



# SCHOOL OF DESIGN & MASS COMMUNICATION

JOIN US TODAY TO LEAD TOMMOROW

## Where we are in India



scan here to  
find our location  
on Google map

Phagwara-Hoshiarpur Road, Phagwara,  
Punjab 144401 (INDIA)

### Connect the Team at GNA University:

- ☎ 1800-137-7006 | +91-98762-00089
- 🌐 [www.gnauniversity.edu.in](http://www.gnauniversity.edu.in)
- ✉ [admissions@gnauniversity.edu.in](mailto:admissions@gnauniversity.edu.in)

These Services will facilitate you to have the latest news and tweets from students and teachers about the life on campus along with the academic activities as well as student's opinion towards the same.

### Connect with us:

- 📘 [gnauniversityphagwara](#)
- 📺 [gnauniversity](#)
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**80 Years**

Corporate Legacy



**200+**

Consultancy  
Projects



**50+**

Prime Recruiters



**500+**

Corporate Associates



**100+**

Global Placements



## SCHOOL OF DESIGN & MASS COMMUNICATION

GNA University offers you multiple Programs 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 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 opens up 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**



### OUR VISION

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



### OUR 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

## FROM THE HOD'S DESK

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. 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. 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**



# WHY SCHOOL OF DESIGN & MASS COMMUNICATION?

**1 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 hands-on experience and strengthen the confidence of our students before they join the elite professional world.

**3 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.

**5 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.

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



## B.SC. ANIMATION AND MULTIMEDIA (HONOURS)

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

B.Sc. Animation and Multimedia is an amazing four-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, 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
- Social Media Manager

## B.DES (ANIMATION & VFX, COMMUNICATION 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 graphic 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.A. JOURNALISM AND MASS COMMUNICATION (HONOURS)

Eligibility - 10+2 (Any Stream) | Duration-4 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 four-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. (Any Stream) | 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



## SOME OF OUR LABS



**STUDIO ROOM LAB**



**EDITING STUDIO LAB**



**GAMING LAB**



**VISUAL EFFECT LAB**



## GNA RADIO



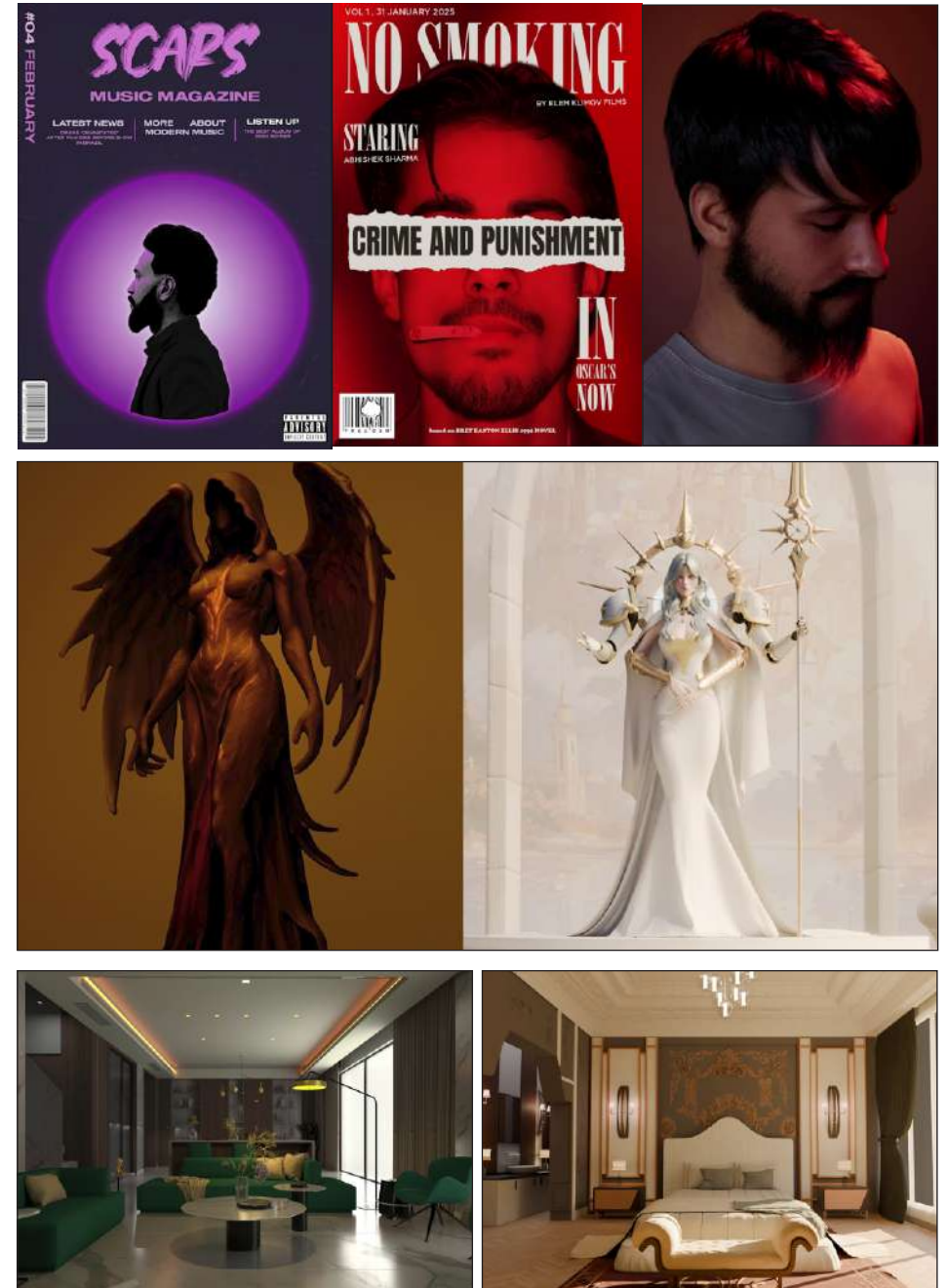
GNA is the First University in the region which has recently got its first community radio 90.0 FM With the Motto of 'Duniya Badal Dengay'. With its daily broadcast GNA Radio works for underprivileged and backward classes to learn and grow. 24x7 broadcasting station which includes numerous shows for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



## OUR STUDENTS WORK



## OUR STUDENTS WORK



# GLIMPSES OF GNA BUSINESS SCHOOL



VISIT AT HLV FILM CITY



VISIT AT RADIO CITY, JALANDHAR



VISIT TO DIVYA TV



VISIT TO PITAARA TV



VR EXPERT VISIT



3 DAY DIGITAL FILM MAKING WORKSHOP



RJ SHUBHAM, RADIO MIRCHI LECTURE



STORYTELLING TO MULTIMEDIA STARTUPS - MR. JATINDER SINGH KHAIRA JAGBANI



RADIO CITY - MOU



3 DAY FILM MAKING WORKSHOP



AWARENESS CAMPAIGN ON WOMEN'S DAY



TRIP TO HIMALAYAS

# SOME OF OUR PLACEMENTS



ANJALI  
PIXALANE



GURPAWAN  
DIAWIK



ISHA SOOD  
Artstract®



KABIR  
EMANATE



KRITIK GAHLAUT  
A



LAJPAT  
VISHVA



MANPREET  
E



MANPREET KAUR  
GREEN ADS 360



NITIN LOVELY  
GREEN ADS 360



KABIR  
EMANATE



ANAND KUMAR UPADHYAY  
BUILD BETTER



NANDINI MARJARA  
shine deZign



VIVAK VERMA  
THE BOUNDLESS THINK



JASKARN SINGH  
E



KARANPRATAP SINGH  
E



PRABHJOT KAUR  
E



TARANPREET KAUR  
E



AMARPREET KAUR  
BRILLIANT INSTITUTES



AMIT KUMAR  
PITARA



DEEPANJOT KAUR  
PITARA

## 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)
- Medical Fitness Certificate (Original)
- Blood Group Report
- Gap Certificate (if applicable) (original)
- Migration Certificate / Transfer Certificate (original)

# FINANCIAL ASSISTANCE



*SCHOLARSHIP SLABS FOR SESSION 2026					
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
45 % of tuition fee	> 90%	300000 to 400000	> 90%	> 90%	Percentile more than 96 to 97
35 % of tuition fee	> 81% to 90%	400000 to 500000	> 81% to 90%	> 81% to 90%	Percentile more than 95 to 96
25 % of tuition fee	> 72% to 81%	500000 to 600000	> 72% to 81%	> 72% to 81%	Percentile more than 90 to 94.99
15 % 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	Bachelor of Design	4 Years	12th Any Stream	1,00,000
2.	Graduate	BA (Journalism & Mass communication) Honours	4 Years	12th Any Stream	54,000
3.	Graduate	B.Sc. Animation & Multimedia (Honours)	4 Years	12th Any Stream	72,000
4.	Post Graduate	M.Sc. Animation & Multimedia	2 Years	Graduation (any stream)	60,000

## 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\*

Additional 5% of tuition fee in First Semester Only

GNA Employee

## SIBLING SCHOLARSHIP\*

Additional 5% of tuition fee in All Semesters

Sibling Scholarship

## SPORTS SCHOLARSHIP\*

As per Sports Policy

Sports Scholarship

Refundable Security Fee: ₹5000/- in first Semester only  
 Hostel Fee : ₹45,000/- Per Semester  
 Electricity Charges (Hostel) : Will be Chargeable as Consumed

Avail Education Loan on  
 Loan Helpline Number: +91-8558894203

