various aspects of multimedia, including Graphics, 3D animation, VFX, Game Design, Photography, and digital media production. Our communication design program covers UI/UX, visual communication, advertising, and branding, while our interior design program provides students with an in-depth understanding of layout plan, space, aesthetics, and functionality. Our journalism and mass communication program covers includes news reporting, feature writing, news anchoring, radio jockey, photo journalism, media management, and advertising. We also encourage our students to think critically, ethically, and creatively, preparing them for a fulfilling and successful career in the design & entertainment industry. Thank you for considering SDMC at GNA University for your education, and we look forward to welcoming you to our School.

Mr. PANKAJ KUMAR SINGH
Head of Department, School of Design
& Mass Communication

FROM THE HOD'S DESK



SCHOOL OF DESIGN & MASS COMMUNICATION

GNA University offers you multiple courses in the field of Design, Animation & Multimedia and Journalism & Mass Communication. Multidisciplinary courses are specially created with the future prospects in mind. The school is designed to cover a wide spectrum of print, digital & visual media. Design & Mass Communication are fast evolving fields with an array of choices in the professional world.

Along with guidance from experienced faculty, students are given hands-on training on various simulations and live projects through successful industrial alliances. We here provide a perfect Launchpad for the undergraduate and postgraduate students towards a successful career in Visual Effects for Film and Television, and emerging applications for reporting, journalism, writing, direction, photography, UI/UX designer, Interior design, landscape artist, illustrator, graphic designing 2D, 3D visualization, and animation.

SDMC at GNA offers a vast array of job opportunities to the students through the impressive industrial network and aims to cater with class apart knowledge in the field and make you ready for the challenging future. The School of Animation and Multimedia can help you to develop software engagement, Computer proficiency, Graphic Designing tools, sketching, photography, and students get hands-on practice in:

- High-End Computer Labs
- Mac Lab
- Photography studio
- Art Room
- 90.0 FM GNA Radio

WHY SCHOOL OF DESIGN & MASS COMMUNICATION

Real World Application – Courses taught in the Design & Mass Communication department are developed to promote the student success in the industry and in the personal lives of the students.

Our Curriculum – Our supportive learning environment ensures a through hands-on experience and strengthen the confidence of our students before they join the elite professional world.

Passionate Educators – Our faculties fully support the student ambition. We rely on their knowledge & experience to lead and motivate students to find their own success.

Focused Skill Enhancement – Students are given a chance to explore their potential and maximise their output through the assigned projects.

World of opportunities – Students can explore various careers like – Reporter, Writer, Director, Cinematographer, Photographer, 3D & 2D Artist, VFX Artist, Event Manager, UI/UX Designer, Sound Designer, Game Designer, Pre-Visualization Artist, 3D Generalist.

Best in class Infrastructure – We have our own student run community radio on frequency 90.0 FM GNA RADIO. Multiple shows relevant to the local society and student motivation are run 24 x 7.

Powerhouse of Workstations – Computer systems and labs are provided to the students where they can practice on industry level software during their course.



OUR » VISION AND MISSION

VISION

- To be recognized as School with focus on achieving artistic and creative excellence by imparting the earners with futuristic technical skills

MISSION

- Providing Technical expertise from Industry and Academia
- Enabling the learners to meet industry requirements and standards
- Encouraging learning by hands on practice and practical learning
- Provide state of the art infrastructure to refine their skills
- Designing and upgrading syllabi as per the industry demand

PROGRAMS OFFERED

- B. DES (ANIMATION & VFX, COMMUNICATION DESIGN AND INTERIOR DESIGN)
- B.Sc. ANIMATION & MULTIMEDIA
- B.A. JOURNALISM & MASS COMMUNICATION
- M.Sc. ANIMATION & MULTIMEDIA
- CERTIFICATE PROGRAM IN DIGITAL DESIGN & VIDEO EDITING



B.DES (ANIMATION & VFX, COMMUNICATION DESIGN, INTERIOR DESIGN)

Eligibility - 10+2 (Any Stream) | **Duration** -4 years

B. Design program is a professional 4-year degree program built for creative minds who want to gain practical & technical visual skills.. Design industry has a high demand for designers and professionals. The core foundational year is common and after that, students can pick their specializations. This program offers 3 specializations in core design fields i.e. Animation & VFX, Communication Design and Interior Design.

The Animation & VFX specialization offers an extensive experience in the field of Digital film making techniques. Skills like cinematography, matchmoving, compositing, 2D & 3D animation, character design, digital sculpting, rigging etc. All skills are inculcated in the students using industry software. The Communication design specialization offers a strategic approach to graphics design and design thinking. It aims to create stories and express information in an aesthetical way. Communication Design at GNA University covers various areas such as, games, publications, branding, UI/UX, Infographics, Data visualization etc.

The Interior Design specialization offers a detailed & precise skill building required in this field. From project management, costing & budgeting, material exploration, lighting and product making. The program covers all design fields related to interior such as, home designer, set designer, art director, design journalist etc.

CAREER PATHWAY

- 3D Generalist
- Visual Designer
- Product Designer
- Photographer
- UI/UX Designer
- Brand Designer
- Cinematographer
- Art Director
- Director

B.SC. ANIMATION AND MULTIMEDIA

Eligibility - 10+2 (Any Stream) | **Duration** -3 years

B.Sc. Animation and Multimedia is an amazing three-year journey into creating, drawing, and narrating using characters, lights, composition etc. If you wish to master the skill of computer animation, the course, B.Sc. in Animation and Multimedia Program at GNA University will help you to develop skills in many areas of expertise within the animation and visual effects industry. The Program covers vast aspects of Animation and Visual effects, Image Processing, 2D and 3D Animation, Texturing, Shading, lighting, Rigging, Photography and Cinematography.

CAREER PATHWAY

- CG Assets Artist
- Motion Graphics Artist
- Photographer/Cinematography
- VFX Artist
- Pre-Visualization Artist
- 2D/3D Animator
- Rotoscopy Artist
- UI/UX Designer
- Game Designer
- Level Designer
- Content Creator

B.A. JOURNALISM AND MASS COMMUNICATION

Eligibility - 10+2 (Any Stream) | **Duration** -3 years

BA in Journalism and Mass Communication is amongst the choicest undergraduate course for those who want to make a career in media. The program Journalism and Mass Communication encompass the various types of media that are being utilized for the broadcasting of news in contemporary times.

GNA University offers a three-year-long course that deals with the world of mass media and Journalism about politics, culture, and society. It also enables students to gather information, learn how to assimilate that information, and then communicate that information to the concerned and interested parties.

CAREER PATHWAY

- Journalist
- Social Media Expert
- Graphic Designer
- News Editor
- Anchor
- Photo Journalist
- Motion Graphic Artist
- Writer

M.SC. ANIMATION AND MULTIMEDIA

Eligibility - B.Sc. Animation & Multimedia / BCA / B.Sc. IT / B.Sc. Computer Science / Any Stream with CS | **Duration** 2 Years

It is rightly said that "Creativity leads to Innovation". If you have a creative mind and want to pursue your career in Animation and Multimedia. GU offers Masters of Multimedia and Animation course which helps you to build and polish technological and creative skills at the same time. With the increasing demand and appreciation for animated content, there has been a better opportunity for animators, artists, and designers to showcase their talent and work creatively to enhance the media presence. This program enables you to gain expertise, knowledge of various software, and skills which are being used in the animation and multimedia industry.

CAREER PATHWAY

- VFX Artist
- Graphic Designer
- Texturing and lighting Artist
- Rotoscope Artist
- Video Editor
- 3D Modeler
- Rigging Artist

CERTIFICATE PROGRAM IN DIGITAL DESIGN & VIDEO EDITING

Eligibility - 10+2 (Any Stream) | **Duration** -1 year

The certificate Program in Digital Design & Video Editing is a one-year program that is specially designed to give students basic knowledge in the field of Artistic Design, Digital Content creation, and Portfolio Development. By joining this program, the students will gain skills in computer animation and the dynamic industry trends which essentially help in the completion of a portfolio. GU believe this program ensures that students with an artistic mind could equip themselves with professional and creative skills to shape their career in their chosen area.

CAREER PATHWAY

- Graphic Designer
- Video editor
- Photographer

SOME OF OUR LABS



3D DESIGN LAB



VISUAL EFFECT LAB



GAME DESIGN LAB



STUDIO ROOM



GLIMPSES OF **DESIGN & MASS COMMUNICATION**



Manali Trip



Induction Photowalk



Manali Trip



Hindi Diwas (Matr Bhasha Diwas)



Animation Day



Global Media Fest



Radio 90.0 FM Inaugration



Hindi Diwas (Matr Bhasha Diwas)

OUR **EVENTS**



Wacom Tablet Workshop



Radio Mirchi, Chandigarh



Digital Filmmaking Workshop



Radio City, Jalandhar



Media Manthon, Workshop

OUR STUDENTS **WORK**



OUR STUDENTS **WORK**



GNA RADIO



GNA is the First University in the region which has recently got its first community radio 90.0 FM With the Motto of 'Duniya Badal Dengay'. With its daily broadcast GNA Radio works for underprivileged and backward classes to learn and grow. 24x7 broadcasting station which includes numerous shows for society's improvement. Infotainment is the main motto of GNA 90.0 FM.



SOME OF OUR PLACEMENTS



Amanjit Singh
Graphic Designer
Hungryman Designs



Anmol Singh
Graphic Designer
Batra Enterprises



Anshika Anand
Graphic Designer
Batra Enterprises



Bhavika
Assistant Director
Speed Records



Arleen Singh
Video Editor
fateh Tv



Ruckaiya
Graphic Designer
Pitaara TV



Jaskamal Kaur
Graphic Designer
Clients Code



Amandeep Kumar
Roto Artist
Prime Focus



Captain
Assistant Director
Speed Records



Harleen Gosal
Graphic Designer
MD Enterprise



Nitish
Graphic Designer
Punjab Chamber of Commerce



Prabjit Kaur
Teacher
HMV College



Rajat Sahdev
Roto and Paint Artist
Prime Focus



Sharanjit Kaur
Graphic Designer
Motion Film Art



Shivender Sharma
Roto and Paint Artist
Prime Focus



Shrey
Senior Artist Designer
Fotografik



Sumiti Bansal
Junior Video Editor
Chandigarh University



Aroop Singh
Scientific Assistant
ISRO



Ramandeep Banger
Roto Artist
Prime Focus



Ayub Khan
Graphic Designer
Branding pioneers



—ADMISSION PROCESS—

- Fill in the Application Form only if you satisfy yourself about your eligibility for admission in the Program.
- If you have appeared in a qualifying examination and the result there of is awaited, you can apply provisionally to go through the admission process, subject to fulfillment to the eligibility criteria.
- The Application Form has to be filled in your own handwriting in black/blue ink and undertaking is to be signed by the applicant only.
- The instructions in the Application Form are self-explanatory. Kindly adhere to them strictly.
- It is mandatory to provide your e-mail address (clearly) and contact number as it will be used by the Admission office for any further communication.
- University/Board Marks filled in the Application Form will be considered for all procedured related to the admission. Any discrepancy found during the original document verification will result in the cancellation of the admission.



—APPLICATION CHECKLIST—

- ☐ Admission Form
- ☐ Four Passport Size Photographs
- ☐ Matriculation DMC
- ☐ Matriculation Passing Certificate
- ☐ 10+2 Mark Sheet
- ☐ 10+2 Pass Certificate
- ☐ Mark sheets of Graduation (if applicable)
- ☐ Degree of Graduation (if applicable)
- ☐ Residence Proof (Voter card/Driving Licence etc.)
- ☐ Aadhar Card
- ☐ Character Certificate (Original)



FINANCIAL ASSISTANCE



*SCHOLARSHIP SLABS FOR SESSION 2023

SCHOLARSHIP	UG				PG
	QUALIFYING EXAMINATION STREAM- ARTS / COMMERCE / OTHERS	QUALIFICATION EXAMINATION STREAM – NON-MEDICAL (MARKS OBTAINED IN PHYSICS, CHEMISTRY, MATHEMATICS WILL BE CONSIDERED FOR SCHOLARSHIP)	QUALIFICATION EXAMINATION STREAM – MEDICAL (MARKS OBTAINED IN PHYSICS, CHEMISTRY, BIOLOGY WILL BE CONSIDERED) FOR SCHOLARSHIP		ALL PG COURSES
	QUALIFYING EXAMINATION MARKS	JEE (MAIN) RANK	QUALIFYING EXAMINATION MARKS	QUALIFYING EXAMINATION MARKS	MBA – CAT/ XAT / MAT
50 % of tuition fee	> 90%	300000 to 400000	> 90%	> 90%	Percentile more than 95 to 97
40 % of tuition fee	> 81% to 90%	400000 to 500000	> 81% to 90%	> 81% to 90%	Percentile more than 95 to 98
30 % of tuition fee	> 72% to 81%	500000 to 600000	> 72% to 81%	> 72% to 81%	Percentile more than 90 to 94.99
20 % of tuition fee	63% to 72%	>600000	63% to 72%	63% to 72%	Percentile more than 85 to 89.99

*Student can avail one scholarship at one point of time during the course of study

Sr. No.	Level of Program	Programs Name	Program Duration	Eligibility min. 50% Marks	Tuition Fee Per sem (Rs.)
1.	Graduate	B.Des (Animation & Vfx, Communication Design, Interior Design)	4 Years	12th Any Stream	81000
2.	Graduate	BA (Journalism & Mass communication)	3 Years	12th Any Stream	37800
3.	Graduate	B.Sc. Animation & Multimedia	3 Years	12th Any Stream	58500
4.	Post Graduate	M.Sc. Animation & Multimedia	2 Years	Graduation (any stream)	49500
5.	Certificate	*Certificate Program in Digital Design & Video Editing	1 Year	12th Any Stream	58500

Single Girl Child / only girl siblings

15% of tuition fee

*If student is not eligible for meritorious scholarship, then above category of scholarship will be applicable.

CORPORATE EMPLOYEE SCHOLARSHIP* (in First Semester only)

Corporate Employee

additional 5% of tuition fee

GNA Employee

additional 7% of tuition fee

SIBLING SCHOLARSHIP*

Sibling Scholarship

additional 5% of tuition fee



SPORTS SCHOLARSHIP

CATEGORY	DETAIL	AMOUNT OF SCHOLARSHIP
Grade A	<ul style="list-style-type: none"> International Level Position and Participation. First three positions in All India Inter University Tournaments/ Khelo India University Games. First three positions in SGFI Games/ Khelo India Youth Games 	100% Tuition Fee, Examination Fee with Free Hostel and Mess Facility
Grade B	<ul style="list-style-type: none"> Participation in senior National tournaments (organized by ministry of youth Affair/SAI/IOA or concerned Game's federation/Association) Participation in All India Inter University/ Khelo India University Games 	70% Tuition Fee with Free Hostel Facility
Grade C	<ul style="list-style-type: none"> First three positions in Inter College Tournament First Three positions in senior/ Junior State Tournament /League (organized by State Sports Department/ concerned Game's Federation/ Association) 	50% Tuition Fee with Free Hostel Facility
Grade D	<ul style="list-style-type: none"> First three positions in CBSE/ICSE/Navodaya Vidyalaya /Kendriya Vidyalaya Competition. 	40% Tuition Fee
Grade E	<ul style="list-style-type: none"> Participation at state level junior/senior tournament/League (organized by state sports Department/ Concerned Game's federation/ Association) 	30% Tuition Fee

Refundable Security Fee: ₹5000/- in first Semester only
 Hostel Fee: ₹40,000/- Per Semester
 Examination and ERP Fee: ₹3600/- Per Semester

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