





"Crafting Future"
Where Creativity,
Purpose, and
Innovation Converge





DIPLOMA IN DESIGN

Eligibility 10th std | Duration-3 Years

- Fashion Design
- Interior Design
- Product Design
- Animation, VFX & Game Design

BACHELOR OF DESIGN(B. Design)

Eligibility 12th std (any stream) | Duration-4 Years

- Visual Communication Design
- UI UX Design
- Product Design
- Fashion Design
- Animation, VFX & Game Design

MASTER OF DESIGN (M. Design)

Eligibility: Any Graduate | Duration-2 Years

- UI UX Design
- Fashion Design
- Animation, VFX & Game Design





CVMU

THE CHARUTAR VIDYA MANDAL UNIVERSITY (CVM University, Estd. 2019), Vallabh Vidyanagar-388120, Gujarat, India is a leading University of Gujarat having a strong lineage of Pre- Independence era (1945 onwards) (Managed and Sponsored by one of the oldest Trusts of Gujarat - Charutar Vidya Mandal (CVM) with a vision of Sardar Vallabhbhai Patel, established under the Gujarat Act No.8 of 2009, Government of Gujarat. University Grants Commission (UGC), govt. of India has empowered the CVM University to award Degrees under Section 22 of UGC Act 1956. CVMU legacy of knowledge aims to enlighten the future generation by inspiring innovation and futuristic thinking for a better tomorrow.

EXCELLENCE

Through its comprehensive curriculum, experienced faculty, and state-of-the-art infrastructure, CVMU is committed to academic excellence. The university encourages critical thinking. creativity, and the practical application of knowledge by emphasising a student-centric approach. The programmes are designed to satisfy industry standards and to equip students with the skills and knowledge necessary to excel in their respective fields.

The undergraduate, postgraduate and research programmes offered by Charutar Vidya Mandal University include in the area of Engineering & Technology, Architecture, Planning & Design, Science, Commerce, Management & Law, Ayurvedic Medicine, Education, Pharmaceutical Sciences, and Arts.

DESIGN

The CVM School of Design is a renowned institution that focuses on cultivation creativity and technical expertise in the disciplines of animation, visual effects (VFX), gaming, user interface (UI), and user experience (UX) design, Fashion Design, Visual Communication, Interior Design and Product Design.

With a comprehensive curriculum, state-of-art facilities, and an experienced faculty, the school offers students an immersive learning experience that prepares them to excel in the dynamic and rapidly evolving world of design.



The Curriculum

- · Here at Department of Animation, Vfx& Gaming we nurture you for this magical power. You learn to give life, create new world and magic with your own imagination.
- · Student will be learning the Art of Storytelling through different medium of Animation like 2D, 3D, Stop Motion, New Experimental and Sound etc.
- · Methodology of live projects based study make the department unique from others.
- · The Special Subjects would be elective based to broaden perspectives and bring in latitude in the academic Programme.
- · The Applied Subjects- craft skill cover both hand and computer skills.
- · Along with the balance of theory & practice in the class room, the library serves as an addition to the learning environment. Real-World exposure is set through assignments and projects to simulate an industry experience.
- · Constant updating of teaching and learning material makes it industry & intellectually relevant.

PROSPECTIVE VERTICALS FOR EMPLOYMENT

PRE PRODUCTION

- Script/Screenplay - Storyboard Artist - Art Director - Concept Artist(BG/Char) - Layout BG /PreViz Artist

- Character Designer - matte/color key

PRODUCTION

- Modeler/Facial Artist - Animator 2d - Effects - Effects TD - Surfacing/Texturing Artist - Animation Sup - Cloth/Hair/Fur - Rigger - Animation TD - Cloth/Hair/FurTD - Asset TD - Animator 3d - Generalist TD - Lighting - 3d Generalist - Layout/PreViz - Lighting TD - CG Supervisor

POST PRODUCTION

- Motion Graphic

- Roto - Wrangler - Wrangler TD - Paint - VFX Supervisor - Editor

JOB

AREAS

OPPORTUNITY

- Animation Production

Entertainment Industry

- Advertising & Design Studios

- Visual Media and Design

- Product /Interior Design

- Animation Gaming

- Data Visualization

- Channel Packaging

- Defense & Space

- Web Designing

- VFX Studios

- Web Games

- Editing Studios

- Android Games

- Play Station Games

- X Box Games

- Film and other

- Television

- Architecture

- Education

- Automobile

- Medical

- Compositer - Key

- DI(Digital Intermediate)

Course Objective

- To groom students to match the professional standards of the industry.
- · To keep abreast with changing requirements of the industry.
- · To create excellent environment to explore and exploit Emotional Quotient and Intelligence Quotient of GUAIM brains with harmony.
- · To explore and widen the circumference of Animation.
- · To create viable Intellectual property.
- · To provide add-on value to all the stakeholders.
- · To tie-up with professionals, institutions and industry for training & curriculum development.

Unique Features

- Strong Theoretical Knowledge
- · Practical Orientation

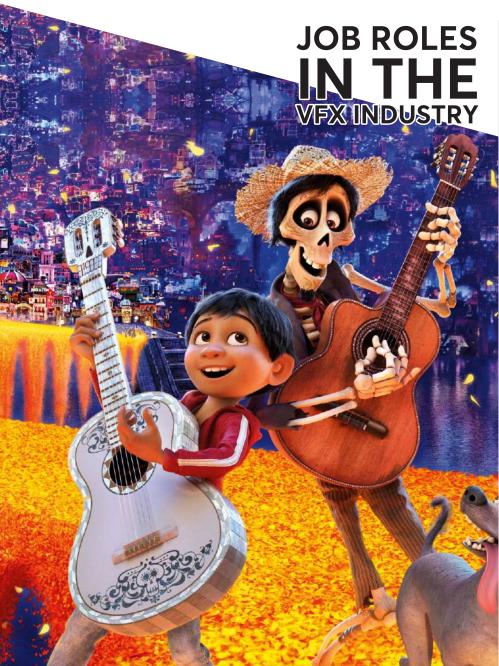
Emphasis on

- Industry Projects Electives
- Emphasis on Experimentation, Artistic environment for free approach to study.
- Industry-Driven Practical Training Approach, Entrepreneurship development program with Personality development and Communication Skills.
- Faculty with Rich Industry Experience

INDUSTRY- STANDARD SOFTWARE

- Adobe Photoshop
- Bojou / Syntheye
- The Foundry Nuke X
- Autodesk 3dsmax
- Ruine / X Frog
- Vue
- Motion Builder
- V-Ray

- Adobe Premier
- Adobe After Effects
- Autodesk Maya
- Apple Final Cut Pro
- Apple Soundtrack Pro
- ZBrush
- Stop Motion Pro



Animator

Compositor

Environment Builder

Lighting Artist

Matchmove Artist

Matte Painter

Modeling Artist

Production Assistant

Production Designer

Render Wrangler

Rigging Artist

Roto Artist

Texture Artist

VFX Director

VFX Supervisor

VFX Team Lead

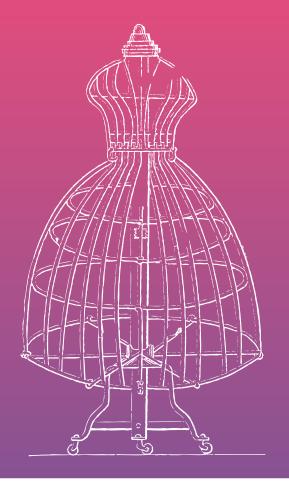
Weapon Designer



What is Fashion Design?

Fashion Design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. Through designing we communicate fashion. by using different styles, fabric, texture, accessories that speak of the culture and social attitude. This varies from place to place and with time. If one has the talent, craziness and skill, then the fashion industry has its doors open for them. Fashion Communication Design is a specialized domain of fashion studies that helps students in learning communication knowledge and skills relevant to the fashion and lifestyle industry.

Communicating fashion requires skills as it is a specialized field in fashion studies. One can communicate through blogs, movies, magazine, audios, visuals, journals and other mediums.



What you Must Learn to Become a Fashion Designer?

Domain Knowledge

Through the practical and theoretical study of fashion and communication design, students can apply their understanding of art, culture, design, textiles, and management to solve design challenges and become experts.

Problem Analysis

Identify, study, evaluate, and design based on market demand while taking environmental issues into account, and work efficiently on creative projects with a problem-solving mindset.

Design Solution

Graduates will be able to concentrate on producing designs and unique solutions in a creative manner using both conventional and modern technologies. Creating designs for both customised and ready-to-wear needs.

Conduct Investigations of Complex Problems

To suggest design solutions and complications occurring in the supply chain and other areas of the fashion industry, use research methods for problem identification, data collection and interpretation, and analysis.

<u>Modern Tool Usage</u>

Understand the application of new technologies linked to design development, resources, and digital tools, including prediction and design development with an awareness of the constraints, and identify, choose, and apply relevant strategies.

Project Management and Finance

Graduates will create business opportunities for themselves and others by focusing on time restrictions, budgets, and collaborative initiatives in a productive working environment. **FIRST THING FIRST -** Even if you are not in the design portion of the industry, creativity and an eye for what is visually appealing is important in every aspect of the business. Through designing we communicate fashion. by using different styles, fabric, texture, accessories that speak of the culture and social attitude. This varies from place to place and with time.

You learn

Design Thinking Design History Drawing Skills

Elements of Design

Culture

Story telling for Design

Design Process & Methods

Textures

Complementary Colors

In fashion, the details are everything. That's true of both the clothes and the business. Talking about Fashion Communication and Design, Fashion is a subjective term, it is not restricted only to clothing. It includes the way a person wears clothes, the accessories, the foot wear, the hair style, the makeup, the piercings, the tattoos, the bags, even your undergarments all of it contributes to fashion.

You learn all technicalities of the Fashion Designing & Fashion Communication.

It's important to have an understanding of current trends so you can pinpoint what will be the next big thing. Understanding that fashion is a business and not just about creating beautiful clothes is important for your success. Besides decorating the personality, fashion is extended to your attitude, way of work, your approach to deal with matters, construction of buildings and many other arenas.

You learn

Fashion Recoiling Marketing Testing
Fashion Ergonomics Merchandising Quality Control

A well-balanced structure of class-room training and practical application is the highlight of this course.





What is Interior Design?

Spatial Design is a newly evolving design concept and methodology that integrates and surpasses the established concepts of architecture, interior design, landscape architecture, landscape design, public art, etc.

It is radical in the way that it changes how a designer thinks about space and people. Keeping them at the nucleus of the design, it focuses on the flow of space between interior and exterior. To put it simply, it is the holistic field that is now bringing together the other architectural and design concepts.

Interior Design is all about how we experience spaces. It's a influential, important part of our daily lives and affects how we live, work, play, and even heal. Comfortable homes, functional workplaces, beautiful public spaces—that's interior design at work.

Designers craft spaces that anticipate our needs and appeal to our emotions while pulling from a broad set of skills and technical knowledge.

What you Must Learn to Become an Interior Designer?

Interior Design Understanding

The capacity to apply the design process concept, as well as spatial features, building services, varied interior materials, socioeconomic and cultural influences, and design and planning principles, in the production of interior environments.

Problem Analysis

The capacity to assess client needs, space requirements, and building procedures for effective problem solution with critical thinking aspects that affect all stages of interior space design. Synthesise, and analyse data using research-based knowledge and methods to develop appropriate design solutions.

Design/Development of Solutions

The capacity to discover the most ideal design solutions, such as energy efficiency, economic effectiveness, and environmental friendliness, as required for effectively completing interior design projects while reusing materials.

Utilization of Modern Tools

To be able to use a variety of manufacturing tools, processes, information technology, and software. Student will be able to work in a team and promote their unique personal design vision through creative work and research.

Project Management and Finance

Individually demonstrate knowledge and grasp of Interior Design and management principles as a member and leader in a team to manage projects in multi-disciplinary situations.

Environment and Sustainability

Creating a meaningful place that meets the demands of the occupants and optimises their space is one of the primary duties of designers and is crucial to society.

There are various domains of Interior & Spatial Design courses that may vary from furniture designing, fittings, space utilization to management. Interior Design is a multifaceted course that helps students to identify with and learn finer aspects of functional design & aesthetic use of space.

Interior & Spatial designers make indoor spaces functional, safe, and beautiful by defining space requirements and selecting essential and enhancing items, such as colors, lighting, and materials. They must be able to draw, read, and edit blueprints. They also must be aware of building codes, inspection regulations & other considerations, such as accessibility standards.

While designing the interior specially the rooms which are personal like the bath and kitchen, detailing is very important. Fixtures and hardware can elevate the most drab space. A luxury design includes pieces with exclusive accents like the carves or grooves in a chair back, the armrest or a unique hardware in the wardrobe.

You Explore

Color Basics Harmony & Balance History of Crafts & Interior Design Technical Drawing

Spatial Awareness How to create a mood Interior Materials & Processes Advanced Computer Applications

Functionality Design trends & history Anthropometry & Ergonomics

The aim of the course is to train professionals who are specialized in the Interior & Spatial designing sector. In the training, they grow up to combine their own creativity with the needs of the clients by paying attention to the aesthetical aspects. The designs created by them need to be practical, functional using technology and including the changing trends in their designing.

While the creative process is a large part of any interior & Spatial design career, some professional skills are an essential part of maximizing potential as Interior designers work closely with architects, civil engineers, mechanical engineers, and construction laborers and helpers to regulate how interior spaces will function, look, and be furnished.

You Learn

Interpersonal Skills Budget & timeline management
Problem Solving Skills organization skills & Technology

You may work as Corporate Designers to create interior designs for professional workplaces, Healthcare designers to plan and renovate healthcare centers, clinics, doctors' offices, hospitals, and residential care facilities., Kitchen and bath designers specialize in kitchens and bathrooms and have expert knowledge of cabinet, fixture, appliance, plumbing, and electrical solutions for these rooms., Sustainable designers to suggest strategies to improve energy and water efficiencies and indoor air quality, Universal designers to renovate spaces in order to make them more accessible.

At the end of the course, students will have developed an in-depth knowledge in Architecture and Design, they will have acquired a perfect mastery of the issues relating to the Luxury system-product and will have gained the skills needed for the development of an interiors project through its various stages: from its conception to its design, up to the control of the actual project implementation.



Visual communication is the practice of using visual elements to convey a message, inspire change, or evoke emotion. Visual communication is a tool used to represent information graphically. Not only does it help in sharing information in less time but also improves comprehension.

This course prepares students for exciting careers in the fields of :

- Brand Identity Design
- Documentary Films
- Broadcast Graphics & Film Titles Photography
- Web & Game Interface Design
- Marketing Communications
- Editing Production

- Print & Packaging
- Advertising & Social Media; etc.
 Storytelling & Script Writing
- Visual Reality
- Typography
- Information Graphics
- Instructional Design
- Interactive Workshops Animation

What is Visual Communication?

The course creates an ability for the student to think out of the box and have divergent ways of thinking. A process driven curriculum gives students knowledge, through design thinking and experiential learning. This course prepares students for exciting careers in the fields of Brand Identity Design, Information Graphics, Photography, Instructional Design, Storytelling & Script Writing, Virtual Reality, Typography, Interactive Workshops, Animation, Documentary Films, Broadcast Graphics & Film Titles, Web & Game Interface Design, Humanities & Design, Marketing Communications, Editing & Production, Print & Packaging, Advertising & Social Media.

What you Must Learn to Become a Visual Communication?

This is an evolving form of art that is created using new techniques like interactivity, projectionmapping, immersive technologies, robotics, graphics, video games, animation, various 3-D technologies, physical computing, augmented and virtual reality, and the possibilities are immense.

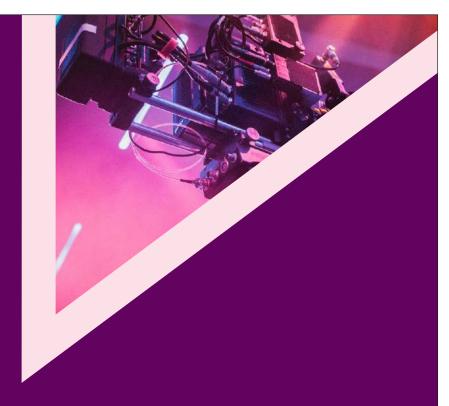
You Learn Information Graphics, Photography, Instructional Design, Copy, Storytelling & Script Writing, Content Strategy, Virtual Reality, Typography, Interactive Workshops.

Visual Communication require a high level of creativity as well as the skill to create and communicate visual ideas using multiple mediums. The ability to solve problems quickly is another major skill required in this profession, especially since designers often work within time constraints.

The majority of designers also need computer skills to utilize CAD drafting programs, particularly for creating design blueprints and models. Lastly, designers must work well with others because this industry requires a lot of cooperation with other designers, crew members and related workers.

You Learn Design Thinking, Design Principles, Design Perspective & Design Psychology to improve your creativity, you work on different projects in groups to understand team work. Students will undertake project-based learning work involving painting, life drawing, digital sculpting, 3D modelling, lighting and rendering, digital compositing, cinematography and post-production. Students will develop industry-standard technical skills in digital and traditional media, as well as strong conceptual and creative skills.





Design Knowledge

Students study how material is created and used in the media industries' multi-platform and computerised world.

They also received training in new media approaches in order to better grasp the production, distribution, marketing, and consumption processes.

Problem Analysis

Students will be able to recognise, formulate, assess literature, and analyse research problems in the field of print, electronic, and public relations industries classified by the media research analysis for source, message, channel, and audience.

Design Solutions

Students can develop their own specialized topic to a wide range of cultural, media-based, and artistic activities, ranging from communication to journalism, digital web creation, E-content writing, and public relations, corporate communication, and advertising.

Modern Tools Usage

Understand the principles of computer science. To edit video, use MS Office programmes, Photoshop, and the Internet, as well as Premiere-Pro, Adobe After Effects, and FCP. Understand the terms "animation" and "graphics."

The Student and Society

Demonstrate compassionate social concern and equity-focused national development, as well as the ability to act effectively about concerns and participate in community life through service learning and social commitment.

Project Management & Finance

Graduates will create business opportunities for themselves and others by focusing on time restrictions, budgets, and collaborative initiatives in a productive working environment.



What is Product Design?

Product design is the process of defining user's problems and devising creative solutions to these challenges in order to create a useable product that fits their demands. The term is also applied to the end product of this procedure, the design qualities of a previously manufactured product.

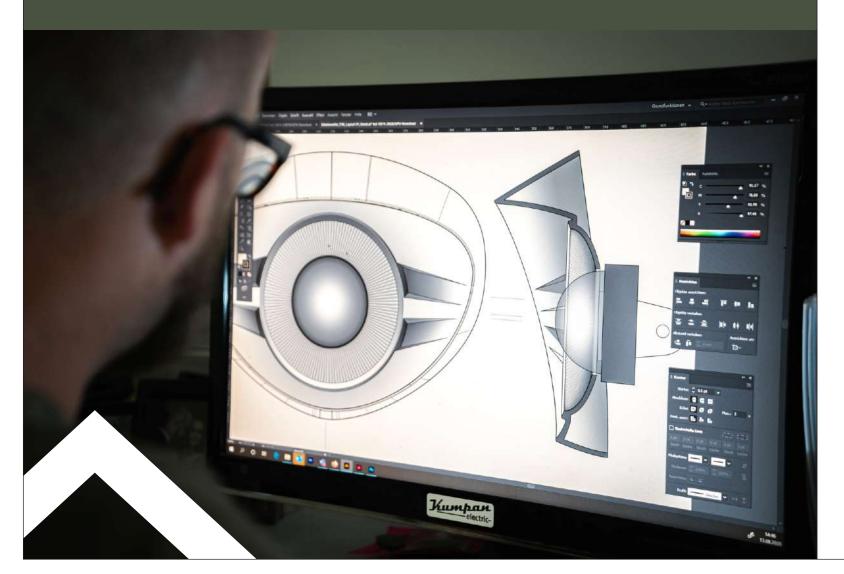
There are 3 core types of design when it comes to Product Design:

- System Design
- Process Design
- Interface Design

What you Must Learn to Become a Product Designer

A Product Designer is a person who employs the various aspects and techniques of design to build and implement a solution that addresses a user's experience issues?

The first thing you need know about the design process is that it is not linear, despite the fact that it has multiple steps. Throughout the project, the design team will be required to return, make adjustments, and most likely repeat the same activity multiple times.



Research:

Research is the initial stage in developing a new product. Of course, knowing why the product exists and who will use it is vital before beginning work on the project.

The task at hand:

The design team begins by looking over the brief. This document aids in learning the client's needs and comprehending the client's project vision.

User interviews:

A user interview is a quick and easy technique to learn how users feel, think, and believe in order to design a product that meets their needs.

Mood board:

Mood boards are a kind of sneak peek into the design of the future. It aids in the presentation and coordination of the project's visual elements.

Wireframe:

A wireframe is a simplified visual representation of a design. Consider a wireframe to be the skeleton of your design, and keep in mind that it must include all of the key elements of the final product.

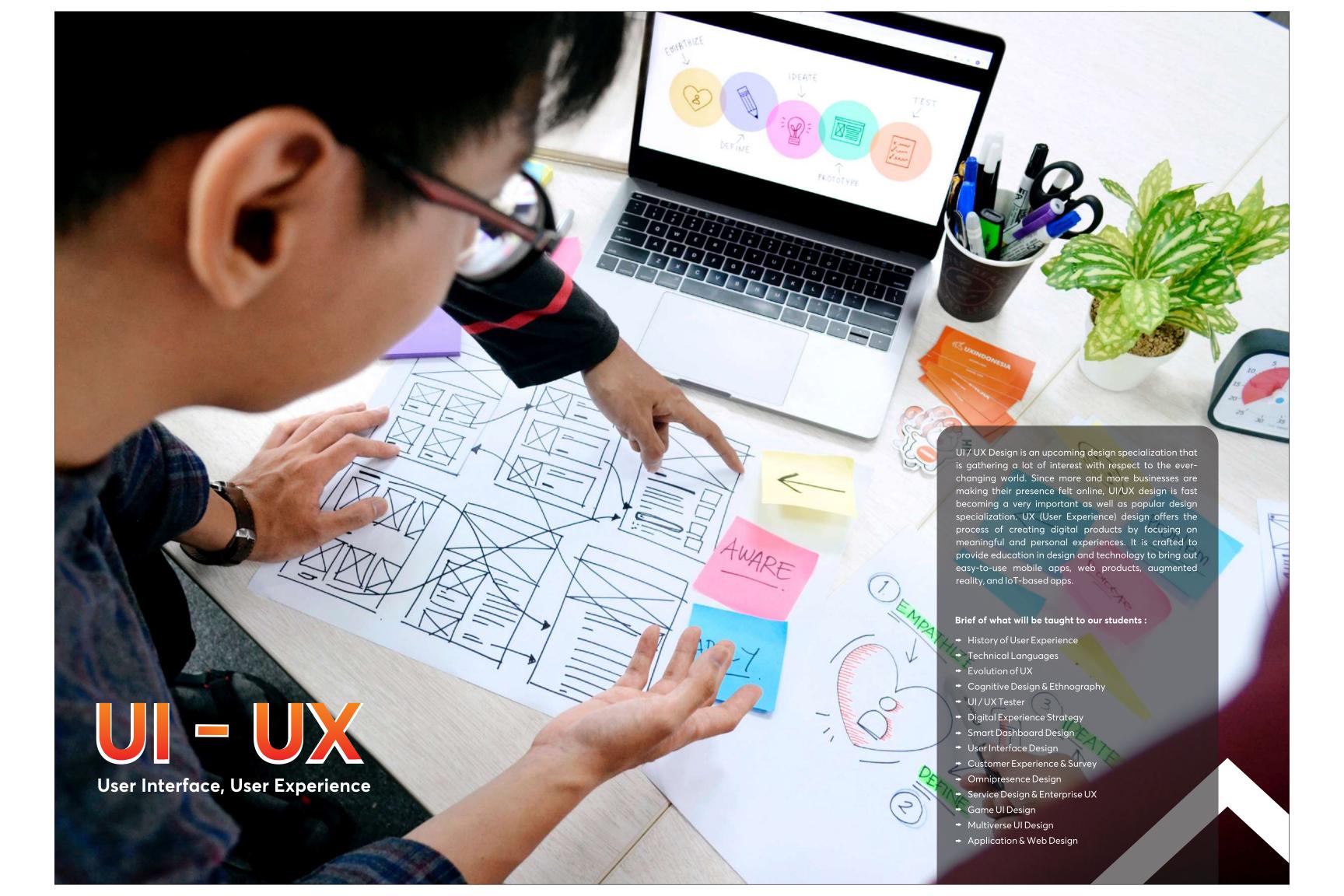
Prototype:

The prototype is the product's fundamental layout, which depicts all of its parts and functions. It enables you to visually show all of your ideas and make revisions with little effort and expense.

Testing for usability:

Usability testing is a technique for assessing the usability and efficiency of an interface.





What is UI / UX Design?

The "UI" in UI / UX design stands for "User Interface." The user interface is the graphical layout of an application. This includes screen layout, transitions, interface animations and every single microinteraction. Any sort of visual element, interaction, or animation must all be designed.

"UX" in UI / UX stands for "User Experience." A user's experience of the app is determined by how they interact with it. There's also a certain amount of iterative analysis involved in UX design. UX designers will create wireframe rendering of their interface interactions and get user feedback.

So a UI Designer decides how to user Interface looks while the UX Designer decides how the user Interface works.

What you Must Learn to Become a UI & UX Designer?

Domain Knowledge

In integrated labs, learn all of the concepts, skills, tools, and methods needed to construct all of the UI/UX concepts from the ground up. Create digital experiences that result in customer happiness, product success, and brand loyalty.

Problem Analysis

By the end of this course, student will have a basic understanding of design thinking processes and how to use an iterative approach to issue solving in order to develop effective user experiences.

Conduct Investigations of Complex Problems

Students will learn research methadologies and athenography to find facts about real time interaction problems of digital platforms. It will help them to get solutions of complex problems.

Modern Tool Usage

Students will learn all the necessary softwares to design User Interface, User Experience, Information Design and Prototyping.

Project Management & Finance

Students will be able to create strategists who can concentrate on the correct challenge at the right moment while keeping the overall picture in mind.

Life-long learning

Students will learn to solve simple and complex problems through UI / UX Design process which keep them engage in research and developing sense of responsibility for society.

This is a very collaborative process, and the two design teams tend to work closely together. As the UX team is working out the flow of the app, how all of the buttons navigate you through your tasks, and how the interface efficiently serves up the information user's need, the UI team is working on how all of these interface elements will appear on screen.

You Learn

Fundamental UX/UI Agile Methodologies & Lean Structuring Information Architecture

Design Thinking Interaction Design Principles

To become a successful UI / UX designer you need to Understand all the design directions like if you like working on the visual part of design? — If the answer is yes, then you should become a visual designer (UI).

Do you like thinking through the concept of how the product works with the user, make the interface convenient, analyze, test? — then you should become a user experience designer (UX). UX designers should have the ability to gather qualitative and quantitative data about users through research and analysis.

Do you like both the first one and the second, plus you like to deeply understand the product, be in charge of the product, know and improve it? — then you should become a product designer. Like magazines, posters, flyers and other POS-materials, like working with company's identity — then you should be a graphic designer.

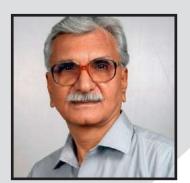
A **wireframe** is a layout of a web page that shows what interface elements will exist on key pages. UI/UX designers are expected to have the ability to produce wireframes and prototypes quickly and effectively.

An effective **visual communication skillset** is about minimizing the need for written instructions and using visual cues to guide the user and help them understand where to go next, how to find the information they need, and what other actions they can take.

Interaction design consists of elements such as aesthetics, motion, sound, and physical space (where and how the product is used) that affect a user's interaction with a product.

UI/UX designers don't need to be coding experts, but they should have basic HTML and CSS skills and be capable of making minor website changes. Content must be structured, labeled, and organized properly for users to find it. So the designer must be skillful in **Information architecture.**

There is no shortcut to become an UI / UX Designer,
You must posses a master degree to become master in this field.



PROF. PARMANAND DALWADI

BOARD OF ADVISORS

Prof. Parmanand Dalwadi, Hailing from Gujarat, completed his studies in Fine Arts at MSU Baroda and pursued Visual Communication at NID Ahmedabad. He had the privilege of learning photography from Mr. Staub Christine at ULM School of Design. Over the Past four decades, he has taught photography at renowned institutes like NID, NIFFT, DJAD, IIT, IDC, Symbiosis, CEPT, and MSU. Prof. Dalwadi's passion lies in nurturing artists with a 3D vision, while continuously fueling his own creativity.

BOARD OF ADVISORS

Deepak Kochhar is a highly skilled professional with over 14 years if expertise in graphic design, user experience design, interactive design, digital image editing, and more. Holding a doctorate in Design and a specialization diploma in UI / UX design from the university of Minnesota, USA, he Brand Canada. Deepak has also taught at respected institutions including Seneca Collage Canada, Lovely Professional University, Chandighrh University, and GNA-IMT. His expertise and skills make him a valuable asset in the design field.



MR. DEEPAK KOCHHAR



MR. AKHIL VERMA

Akhil Verma has over 20 years of expertise in operations, including creative direction, project management, and resource optimization. He started as an animator and now leads the studio's operations, implementing strategic initiatives and improving creative processes. With a crucial role, he guides the company towards challenging performance goals while building trust and productive relationships internally and externally.

Priyank Raj is an experienced professional in the creative industry, having managed teams and projects at leading visual effects and animation studios for 12 years. His expertise covers character animation, compositing, and computer graphics. With key roles at 88 Pictures, Assemblage Entertainment, Rive Digital, Prime Focus, Reliance Media Works, and Crest Animation Studios, Priyank sets high standards in quality and efficiency. He consistently delivers results and drives production innovation, making him an invaluable asset to any creative project.



MR. PRIYANK RAJ



MR. SANJEEV WAEERKAR

Sanjeev Waeerkar, a veteran animator with 25 years of experience, founded lce Candy to meet the demand for original Indian contect in media and entertainment. He co-founded UTV Toons, leading indian animation outsourcing. Sanjeev has worked on notable projects, including three 3D animation feature films produced by UTV Toons: "Arjun the Warrior Prince", "Dream Blanket", and "Alibaba and the 41 Thieves", and established TASI, a significant animation organization in India. He is a respected leader in the indian animation industry.

Aashish is a versatile creative professional skilled in directing, graphic design, illustration, and animation. His animated short films have won awards at international festivals, including the UNICEF Short Film Award.

Prior to co-founding Paperboat Design Studios, Aashish gained valuable experience in various creative roles at organizations like jadooworks, Anirights, Hurix Systems, Tata Elxsi, and UTV Motion Pictures.



MR. AASHISH MALL



MR. SHIVAM AWASTHI

He has a comprehensive understanding of the entire game development process, from pre-production to post-release support. He excels at creating and implementing workflows, tools, and standards that increase productivity and quality throughout the entire development cycle. He have worked on a variety of platforms, including PC, console, handheld, and mobile, ecquiring valuable technical insight into each. He have worked with LILA Games, Ubisoft Abu Dhabi, Electronic Arts, Player X Mobile Entertainment, Lightning Fish Games and Exigent.

Kumar Chauhan is an Artist and art & design educator by profession. He is an alumna of Faculty of Fine arts, MS University of Baroda and has been working in the industry for more than 25 years. He professional practice mainly involves working in the Field of Art and Design.



PRO. KUMAR CHAUHAN

