



vedatya

School of
DESIGN
and Creative Arts

BACHELOR OF DESIGN IMMERSIVE MEDIA DESIGN

ASIAN
INSTITUTE
OF DESIGN



VFS
VANCOUVER
FILM SCHOOL



ABOUT US

Since its inception in 2000, Vedatya has grown into a premier higher education institution in India. Now, in affiliation with Gurugram University, Haryana, it offers degree programs in hospitality, culinary arts, design, and business management. It was established with the active support

of corporations such as - The Radisson Hotel Group, USA and the Edwardian Group, UK. Vedatya is owned and managed by Umak educational trust. The institute's campus, located on Gurgaon - Sohna road, is fully integrated with academic, recreational, and residential facilities for students.

OUR VISION

To create an education system that will last beyond our life times.

OUR JOURNEY

2000

Started in 2000, International Institute of Management & Technology (IIIMT) in partnership with The Oxford Brookes University London offered hospitality, management & technology courses.

2010

Driven by a vision for applied learning, Amit Kapur spearheaded the institute's evolution and rebranded as "Vedatya" and the added the cutting-edge culinary arts programs.

2024

In 2024, the institute expanded its offerings further with the addition of a School of Design & Creative Arts, established in partnership with VFS and AID.

Future

We are committed to staying at the forefront of education by continuously updating our curriculum and teaching methods.

PARTNERSHIPS



BACHELOR OF DESIGN

IMMERSIVE MEDIA DESIGN (XR)

4 - Years Program

Degree Awarded by State University | Gurugram University, Haryana

This curriculum balances rigorous academic theory with practical, real-world application, making it attractive for students interested in pursuing immersive media design as a career.

Students will get to learn, how to emphasize the importance of understanding the user's needs, behaviors, and motivations. Studying this course will help in designing products that are not only functional but also engaging and intuitive. They will learn to create and refine prototypes based on feedback from users, making sure that the final product aligns with user expectations and

delivers a seamless experience.

This four-year bachelor's degree program will help them demonstrate their ability to create high quality interactive assets, specializing in 2D and/or 3D visuals and/or animations, using industry standard software tools, pipelines, and platform specs.

With the growing importance of digital products, interaction designers are in high demand in fields such as UI/UX design, product design, and web development. This course provides practical skills that are essential for these roles.



PROGRAM STRUCTURE

Year 1: Foundational Concepts and Creative Tools

Semester 1					
Introduction to Media Design and Immersive Experiences	Design Fundamentals (2D and 3D)	History of Visual Storytelling and Media Arts	Introduction to Programming for Designers	Digital Photography and Imaging Techniques	Design Thinking and Problem Solving

Semester 2					
Principles of Interaction Design and UX/UI	3D Modeling and Animation	Introduction to Augmented Reality (AR)	Introduction to Sound Design for Immersive Media	Foundations of Game Art and Mechanics	Ethics in Media and Technology

Year 2: Intermediate Techniques and Media Exploration

Semester 3					
Virtual Reality Design and Development	Intermediate 3D Modeling and Sculpting	Interactive Storytelling in Digital Media	Motion Capture and Character Rigging	Advanced Programming for Immersive Media	Worldbuilding and Environmental Design

Semester 4					
Immersive Design and Development I	Interactive Narratives and Immersive Storytelling	AR Application Development	Immersive Media Prototyping	Introduction to AI in Immersive Media	Collaborative Studio: Immersive Media Installation

Year 3: Specialization and Industry Integration

Semester 5					
Immersive Art Specialization	Immersive Design Specialization	Media Development Specialization	AR/VR Hardware and Interface Design	Advanced Motion Graphics and VFX	Collaborative Project with Industry Mentorship

Semester 6					
Collaborative Immersive Media Project	Immersive Design and Development II	Real-time Rendering Techniques	Spatial Audio and Advanced Sound Design	AI and Machine Learning for Interactive Experiences	Professional Practices in Immersive Media

Year 4: Advanced Projects and Professional Integration

Semester 7				
Capstone Project I	Advanced Immersive Media Design	Emerging Technologies in Immersive Media	Professional Portfolio Development	Industry-Led Workshops and Seminars

Semester 8				
Capstone Project II	Entrepreneurship and Startup Culture	Immersive Media for Social Good	Leadership and Collaboration in Creative Industries	Graduate Portfolio Review

OUR RECRUITERS

INTERNSHIP & PLACEMENT HIGHLIGHTS

100%

Placement Record

2023 graduates across all UG programs were successfully placed.

INTERNATIONAL Exposure Opportunity

Student Internships in locations such as France, Dubai and Malaysia.

20+ YEARS Of Academic Excellence

Strong alumni base across multiple continents.


CROSS-CONTINENTAL Internships & Placements

Students have been placed in internships and jobs in France, the UAE, Mauritius, Malaysia, Thailand, and India.



OUR NATIONAL AND INTERNATIONAL RECRUITERS include some of the most renowned names in the industry:

Our strong industry connections enable our graduates in Hospitality, Business, and Design to secure placements with top-tier national and international firms.

OUR ALUMNI

61 Alumni

Film Production
 3D Animation & Visual Effects
 Foundation Visual Art & Design
 Classical Animation
 Writing for Film, Television & Games

77 Alumni

3D Animation & Visual Effects
 Film Production
 Foundation Visual Art & Design
 Sound Design for Visual Media

10 Alumni

Game Design
 3D Animation & Visual Effects
 Sound Design for Visual Media
 Foundation Visual Art & Design
 Acting for Film & Television

16 Alumni

3D Animation & Visual Effects
 Film Production
 Foundation Visual Art & Design

16 Alumni

3D Animation & Visual Effects
 Classical Animation
 Foundation Visual Art & Design
 Film Production

Alumni

Employed by the biggest names in media

22 Alumni

3D Animation & Visual Effects
 Game Design
 Classical Animation
 Sound Design for Visual Media

14 Alumni

3D Animation & Visual Effects
 Foundation Visual Arts & Design
 Classical Animation
 Film Production

105 Alumni

3D Animation & Visual Effects
 Classical Animation
 Foundation Visual Art & Design
 Film Production

Art Director

Daniel Holland
Classical Animation

WINNER

17 Alumni

Game Design
 Sound Design for Visual Media
 Foundation Visual Art & Design

10 Alumni

3D Animation & Visual Effects
 Classical Animation
 Film Production
 Foundation Visual Art & Design
 Makeup Design for Film & Television
 Writing for Film & Television

14 Alumni

3D Animation & Visual Effects
 Classical Animation
 Foundation Visual Art & Design
 Film Production
 Writing for Film, Television & Games

16 Alumni

3D Animation & Visual Effects
 Foundation Visual Art & Design

5 Alumni

Game Design
 Sound Design for Visual Media

19 Alumni

3D Animation & Visual Effects
 Writing for Film, Television & Games

5 Alumni

3D Animation & Visual Effects
 Acting for Film & Television

4 Alumni

3D Animation & Visual Effects
 Film Production

Writer

Tyler Burton Smith
Writing for Film, Television & Games

69 Alumni

3D Animation & Visual Effects
 Classical Animation
 Film Production
 Foundation Visual Art & Design
 Sound Design for Visual Media

12 Alumni

3D Animation & Visual Effects
 Film Production
 Writing for Film, Television & Games
 Classical Animation

18 Alumni

Foundation Visual Arts & Design
 Film Production
 3D Animation & Visual Effects
 Sound Design for Visual Media
 Classical Animation

Director

Scott Mosier
Film Production

Director

Scott Mosier
Film Production

Director

Lincoln Disaho
3D Animation & Visual Effects

FACULTY & INDUSTRY MENTORS

Mentorship throughout the study period is a cornerstone of the teaching and learning philosophy at Vedatya. We believe that interaction with industry professionals is one of the sure-shot ways in which students can get prepared for their careers. With our project-based curriculum and applied learning methodologies, we believe that mentors can help shape the future of students rather than merely a teacher-centric approach. To this extent, we associate with mentors who are established professionals in the industry and who have committed to spend time with the students for shaping and guiding their projects on a regular basis.



Dr. Manika Walia

Head of School | Design & Creative Arts



Anand Ramachandra

Course Director – Game Design



Devendra Dhimmar

Course Director - 2D Art & Design



Agha Khan

Game Design Faculty



Bhaskar Nagendra

Director - Academic Affairs



Vinay Kumar

Assistant Head Of Academics



Gautam Thakur

Course Director - Animation



Raj AS

Course Director - Game Development



Ahamed

Course Director - VFX



Sumit Biswas

Course Director - 3D Art



Yashika Munjal

Visiting Professor



Smriti Sinha

Teaching Assistant



vedatya

Garhi Murli (GarhiBazipur), Sohna Road, Gurugram - 122103, Haryana

CONTACT DETAILS

+91-8595650943, +91-9711310079, +91-7042422389, +91-9205804374, +91-7042422358

Email: admissions@vedatya.ac.in | www.vedatya.ac.in

SCAN ME

