

BACHELOR OF DESIGN IMMERSIVE MEDIA DESIGN



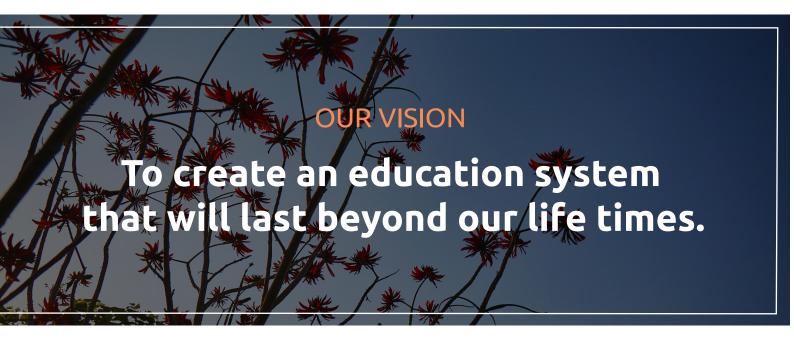




ABOUT US

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 JOURNEY

2000

Started in 2000, International
Institute of Management &
Technology (IIMT) 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

	Seme	ester 1	
Introduction to Media Design and Immersive Experiences	History of Visual Storytelling and Media Arts		Design Thinking and Problem Solving

		Sem	ester 2	
Principles of	3D Modeling	Introduction to	Introduction to	Ethics in Media
Interaction Design	and	Augmented	Sound Design for	and
and UX/UI	Animation	Reality (AR)	Immersive Media	Technology

Year 2: Intermediate Techniques and Media Exploration

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

		Semester	4		
Immersive Design and Development I	Interactive Narratives and Immersive Storytelling	AR Application Development	Media	Al in Immersive	Collaborative Studio: Immersive Media Installation

Year 3: Specialization and Industry Integration

Immersive Immersive Media AR/VR Advanced Motion Collaborative Art Design Development Hardware and Graphics Project with			Se	emester 5		
	Art	Design	Development	Hardware and	Graphics	Collaborative Project with Industry Mentorship

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

Year 4: Advanced Projects and Professional Integration

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

		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

Student 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.

























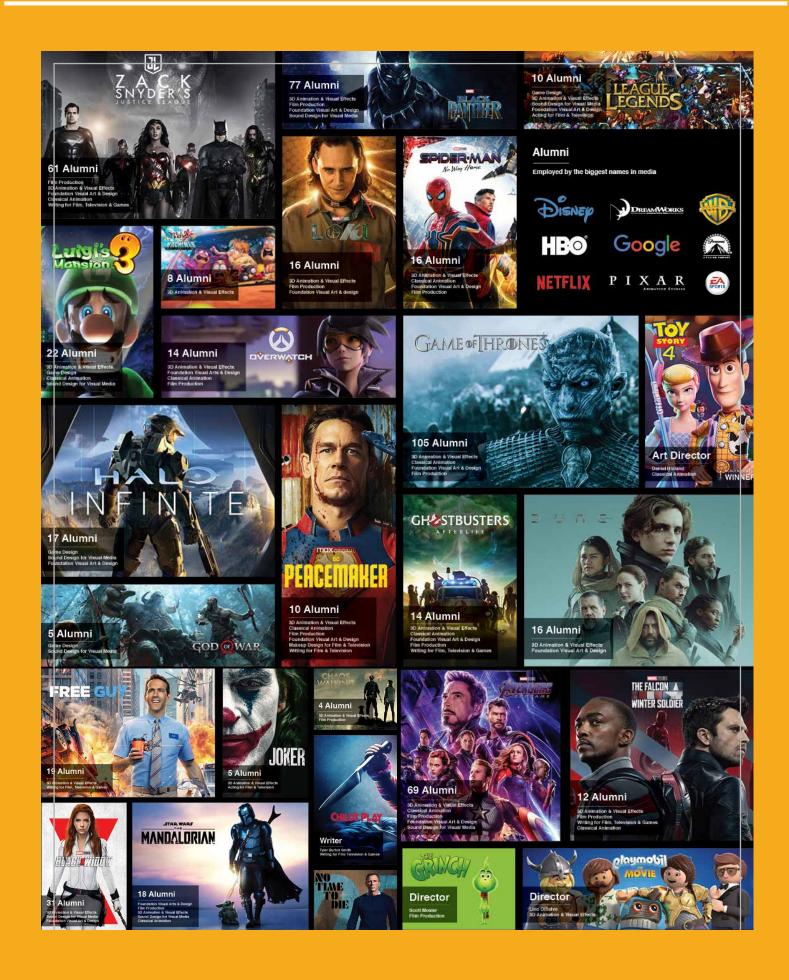








OUR ALUMNI



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 WaliaHead 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



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Teaching Assistant





vedatya

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