

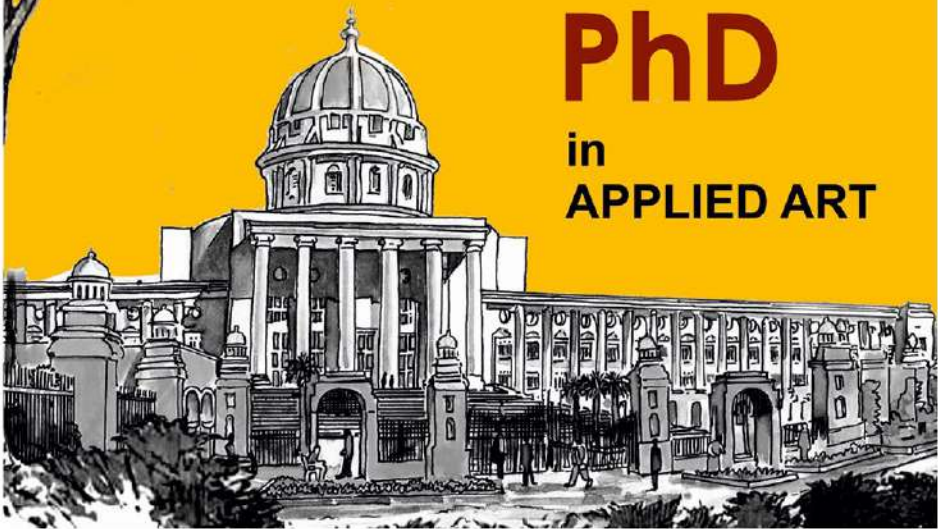


MANIPAL UNIVERSITY
JAIPUR



BFA MFA PhD

in
APPLIED ART



WHY MANIPAL UNIVERSITY?

Manipal University, Jaipur is rooted in fostering strategic thinking and cultivating an entrepreneurial mindset among its students. In a span of over six decades, it has transformed the lives of more than 3,00,000 students from over 59 countries. The group includes five Universities - Manipal Academy of Higher Education (MAHE, Karnataka), Sikkim Manipal University (Sikkim), American University of Antigua (Caribbean Islands), Manipal

International University (Malaysia) and Manipal University Jaipur (Jaipur). Jaipur, being one of the fastest-growing cities in India, has an increasing demand for quality higher education in the region. Following an allotment of 122 Acres of land at Dehmi Kalan village near Jaipur, the permanent campus of the University has come up at a fast pace and is by far one of the best campuses in the region.



SCHOOL OF DESIGN & ART

The Manipal School of Design provides the best industry-focused education at the highest level, based firmly on an integrative, value-based approach. This pledge is supported by a commitment to putting into practice human-centered design interventions that go beyond traditional paradigms and successfully elevate them to paradigms that are centered around the user. Following the strict guidelines for design and design education that come from

issues that have a significant impact on people's lives, communities, and the sustainability of our planet, education at MIT-WPU reaches a degree of relevance, durability, and significance that is profoundly felt by a wide range of people. The institution's ethos highlights its steadfast commitment to actively influencing design's future and its significant social impact, rather than just fulfilling academic requirements.



DEPARTMENT OF FINE ARTS

The Department of Fine Arts at Manipal University's School of Design offers an impressive set of undergraduate and graduate programmes, the joint effort of academicians and industry professionals, that are specifically designed for ambitious

creatives hoping to make a name for themselves in the rapidly expanding creative industry. These programmes are a vibrant combination of modern technology-driven techniques and traditional creative ideas.

Programmes Offered

- Bachelor of Fine Arts (BFA) in Applied Arts
- Master of Fine Arts (MFA) in Applied Arts
- Ph.D. in Applied art with various domains.



Eligibility

No Candidate, with less than 50% marks in aggregate, shall be admitted to this course unless he/she has passed an examination at the end of the new 10+2 scheme of Senior School Certificate Examination

OR

Any Public School/Board/University Examination in India or in Foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 system

OR

International Baccalaureate Diploma after 10 Years of Schooling, with not less than 50% marks in aggregate.

Admission Process

Admissions are done on the basis of marks obtained in the personal interview where the students should express creative ability, design aptitude, portfolio and good communication skills.



ELIGIBILITY

BACHELOR OF FINE ARTS (APPLIED ART)

Programme Overview

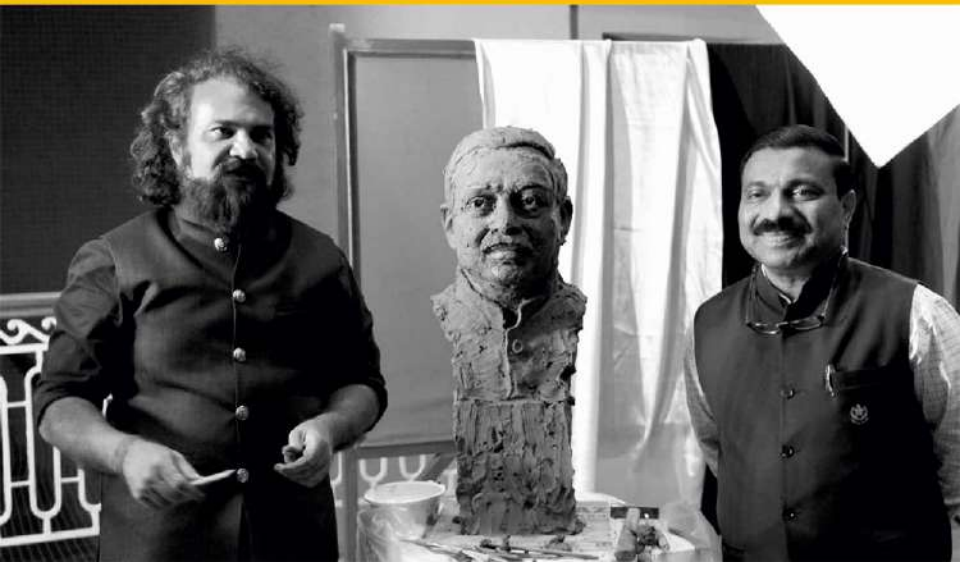
The Bachelor of Fine Arts in Applied Arts programme at Manipal University, Jaipur is shaping future visual artists into skilled visual communicators through a transformative educational journey. The lively and thorough curriculum of this four-year professional degree program sets it apart by immersing students in the complex realm of visual media. Students investigate a wide range of visual domains while developing a profound understanding through Design Projects. Through multiple practical activities, a strong emphasis on experiential learning provides students with a taste of problem-solving in an innovative manner to resemble real-world settings. A comprehensive educational experience is ensured by the integration of specialized modules in peace

studies and Massive Open Online Courses (MOOCs). Training in soft skills is given special through visits to a variety of industries, to empower them for the Design Industry as well as technological advancement with aesthetic sense. The programme dedicates an entire 7th semester to engage students in professional practice to build industry relationships and a practical grasp of their subject of study. Graduates of this program are prepared for active jobs in a wide range of fields, including Graphic Design, Advertising Design, Packaging Design, Publication Design, Branding, and Social Media Marketing. This degree sets them up with profound specialized skills in domains such as Illustration, Typography, Photography, and Visualization.



B.F.A. (APPLIED ART) PROGRAMME HIGHLIGHTS:

- National/International MoUs
- National and International Internships
- Student Exchange Programmes
- Expert Lectures and Workshops
- Annual Educational Tours
- Industry Visits
- Social Connect Programmes
- Collaboration with frontline Institutes at the National and International level
- Scholarships
- Kaladarpan
- State of Art Infrastructure
- Annual Art Exhibition
- Experienced and Dedicated Teaching Faculty



MASTER OF FINE ARTS (APPLIED ART)

Programme Overview

The advanced Master of Fine Arts (MFA) in Applied Arts programme at Manipal University in Jaipur is intended for individuals who wish to lead innovation and expand their knowledge in the specialized creative streams of Design. This degree is designed for people who want to achieve expertise by thinking critically at a deeper level and contribute significantly to the visual communication design sector. It fosters an environment where students can explore advanced concepts and approaches in visual art by providing a comprehensive blend of theoretical knowledge and practical application.

Master of Fine Arts (Applied Arts) Specializations:

- Illustration
- Typography
- Photography
- Visualization

Eligibility

Minimum 50% aggregate score in Fine Arts or allied fields of graduation from UGC approved Institution or equivalent (at least 45% marks, in case of Reserved Class category candidate).

Selection Criteria

The selection process for the programme is based on

- Drawing Test
- Personal Interaction
- Portfolio Assessment.



Ph.D in Fine Arts

A Ph.D. in Applied Art at Manipal University, Jaipur is a research-oriented program designed to contribute to the body of knowledge and seeks to foster in-depth contemplation, investigation, and rigor in the development and dissemination of new ideas, expressions, and skills. This will result in their significant manifestations in the form of new design collections, objects, communication, services, strategies, etc. in the fields of applied art, such as Advertising Design, Graphic Design, Illustration, Typography, Photography, Design Thinking, User Experience Design, Applied Art & Design Education, Design Innovation, Social Innovation through crafts and culture, and Art Practices, and other related subjects. The following are some salient features of the Ph.D. program in Applied Art:

Eligibility Criteria:

Minimum eligibility criteria for admission to the Ph.D. Programme in Fine Art & Applied Art: Two years Master Degree in Fine Art & Applied Art from any recognized University with minimum 50% (45% for the reservation category)

Duration:

The duration of the Ph.D. in Applied Art program is typically three to five years.



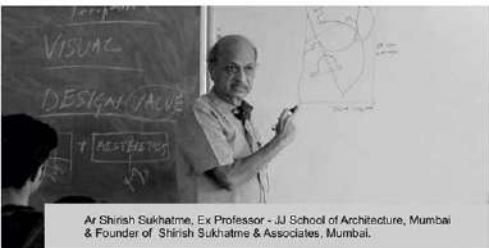
EXPERT SESSIONS



Dr. Ar Rajiv Mishra, Director of Art, Govt. of Maharashtra & Principal, Sir JJ College of Architecture, Mumbai.



Prof. Chandrakant Channe, Ex Dean CJSFA, Nagpur, Maharashtra & International repute, Art teacher, and founder of "BASOLI" a revered group of child artists.



Ar Shirish Sukhatme, Ex Professor - JJ School of Architecture, Mumbai & Founder of Shirish Sukhatme & Associates, Mumbai.



Poosapati Parameshwar Raju, President, Shobha Memorial Educational Society, Jamri, Andhra Pradesh



Achyut Palav, Calligrapher, Designer & Founder of Achyut Palav School of Calligraphy.



Sunil Deore, Eminent Sculptor



Tejpal Singh, Rajasthani Miniature Painting Artist



Prof Bhuleshwar Mate, Graphic Designer & Former Vice Chancellor, Assom University.



Hari Prasad Barhiya, Eminent Calligrapher

FACULTY MENTORS



Prof. (Dr) Anantkumar Ozarkar
Professor

*Illustration, Visualization,
Conceptualization,
Branding, & Graphic Design*



Dr. Shrinivas Sakhambar Dudhgaonkar
Head, Dept. of Fine Arts

*Illustration, User Experience Design, Visual
Design, Brand Identity Design, Semiotics,
Advertising Design, and Graphic Design*



Dr. Kusum Kanwar
Assistant Professor

*Craft & Design (Hard Material
Specialization), & Stage Craft*



Ms. Dechen Angmo
Assistant Professor

Visualization, Graphic Design, & Typography



Mr. Deepak Singh
Assistant Professor

*Illustration, Animation, Visualization, &
Creative Illustration*



Ms. Shivanshi Bhushan
Assistant Professor

*Illustration, Visualization, Conceptualization,
Branding, & Creative Painting*



Ms. Mandeep Kaur
Assistant Professor

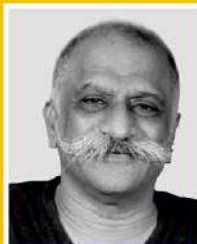
Illustration, Graphic Design, & Branding



Mr. Uma Shankar Prabhakar
Assistant Professor

*Integrated Marketing, Communication Design,
Photography, UI & UX, & Videography*

ADJUNCT FACULTY



Mr. Parmeshwar Raju

Parmeshwar's creativity as an Artist, Calligrapher and his expertise in Communication, Documentation and Publication design, is celebrated across the Globe. The artist engages with a distinguished expression that traverses traditional and contemporary terrains. 2021: Received YSR Achievement Award from the Government of Andhra Pradesh. 2005: Received State Award from Potti Sriramulu Telugu University, Hyderabad. He is working in the industry for more than 35 years.



Mr. Suddhasattwa Basu

He is an eminent Illustrator, Animator, Painter, Publication Designer, Visualizer, Interior Designer. His animated films have been featured in several international film festivals. In 2009 he received Association of Writers and Illustrators for children (AWIC) lifetime achievement award by former President of India Dr. A P J Abdul Kalam for his contribution in children's book illustration. He is working in Industry for more than 47 years.



Mr. Achyut Palav

Palav founded the Achyut Palav school of Calligraphy, Navi Mumbai which propagates the art of calligraphy. The school is built on the foundation of India's rich culture & vast heritage of scripts, and he has won many awards including the Maharashtra Film Award, Maharashtra Art Award in 1992; Communication Guild Awards in 1993, 1994 and 1998. He was felicitated by Kala Ratna Award by DD Sahyadri Navratna Puraskar and by Sindhuratna in 2016 amongst many others.

INTERNATIONAL ALLIANCES

- Edinburgh Napier University, UK
- Florida International University, Greater Miami, Florida US
- University of Missouri- Kansas City (UMKC), USA
- L'Ecole Bleue School of Global Design, Paris, France
- University of Denver Colorado, USA
- IOWA State University of Science & Technology, USA
- Illinois State University, Illinois, USA
- University of Florida, USA
- Deakin University Victoria, Australia
- University of South Wales, UK
- University of Malta, Malta
- Curtin University, Australia
- University of Western Australia, Australia
- Université du Québec en Outaouais (UQO), Canada
- Nottingham Trent University, United Kingdom
- BINUS University, Indonesia
- University of Walels Trinity Saint David (UWTSD), UK
- University of the Creative Arts, UK



FLORIDA
INTERNATIONAL
UNIVERSITY



UNIVERSITY OF
DENVER



University of Wales
Trinity Saint David
LONDON

ÉCOLE BLEUE
GLOBAL DESIGN
PARIS

UMKC

UF UNIVERSITY OF
FLORIDA
College of Dentistry



DEAKIN
UNIVERSITY

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY



THE UNIVERSITY OF
WESTERN
AUSTRALIA



ILLINOIS STATE
UNIVERSITY



L-Università
ta' Malta



Nottingham Trent
University



Curtin University

UQO

UNIVERSITÉ
DU QUÉBEC
EN OUTAOUAIS

UCA

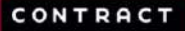
University
for the
Creative Arts



BINUS
UNIVERSITY
School of Design



INDUSTRY CONNECT



For details, contact :
MANIPAL UNIVERSITY JAIPUR

Dehmi Kalan, Jaipur Ajmer Express Way,

Jaipur, Rajasthan - 303007

Ph. 0141-3999100, Ext. 314,

Contact no. : +91 9310148320

E-mail: admissions@jaipur.manipal.edu

schooldesign.arts@jaipur.manipal.edu

www.jaipur.manipal.edu