



VISHWAKARMA
UNIVERSITY
Maximising Human Potential

University Grants Commission (UGC) Approved State Private University
Listed with Association of Indian Universities (AIU)

DESIGN
Media & Edutainment Solutions



Media and Communication

Department of Visual Arts

Bachelor of Visual Arts (BVA)

- Digital Film Making
- Visual Effects (VFX)

Master of Visual Arts (MVA)

- Digital Film Making

Programme Brochure

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Vishwakarma University

Vishwakarma University (VU) is a natural offshoot of the Vishwakarma Group of Institutions' educational legacy spanning more than 35 years. The University has been established as a State Private University through Maharashtra Government Act in the year 2017. Being UGC approved, VU is authorized to design and implement its curriculum, conduct examinations, award degrees.

The University focuses on academic excellence, positively impacting the student community and the society at large. The learning model at Vishwakarma University is the combination of knowing, practicing, performing, and reflecting. The "learning by doing" approach practiced through industry participation provides an opportunity for practical and pragmatic learning to students. Through a contemporary curriculum and ecosystem of holistic development, the university aims to prepare learners for fulfilling career paths.

Vision

Emergence as a Premier University Recognized Internationally for Excellence in Education, Research and Innovation.

Mission

- To impart contemporary transformative education through research and innovation.
- To develop competent leaders-professionals for life and livelihood.
- To co-create human and socio-economic capital par excellence.
- To inculcate life skills and holistic culture appreciating morals and ethics.

Values

We Value... We Believe in...

- Adaptability
- Compassion
- Diversity
- Excellence
- Innovation
- Responsibility
- Sustainability
- Transparency



Vishwakarma University Advantage

Robust Academic Framework

- Choice Based Credit System (CBCS)
- Outcome Based Education (OBE)
- Employability Enhancement Inputs
- Innovative Pedagogy and Assessment

Vibrant Learning Ecosystem

- Interdisciplinary Approach
- Experiential & Blended Learning
- Industry Projects
- Concurrent Evaluation

Global Approach to Education

- MoUs with Foreign Universities
- International Projects and Assignments
- Inculcating global mindset in Students
- Global Internships and Placements

At VU students pursue their academic goals in an environment designed to inspire, support, and empower them. Through rigorous teaching-learning, research, innovation, exposures, insights and practice VU aims to prepare students for life and livelihood.

EXPOSURE

- Conferences and Summits
- Shadowing Professionals
- Online Courses and Webinars
- Research Assignments
- Career Counselling
- Domain Seminars
- Guest Lectures
- Social Immersion Projects

INSIGHTS

- Psychometric Profiling
- Mentoring by Faculty Team
- Industry Advisory Boards
- Clubs and Forums
- Employability Enhancement Programme
- Interviews of Industry Professionals
- Study Tours to Workplaces
- Mentoring by Industry Professionals

PRACTICE

- Hands-on Workshops
- Industry Assignments
- Incubation Support
- Competitions
- Internships
- Freelancing
- Live Projects
- Collaborative Initiatives





Programmes

BVA - Digital Film Making

Duration : 4 years -8 Semesters – Full time

Eligibility : Class 12 or equivalent examination with 45% marks from Any stream of any recognized Board.

BVA - Visual Effects (VFX)

Duration : 4 years -8 Semesters – Full time

Eligibility : Class 12 or equivalent examination with 45% marks from Any stream of any recognized Board

MVA - Digital Film Making

Duration : 2 years -4 Semesters – Full time

Eligibility : Passed Bachelor Degree of minimum 4 years duration in Visual Arts or equivalent Degree. Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

Careers :

Digital Filmmaking

Photographer, Script Writer, Short Film Maker, Camera Assistant, Production Supervisor, Editor, Line Producer, Director, Executive Producer, Production Controller, Asst. Director, Art Director, Cinematographer

Visual Effects

Fully fledged CGI Animation Studios, Visual Effects services studios, Television series production studios, Advertising Agencies, Production houses, Corporate film maker, Motion graphics Artist, Roto Artist, Paint Artist, 2D Animator/3D Animator, Junior Composer/Prep Artist/VFX Generalist/Shading Artist, Modeling Artist/Lighting Artist, Match Mover/Layout Artist, Dynamics Artist

Highlights:

We grew up by listening to stories from our grandparents and watching films. While stories from India have always had an audience globally, the advancement in technology has created new business opportunities, new distribution channels like OTT streaming platforms and a shift in the kind of stories we're telling, all of which is a positive sign for the Indian entertainment industry.

Storytelling is decidedly one of India's key soft powers and the creation of these stories has taken many forms. While India's VFX and technical work have been growing from strength to strength, we are now seeing international recognition for Indian talent being expanded to all skill-sets. Lot of multinational VFX studios are setting up their branches in India and expanding rapidly.

The Indian entertainment industry has responded to this in a positive and creative manner, investing in all forms of content and technology, which today is witnessing a surge in interest even from global audiences. It is only a matter of time before India truly reaches its potential and the world sits up to take note. So, be prepared to take up the challenging opportunities in the field of Film Making & Visual Effects.

Learning and exploring

The courses are designed with a futuristic approach and aimed at developing the skill-sets of the learner. To meet the growing demand of skilled professionals, we equip our learners with the highest level of exposure and knowledge in arts, design and technology. Vishwakarma University is fully equipped to give students a 360-degree learning experience and to cope up with the industry. After completing the 4 years degree program, students will be ready to deliver with confidence. Students will be given an opportunity to work on a live project or an internship with a leading organization. The successful completion of this programme will further enable the student to choose an exciting career in the Media Industry.

Teaching-Learning System

The course structure of the Digital Film Making and Visual Effects is a combination of understanding of the concepts, acquiring and enhancing skills, application of knowledge, on-the-job learning, field study, hands-on experience in the industry and supported by classroom lectures.



Gurleen Sethi (MA JMC, 2018 Batch)

Journalism has always fascinated me. Hence, I chose it as a specialization for my master's programme and believe the knowledge and insights I gained as a part of my learning at VU JMC will always stand me in good stead ahead in my career. Various events and co-curricular activities always keep the students on their toes. So, I feel Life @VU is simply the best.



Khushi Dave (BA JMC, 2018 Batch)

Looking back, all the semesters were filled with interesting activities ranging from short-film direction and production and running the student's newsletter in pre-covid times to working for VU Centre of Communication for Development during the pandemic times. Life @VU is simply the best for a media student.



Pradyumna Lipare (BA JMC, 2018 Batch)

I feel blessed to be studying at the JMC department of VU. This place is full of opportunities for media students-from learning the dynamics of media to actually getting to do things by our own self. From reporting to creating features. The experienced faculty gets the best out of us every time. The facilities are at par with the best in the country. On-campus Media Coverage activities keep us engaged throughout the semester.



Kunal Bodwade (BA JMC, 2018 Batch)

VU gave me an opportunity to develop my communication skills in a professional way by providing a dynamic platform like VU Centre of Communication for Development, What's your Syndrome' a newsletter to reach out on social media and several opportunities to participate in cultural activities. We were exposed to various live projects, campus to corporate lectures, industry orientation, and leadership connect programme which helped us to shape the right attitude.



GOVERNANCE

Vishwakarma University is governed by Bansilal Ramnath Agarwal Charitable Trust (BRAC). VU has Well-established Governance Mechanism defined by its Governing Council, Board of Management, Academic Council, Board of Examination, Board of Research and Innovation, Board of Studies, Academic Advisory Boards, Internal Quality Assurance Cell, Grievance Redressal Cell, etc.

ACADEMICS

VU offers UG and PG education in varied streams such as Engineering, Management, Art, Design, Architecture, Pharmacy, Law, Journalism and Mass Communication, Humanities, Social Sciences, and beyond. Variety and depth of Foundational, Core, Elective, Ability Enhancement, Domain-specific, Audit, and General Interest Courses offers academic options to students suiting their unique interests.



FACULTY

At VU academic group of scholars and researchers supports the mission of contemporary transformative education and real-world experience. Faculty also includes professors and professionals with outstanding national / international education backgrounds, experiences, and orientations. These educators, by encouraging, engaging and challenging, positively influence the lives of students.



RESEARCH & INNOVATION

To help tomorrow take shape, committed, collaborated research and innovation efforts are carried out at VU, to identify and solve problems, enriching people's lives and creating lasting local, national and international impact. Multiple research areas are covered relevant to specific areas of expertise. The research culture underpins principles, values, and high standards.



MENTORING

Professional as well personal mentoring at VU guides and supports the students to gain social and academic confidence, develop communication, seek practical advice, identify goals and establish a sense of direction. Mentoring help student to unlock their potential, promote their academic success and fuels their growth throughout their education journey.





CAREER SUPPORT

Career Progression Pathways

The students are encouraged to consider multiple pathways and select the best one. The support is extended to all the students w.r.t. following pathways:

- Jobs (Private Sector / Government Jobs / Social Enterprises)
- Business (New Venture / Professional Practice / Family Business)
- Further Studies (Within Country / Study Abroad / Research Careers)

Career Success Factors Model

The Vishwakarma University has evolved a conceptual model regarding career success. The key aspects are as follows;

- Knowledge (Applied & Fundamental Domain Knowledge | Inter-Disciplinary Knowledge | Industry Awareness | Current Affairs)
- Skills (Functional Domain specific Skills | Interpersonal Skills | Self-Management Skills | Use of State-of-the-Art Tools)
- Attitude (Continuous Learning | Positive Approach | Commitment to Work | Professional and Civic Values)

Placement and Career Progression Assistance Programme (PCPAP)

Vishwakarma University has developed a comprehensive programme for the students to make them career ready and provide them job opportunities. The purpose is to help prepare students for career progression and placement over and above academic inputs by engaging with industry professionals, corporate trainers, and expert faculty.

The training includes Courses, Tests, Quizzes, Assignments, Interactions, Role Plays, Activities, and Projects.

The placement includes on-campus, off-campus, pool campus, and virtual campus placement drives.

Industry Engagement

Industry Advisory Boards | Industry on Campus | Interact with Industry Leaders | Events and Sponsorships | Institution-Industry Interaction Cell | Incubation Facility | MoUs with Industry | Centres of Excellence

Top Sectors for Jobs and Internships

Agriculture & Allied | Banking & Financial Services | Consulting, Analytics, Research | Education, Training, E-Learning | Manufacturing, Engineering, Automobile | Food & Beverages | Apparels & Accessories, Consumer Durables & Electronics | Healthcare, Pharmaceutical | IT & ITes | Media, Entertainment, Advertising | Real Estate, Infrastructure, Construction | Hospitality, Tourism | Retail & E-Commerce | Professional Services - Legal, Counselling, Interior & Architecture, Branding & Design

Global Exposure

International Collaborations for Student Exchange, Faculty Exchange, Research, or Internships

Korea Institute of Science and Technology, South Korea | State University of New York, Binghamton, USA | National University, USA | The University of Ngaoundere, Cameroon | Wufeng University, Taiwan | Ontario Universities International | Hof University of Applied Sciences, Hof, Germany | IMT Lille Douai, France | Kasetsart University, Thailand | Asian Institute of Technology, Bangkok, Thailand | Chulalongkorn School of Integrated Innovation, Thailand | School of Computing, National University of Singapore, Singapore | Energy Research Institute, NTU, Singapore

Career Support Declaration

We, at Vishwakarma University, provide assistance to interested candidates in meeting their career advancement goals with respect to job, entrepreneurship, competitive exams, and further studies. Our endeavor is to provide them wider exposure, greater insights, and better practice to be career ready. Employability enhancement inputs and multiple job opportunities are provided to registered students. However, Vishwakarma University does not guarantee a job.



LIFE AT VU

At Vishwakarma University, the pursuit of wisdom is constant which guide the students to carve out successful and meaningful life for themselves and make the world a better place.

BLEND **DIVERSE**
EMPLOYABILITY
ENRICHING **ETHICAL**
EXPERIENTIAL
HOLISTIC
INSIGHTFUL
PASSION
SAFE **ETHICAL**
RESEARCH
INNOVATIVE

EXCELLENCE
FULFILLING
ENGAGING
PROFESSIONAL
SUSTAINABLE
TRANSPARENT
EXPOSURE
TRANSFORMATIVE



Industry Connect - Centres of Excellence

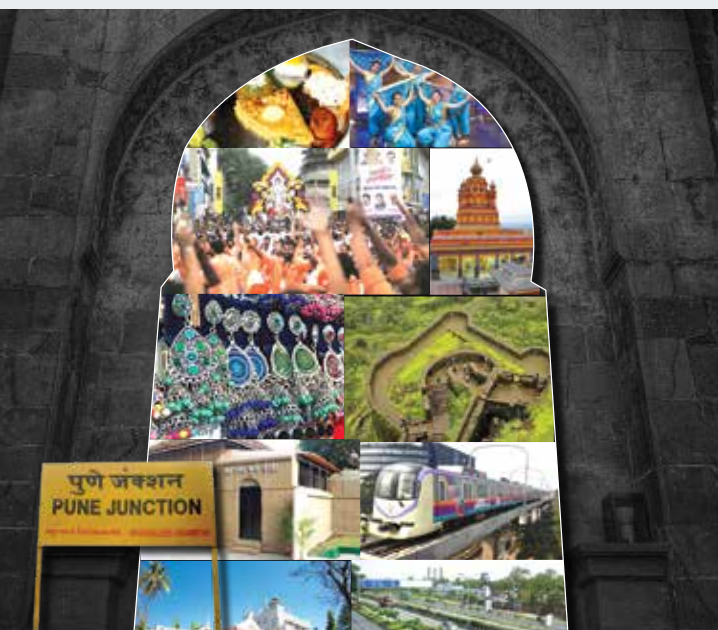
- Center of Excellence for Design Thinking and Innovation in collaboration with the State University of New York at Binghamton
- Center of Excellence for Water Quality in collaboration with Wilo
- Center of Excellence for Energy and Sustainability
- Center for E-Learning
- Center of Communication for Development

- Center of excellence for Media, Entertainment, Events and Tourism in collaboration with Wizcraft
- Center of Excellence for Biosystems, Biomedical and Drug Delivery Technologies
- Center of Excellence for Emerging Digital Grid and E-Mobility
- Center for Industry 4.0
- VU-IQUBE
- Unity Center of Excellence
- Center of Excellence for Innovation in Built Environment and Research Generation- i-BERG

Our Associates



Industry Collaborations



Life @ pune

Pune, recognized as Oxford of the East, has everything that a prospective student would want when looking for affordable higher education options. The Educational environment in Pune is among the most conducive in the country for the intellectual development of students.

Pune is regarded as one of the safest cities in the country. It has a perfect blend of rich culture, heritage & Modernization. Best educational opportunities along with pleasant weather condition and metropolitan lifestyle make Pune City an attractive career destination for aspiring youngsters.

Hostel

Separate accommodation and food facility for Boys and Girls on a first come first serve basis. Refer to "Hostel Brochure" to know more.



Vishwakarma University, Pune

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