



- School of Engineering & Technology
- School of Business Studies
- School of Dental Sciences
- School of Medical Sciences & Research
- School of Allied Health Sciences
- School of Creative Art, Design & Media Studies
- School of Law
- School of Basic Sciences & Research
- School of Architecture & Planning
- School of Languages & Culture
- School of Nursing Science and Research
- School of Education
- School of Pharmacy
- Sharda Hospital

#### SHARDA UNIVERSITY CAMPUS

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Helpline: 0120-4570000 | Website: [www.sharda.ac.in](http://www.sharda.ac.in)

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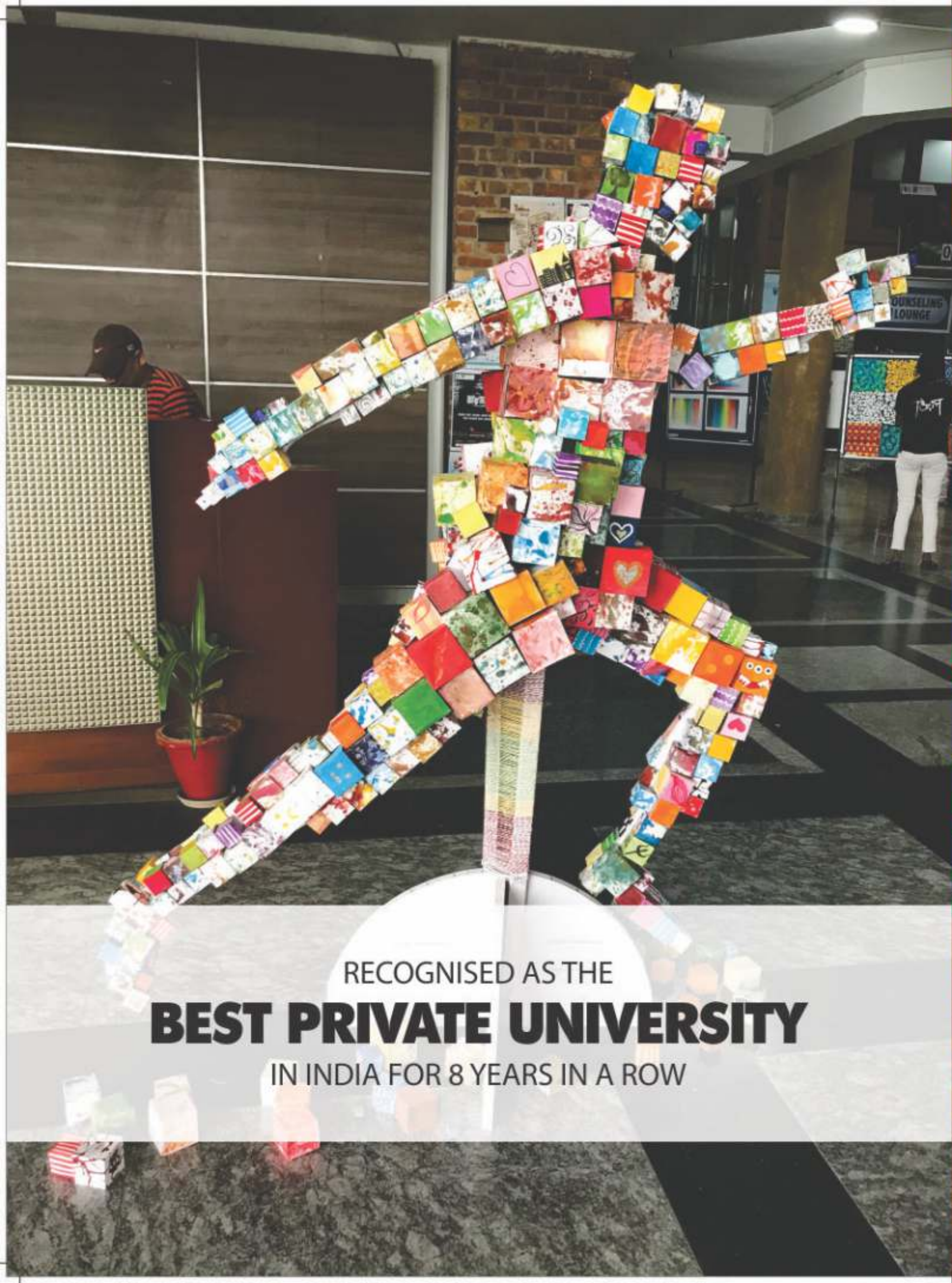
**FIND** YOUR CALLING  
IN DESIGN

SCHOOL OF  
**CREATIVE ART, DESIGN & MEDIA STUDIES**

**DEPARTMENT OF DESIGN**

**FUTURE IS NOW TO DISCOVER**





RECOGNISED AS THE  
**BEST PRIVATE UNIVERSITY**  
IN INDIA FOR 8 YEARS IN A ROW

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# SHARDA UNIVERSITY

ONE OF NORTH INDIA'S LEADING UNIVERSITIES



The Sharda Group of Institutions (SGI) have been the provider of world class education since 1996. SGI the largest educational group based in Uttar Pradesh, has on its rolls 20,000+ students and more than 1200+ faculty members. Its 45,000+ alumni are today the leaders in their realms. The state-of-the-art campuses in Agra, Mathura and Greater Noida are located on 180 acres of land. Sharda Group of Institutions were the first in the self-financing sector in North India to receive Accreditation from the National Board of Accreditation (NBA) for internationally competitive Teaching-Learning Processes and Infrastructure facilities.

Responding to the strong need of bringing world class education to India at affordable price, Sharda Education Trust established a multi-disciplinary global university in the year 2009. Sharda University is located at Knowledge Park-III, Greater Noida in the National Capital Region (NCR), 25 km away from New Delhi.

The curriculum offered is continuously upgraded to keep pace with the overall development of industry and in line with the best practices followed world over. Highly stimulating instructions developed by experienced Indian and International faculty are delivered in ICT enabled environment, to train students and to develop their skills in tune with national campaigns like; 'Make In India' and 'Digital India'. The teaching-learning process coupled with convenient and flexible credit options make Sharda University a truly global University.



ACRE SPRAWLING  
CAMPUS



NATIONALITIES  
ON CAMPUS



GLOBAL ACADEMIC  
TIE-UPS



TOP  
FACULTY



STUDENTS  
PLACED



ALUMNI  
WORLDWIDE





# ART & DESIGN EDUCATION AT PAR WITH THE VERY BEST

Established with an aim of developing top art & design professionals, School of Creative Art, Design & Media Studies has evolved into one of the leading Schools in Delhi NCR. The School is committed to providing a transformative learning experience in a collaborative and diverse environment. The School's advanced learning equipment; focus on research and hi-tech studios give students a feel of practical and immersive education.

RECOGNISED  
AS THE **BEST PVT.  
UNIVERSITY**  
FOR 8 YEARS  
IN A ROW



  
INTERNATIONALLY  
RECOGNISED  
DEGREES

  
BEST  
STUDENT-  
FACULTY  
RATIO OF 1:15

  
COMMITMENT  
TO BEST  
ART & DESIGN  
PRACTICES

FOCUS ON  
EXPERIENTIAL  
LEARNING



  
STATE-OF-THE-ART  
FACILITIES

  
ACTIVE  
MENTORING  
OF STUDENTS

  
ONE OF THE  
BEST LIBRARIES  
IN DELHI-NCR

AFFORDABLE  
FEE



  
PRACTICAL  
LEARNING  
OPPORTUNITIES



# UNIQUENESS WHICH FUELS AMBITIONS

The Department of Design is focused on developing students for a bright future in creative arts and design. The department envisions to produce successful graduates who will be capable of leading the changing scenarios of today and tomorrow through thought, innovation and values.



Over the years, Sharda University has received top accolades from prestigious publications and reputed surveys. Recently, Sharda University was awarded the Best University in India by National Education Excellence Awards 2018.



Guest lectures by eminent personalities from various fields as well as workshops and seminars are organised regularly.



Curriculum, pedagogy, scheme and system is strictly followed as per UGC guidelines.



The School is equipped with hi-tech studios; Wi-Fi enabled spacious classrooms with projectors and other audio-visual aids.



Curriculum offered is in line with those offered in premier educational institutions across the world in the field of creative art and design.



International Immersion Programme with 110+ Universities and institutions worldwide.



# FACULTY THAT'S TRULY INSPIRING

Department of Design faculty comprises of academicians from India's leading universities, as well as leading professionals from the industry. The School also regularly organises guest lectures to give new insights into what's happening in the art and design world.

The School envisions to become a leader in nurturing brilliant and capable art & design professionals who are knowledgeable and equipped with new-age skills to excel in the highly competitive world of today.

**Prof. Subhash Dhuliya**  
Dean, School of Creative Art, Design & Media Studies



**Prof. Subhash Dhuliya, Distinguished Professor & Dean MA, Advance Dip. in Journalism (ISJ, Budapest)**  
Over 40 years of exp. in Journalism & Media academics. He has held senior editorial positions in leading newspapers. As an academician, he has designed & conducted a large number of programmes in various streams of Journalism & mass comm.



**Mr. Tauheed Mehtab, HoD, B.Design B.Arch., M.Ekistics**  
An Architect by profession with core specialization in Interior Designing and 17 years of experience. Has Masters of Ekistics from Jamia Millia Islamia and Degree of Architecture from Aligarh Muslim University. Apart from having expertise in designing office interiors, he has a hands on experience in Accessories & Furniture Design.



**Mr. Jitender, Associate Professor Accessory Design from NIFT**  
Over 16 years of experience. Areas of interest include Exhibition Design, Installation, Interior Design and Furniture Design.



**Mr. Sameer Bakshi, Associate Professor & Coordinator-Product Design B-Des., PAIDIM**  
Over 13 years of experience. Awarded Pride of NID during convocation ceremony at NID Ahmedabad. Areas of interest include Product Design - Photography and Sketching.



**Ms. Aakanksha Singh, Assistant Professor & Coordinator - Fashion Designing B.Sc., M.Sc.**  
More than five years of academic experience. Areas of interest include Garment Construction, Textiles, CAD, Fashion Promotion and Technology.



**Mr. Adil Afsar, Assistant Professor B.Arch., M.Design**  
More than 5 years of experience. Areas of interest include Furniture, Lighting, Architecture and Lifestyle. Awards and Recognitions - Published in A+D, awarded by Washrooms and beyond for most innovative toilet concepts.



**Dr. Poonam Bhagchandani, Assistant Professor Ph.D**  
Ph.D from ICAR in Clothing and Textiles. Teaching experience of more than 10 years. Areas of interest are Fashion Designing, Garment Construction & Textiles, Pattern Making & Draping, Traditional Craft & Surface Ornamentation



**Ms. Richa Srivastava, Assistant Professor B.Arch, B.LT Mesra**  
More than 17 years of experience. Areas of interest include Interior Design, Fitout Management and Cinema Design. Awards and Recognitions - 2nd Prize in ISLE lighting competition (Indian Society of Lighting Engineers).



**Mr. Om Singh, Assistant Professor B.Sc., M.Sc.**  
Over 10 years of experience. Areas of interest include 3D Design and Motion Graphics.



**Mr. Manish Ranjan, Assistant Professor BFA, MFA**  
More than 7 years of academic experience. Area of interest include Painting, Printmaking, Design and Photography. Awards and Recognitions - First Award in MFA Final Year.



**Mr. Bhairab Chandra Bonia BFA, MFA**  
Over 17 years of experience. Has done BFA from Guwahati University, Assam in 1999 and MFA from Calorx Teachers University from Gujarat in 2014. He has worked with company like Exigent Game Art, MAAC, Crazy Motion and Kathputhli.



**Ms. Vanshika, Assistant Professor B.Design**  
Over 3 years of experience. Areas of interest include Fashion Styling, Photography and fashion Forecasting.



**Mr. Arif, Lecturer B.Arch.**  
Over 5 years of experience. Awards : Special mention award for light installation design at FOAID. Areas of interest include 3d illustrations, presentation techniques and Installations.



**Mr. Vikesh Ghosh, Assistant Professor MFA Drawing & Painting**  
Over 11 years of experience. A professional Visual Artist working in the field of visual Arts. Also trained digitally to work with 2D software.



**Mr. Mohammad Zaki Ansari, Visiting Faculty B. Arch., M. Ekistics**  
Over 16 years of experience. Areas of interest include Architecture, Interior Design, Planning and Retails.



# CONFLUENCE



# AUTO EXPO 2018





# WORKSHOP, INDUSTRIAL VISIT AND GUEST LECTURES



Students visit to Amazon India Fashion Week



Visit to ELECRAMA-Exposure to Interactive Digital Screen



Students visit to Peach Tree-Furniture Showroom



Students visit to DESIGN X DESIGN



Acclaimed Artisan/Designer, Ms. Papiya Banerjee conducting Character Design workshop



Students visit to Vividh Packaging industry



Students visit to Shahi Export, Faridabad



Moradabad Trip organized for factory visit at Marquee Impex

# EDUCATIONAL TRIPS & EVENTS



Fashion Design students visited Shahi Export House



Foundation students visited Modern Art Gallery



Interior Design students visited Tata Housing Office



Mr. L.K. Advani's interview shoot by students



Fashion Design students visited National Handloom Expo



Visit to Garment Technology Expo

Design students visited exhibition-Dastkar



Farewell party



Students performing in a cultural event



Jury examining work done by students



Fresher's party



Drawing Competition-Ankur Fest



Nukkad Natak-Ankur Fest



# STUDENTS' WORK



## FOUNDATION



## INTERIORS



## FASHION



## DIGITAL & COMM.



## PRODUCT



## BVA





# ART & DESIGN PROGRAMMES DESIGNED FOR SUCCESS

Department of Design programmes are designed to prepare students for all aspects of art & design practice. From the moment students arrive, they are considered to be the members of the art & design community and are challenged to meet the expectations of all.

## PROGRAMMES OFFERED

### Bachelor of Design **4 Years**

- Interior Design
- Industrial & Product Design
- Fashion Design
- Digital & Communication Design

### B.Sc. Animation & VFX **3 Years**

### B.Sc. in Gaming Design **3 Years**

### Bachelor of Visual Arts **4 Years**

### Masters in Design **2 Years**

- Interior Design
- Product Design



APPROVED BY  
**UNIVERSITY GRANTS COMMISSION**



# B.DESIGN COMMON FOUNDATION

Foundation is the first stepping stone to reach summit in any profession. Foundation course has been designed to open multi disciplinary paths to varied Design oriented fields.

The subjects and the curriculum have been set to cater to the needs of all the design aspects of fashion, product, interior and digital communication & Interactive design.

It prepares the students and sets a base for all their needs and opens to wide range of opportunities in the world of enormous creativity and visualization.

## MODULES

| TERM-I                          | TERM-II                     |
|---------------------------------|-----------------------------|
| Fundamentals of Design          | Introduction to Photography |
| Free hand Drawing-I             | Form & Space                |
| Basic Materials                 | Computer Graphics           |
| Fundamentals of Drawing-I       | Freehand Drawing-II         |
| Representation Skill-I          | Functional English-II       |
| Functional English Lab-I        | Functional English Lab-II   |
| Functional English Beginners    | Representation Skill-II     |
| Functional English Intermediate | History of Art & Design-II  |
| History of Art & Design-I       | Design Skills               |





# B.DESIGN FASHION DESIGN



## SCOPE

- Famous Fashion Designer
- Boutique Owner
- Buying/Liaison Officer
- Retail Store/Brand/Label Executive
- Designer in Export House
- Sampling Incharge
- Merchandiser
- Production Manager
- Quality Manager
- Fashion Stylist
- Fashion Photographer
- Fashion Journalist
- Academic Profession
- Freelancing

Today fashion industry is most dynamic industry in this world. This is a platform which gives opportunity to display creativity in the form of collection and it helps to reveal the current trends prevailing in market. This glamour world gives opportunity to billions of youth to establish their successful careers.

**Sharda's vision is to bring collectively the best in fashion education and finest fashion expert in India to create world class talent in fashion industry.**

- The students of Fashion Design are trained to become creative individuals who are able to combine conceptual and technical skills to create a wide variety of goods for this emerging industry from garments to jewellery, from shoes to handbags.
- Following their Foundation Year, Fashion Design students begin concentrating on the core aspects of their discipline.
- An emphasis on design concepts complements students' technical skills and provides them with an overview of fashion designing.
- This programme focuses on issue in fashion design, analyze related problem and solution to it.
- Emphasis is laid on study of relevant technique of producing fashionable clothing.
- It provide environment for design thinking and developing innovative and creative skill in students.
- Students are also trained to create garment which shows Indian world textiles, which is a worldwide appreciated art.

## MODULES

| TERM-III  | TERM-IV   |
|---|---|
| Introduction to Pattern Making & Draping<br>Introduction to Textiles-I<br>Introduction to Fashion design & Fashion Technology<br>Fashion Promotion & Marketing<br>Social Science-I<br>Environmental Science | Draping-I<br>Apparel Development-I<br>Introduction to Fashion Sketching & illustration<br>History of Fashion<br>Current Trends and Forecasting<br>Computer Aided Design-I<br>Portfolio-I<br>Social Science-II |
| TERM-V  | TERM-VI   |
| Apparel Development-II<br>Fashion Illustration<br>Children wear Design<br>Introduction to Textiles-II<br>Design Process<br>Functional Clothing  | Apparel Development-III<br>Knitwear design for Fashion<br>Men's wear Design<br>Advanced Draping<br>Computer aided Design-II<br>Portfolio-II<br>Retail Management  |
| TERM-VII  | TERM-VIII   |
| Professional Training   | Fashion Design Project<br>Professional Practice for Fashion Design<br>Research & Communication  |



# B.DESIGN INTERIOR DESIGN



## SCOPE

- Entrepreneur
- Project executive (retail, hospital, healthcare)
- Fit out manager with developers and PMC agencies

Interior designers which include lighting designers, furniture designers etc. ensure that there is a perfect sync in terms of desire, comfort, affordability, taste and social, ecological and economic sustainability. Interior Design explores the role of design in shaping people's experiences in everyday urban life, focusing on interactions between people, environments, communication systems, and products. Students work in design concepts for residences, institutions, commercial spaces retail, or other such spaces. Each space is treated as a unique confluence of forces that students navigate according to a value system that stresses contextually prudent design, environmental sustainability and cultural sensitivity. The academic curriculum Major-Minor structure helps students develop a holistic perspective of the design discipline. The students then graduate as multi-faceted professionals, each with their unique expertise. This is a part of the broader vision of the School, which views the discipline of design as a large interrelated group of various expertises.

## MODULES

| TERM-III  | TERM-IV  |
|---|--|
| Interior Design Studio-I<br>Analytical Design Sketching<br>Materials, Techniques & Finishes-I<br>Electronic Design and Visualization<br>Social Science-I<br>Environmental Science | Interior Design Studio-II<br>Materials, Techniques & Finishes-II<br>History of Interior Design<br>Lighting for the interior<br>Computer Aided Design-I<br>Portfolio-I<br>Social Science-II |
| TERM-V  | TERM-VI  |
| Interior Design Studio-III<br>Materials, Techniques & Finishes-III<br>Furniture & Accessory Design<br>Visual Communication & Merchandising<br>Fitout Management<br>Design process | Interior Design Studio-IV<br>Services in Interior Design<br>Estimation in Interior Design<br>Design Sustainability<br>Computer Aided Design-II<br>Retail Management<br>Portfolio-II        |
| TERM-VII  | TERM-VIII  |
| Professional Training   | Interior Design Project<br>Professional Practice for Interior Design<br>Research and Communication   |





# B.DESIGN DIGITAL & COMMUNICATION DESIGN



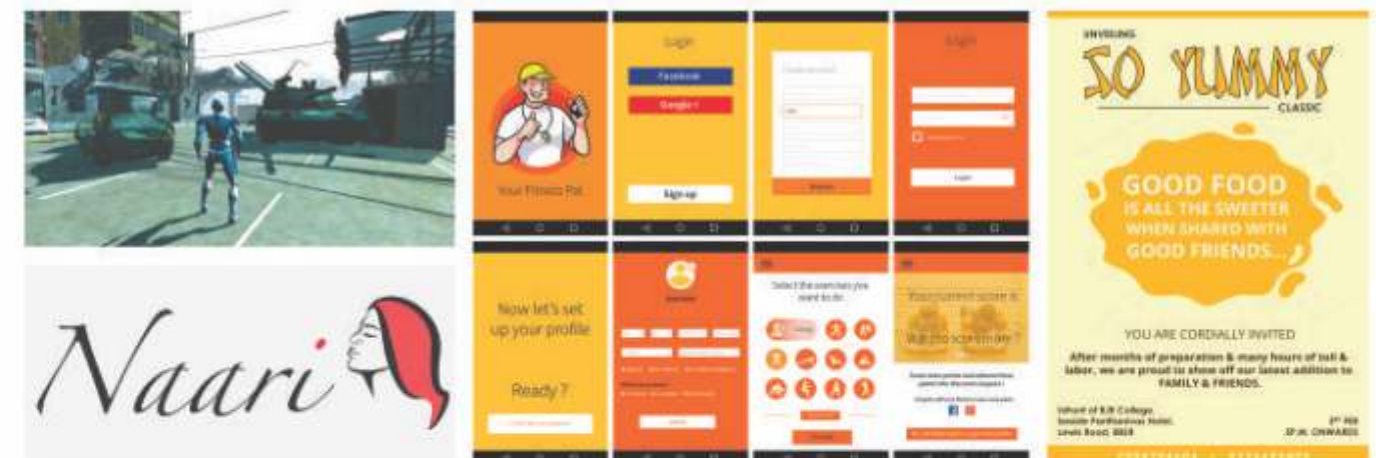
## SCOPE

- Graphic Designer (Advertising and Info Graphics)
- Photographer
- UI/ Web Designer
- Illustration Artist (Comics, Magazine, Newspaper, Publication, E-learning)
- Motion Graphics Artist
- Character Designer (2D Animation, 2D Gaming)
- 3D Modeling & Texturing Artist (Game Design)
- 3D Designer (Architecture, Automobile, Products)

Digital & Communication Designers are involved from designing computer games to tablet platforms, special effects in movies to animation and cartoons and finally to designing the interactions between computers and human beings. Students in the programme are encouraged to explore many areas and develop expertise in game design, animation, motion graphics, interaction design, and other creative technologies, which include mobile media and computer art. Students learn to use software like 3DS MAX, Alias, Motion Builder, Adobe After Effects, Adobe Flash Builder, Maya, and Processing, along with new forms of interface, large-scale multi-touch screens, and physical motion. The design programme's interdisciplinary mode of enquiry examines Digital & Interactive environments from social, cultural, historical, and economic perspectives, inculcating in the students an appreciation of the interrelationship of the Digital & Interactive Design and the larger world.

## MODULES

| TERM-III  | TERM-IV   |
|---|---|
| Introduction to Graphics and Interactive Design<br>Principles of User Interface Design<br>Typography<br>Digital Design Aesthetics<br>Social Science-I<br>Environmental Science                  | Fundamental of moving Images<br>Modeling, materials and lighting<br>Brand Communication Design<br>Information Design<br>Social Science-II<br>Computer Aided Design-I<br>Portfolio-I   |
| TERM-V  | TERM-VI   |
| Production process of moving images<br>Introduction to Game design<br>Programming for Interactivity<br>User Experience: Research & Prototyping<br>Digital Composting Skills-I<br>Design Process | Production process of game design<br>Designing, running and analyzing UI Designs<br>Digital Composting Skills-II<br>Design & Technology: Contemporary Issues in Visual Comm.<br>Computer Aided Design-II<br>Retail Management<br>Portfolio-II |
| TERM-VII  | TERM-VIII   |
| Professional Training   | Digital & Communication Design project<br>Professional practices Digital & Communication Design<br>Research and Communication   |





# B.DESIGN INDUSTRIAL & PRODUCT DESIGN

## SCOPE

- Lighting designer
- Product designer
- Interface designer
- Design installation
- Exhibition designer
- Brand and identity
- Entrepreneur

Industrial and Product Designers create new products that enable people to live better lives, stimulate business and contribute to upkeep of welfare of communities. Through immersion in materials, fabrication processes, aesthetic consideration, and proactive social engagement, the Industrial & Product Design programme cultivates the essential intellectual know-how and technical skills students need to explore the growing roles of a professional product designer. Students learn about a variety of core aspects including user-centered design, technological and material innovation, inclusive design principles, ethnographic research, culturally specific methodologies, industry-sponsored product development, architectural and virtual interfaces, mass-market product design, and design for the public realm. Students master the fundamentals of computers, machinery, and tools while learning a variety of research and presentation techniques. The design programme's interdisciplinary mode of inquiry examines Industrial & Product Design from social, cultural, historical, and economic perspectives, inculcating in the students an appreciation of the inter-relationship of the design and the larger world.

## MODULES

| TERM-III   | TERM-IV   |
|--|---|
| <ul style="list-style-type: none"> <li>Industrial Design Idea Visualization</li> <li>Survey of Industrial Design</li> <li>Introduction to Industrial Design</li> <li>Contextual Research Methods</li> <li>Social Science-I</li> <li>Environmental Science</li> </ul> | <ul style="list-style-type: none"> <li>Product Design Studio-I</li> <li>Human Factors in Industrial Design</li> <li>Manufacturing and Assembly Technology</li> <li>Model Making &amp; Prototyping</li> <li>Social Science-II</li> <li>Computer Aided Design-I</li> <li>Portfolio-I</li> </ul> |
| TERM-V   | TERM-VI   |
| <ul style="list-style-type: none"> <li>Product Design Studio-II</li> <li>Industrial Design in the market place</li> <li>Sensory Awareness</li> <li>Design Semantics</li> <li>Design Process</li> <li>Computer Aided Visualization</li> </ul>                         | <ul style="list-style-type: none"> <li>Product Design Studio-III</li> <li>Product Brand and Identity</li> <li>Industrial Design Innovation</li> <li>Product Estimation &amp; costing</li> <li>Computer Aided Design-II</li> <li>Retail Management</li> <li>Portfolio-II</li> </ul>            |
| TERM-VII   | TERM-VIII   |
| <ul style="list-style-type: none"> <li>Professional Training</li> </ul>  | <ul style="list-style-type: none"> <li>Industrial &amp; Product Design Project</li> <li>Professional Practice for Industrial &amp; Product Design</li> <li>Research and Communication</li> </ul>  |





# B.Sc. ANIMATION & VFX



## SCOPE

- Production Designer
- Concept Artist
- Character Artist
- BG Artist
- Effects Artist
- 3D Artist
- Asset Lead
- Technical Artist
- Asset TD
- 3d Generalist
- Software Engineer/Developer/ Programmer
- Character Modeler
- Sound Designer
- User Experience Designer
- Producer
- User Interface Designer
- User Experience Lead
- Marketing Director
- Senior Layout Artist
- Cinematics
- Cinematics Training Manager
- Junior VF Artist
- Matte Painters
- 3D Compositor & Editing Artist
- Rotoscopy Artist
- Match Move Artist

The programme aims to help the students understand fascinating world of Animation, VFX and Motion Graphics for film, broadcast and other media pads. This programme offers Degree Certification in Animation & VFX. The duration of this programme is 3 years (6 Semester). In addition to introducing students to the world of 3D digital art and VFX visualization, this programme exposes students to industry relevant software. On successful completion of the programme, students can continue their learning further to a professional level within Digital Art and VFX production design.

## MODULES

| TERM-I   | TERM-II  |
|--|--|
| Functional English-I<br>Functional English Lab-I<br>Foundation Art<br>Principles of Animation<br>Fundamental of Design<br>Fundamental of drawing<br>2D Digital Animation-I<br>Representation Skill-I | Functional English-II<br>Functional English Lab-II<br>Digital Art<br>Storytelling<br>Representation Skill-II<br>2D Digital Animation-II<br>3D Lab-I<br>Portfolio I     |
| TERM-III   | TERM-IV  |
| History of VFX<br>3D Animation-I<br>Film Appreciation & Analysis<br>Photography<br>Study of Anatomy<br>Drawing for Animation<br>3D Lab-II  | 3D Animation-II<br>Storyboarding<br>Character & BG Design<br>Lighting & Rendering<br>CG Compositing Techniques<br>Cinematography<br>Material Animation<br>Portfolio-II |
| TERM-V   | TERM-VI  |
| Sound Design<br>Motion Graphics<br>Project Management<br>Match Moving<br>Matte Painting<br>Stereoscopic Techniques   | Final Project & Project Report   |





# B.Sc. IN GAMING DESIGN

## SCOPE

- Game Designer
- Concept Artist
- Level Designer
- Game Tester
- Game Architecture
- Android Game Developer
- Game Producer
- Unity 3D Game Developer
- Unity 2D Game Developer
- PC Game Developer
- Game Effects Artist
- 3D Artist
- Asset Lead
- Technical Artist
- Asset TD
- 3D Generalist
- Software Engineer/Developer/Programmer
- Video Game Tester
- Video Game Programmer
- Character Modeler
- User Experience Designer
- User Interface Designer
- User Experience Lead
- Senior Layout Artist
- Mobile Game Developer
- AI / Game Play Programmer
- C# Developer
- Java Programmer

The programme aims to help the students understand the about the artistic gaming and narrative principles that make interactive experiences that professional game developers use in production environment. This programme offers Degree Certification in Gaming. The duration of this programme is 3 years (6 Semester). In addition, this programme exposes students to Industry relevant software's. On successful completion of the programme, students can continue their learning further to a professional level developing games, interfaces, and other interactive experiences using the latest technologies like augmented reality/virtual reality.

## MODULES

| TERM-I  | TERM-II  |
|---|--|
| Functional English Beginners (Basic)<br>Functional English Intermediate<br>Functional English Lab-I<br>History of Gaming<br>Visual Design<br>Programming in C<br>Pre-Production<br>Representation Skill-I | Functional English-II<br>Functional English Lab-II<br>UX / UI Design-I<br>2D Game Design<br>Programming in C#<br>Digital Art<br>Representation Skill-II<br>Portfolio-I |
| TERM-III  | TERM-IV  |
| UX / UI DESIGN-II<br>3D Game Design<br>Programming in JavaScript<br>3D Assets-I<br>Level Design For Games<br>Matte Painting<br>Environmental Science  | Artificial Intelligence<br>Hand Held Devices<br>Augmented Reality<br>3D Assets-II<br>Sound Design<br>Portfolio-II  |
| TERM-V  | TERM-VI  |
| Game Publishing and Testing<br>Game Architecture<br>Web And E-Business<br>Creative Computing<br>Studio Design & Project Management  | Final Project & Project report   |





# BACHELOR OF VISUAL ARTS

## SCOPE

- 3D Modeler
- Illustrator
- Visual Effect Artist
- Digital Artist
- Game Artist and Designer
- Brand Strategy Development
- Art Director in Advertising Agencies/ Film/ TV/ Video Productions
- Social Media Communication
- Corporate Design
- Design Activism
- Multimedia/ Web Design
- Packaging Design
- Print and Publication Design
- Copywriting
- Art Gallery/Museum Display/ Exhibition Designer
- Design Education, Editorial and Book Illustration
- Teacher and Professor in Educational Institutions

Bachelor of Visual Arts (4 year full time) programme in Sharda University is the most comprehensive professional Visual Arts programme of the contemporary period. Distinguished faculty and exceptional technical and studio resources support this programme. Professional Skill development, technicalities, methodology, and theory with vocabulary are required for success as an artist. Critical judgment and historical perspective is also needed to complete the Art education.

Except for one or two most of the Bachelors programme on Visual Arts in NCR is offering software driven curricula. Essentially, the fundamental and unique skill of Visual Artists is to be able to manually express his or her artistic ideas.

The proposed Bachelor of Visual Arts programme at Sharda University would focus on the fundamental creative skills mentioned below and also include application of relevant software.

This Bachelor of Visual Art programme in Sharda University has been designed to:

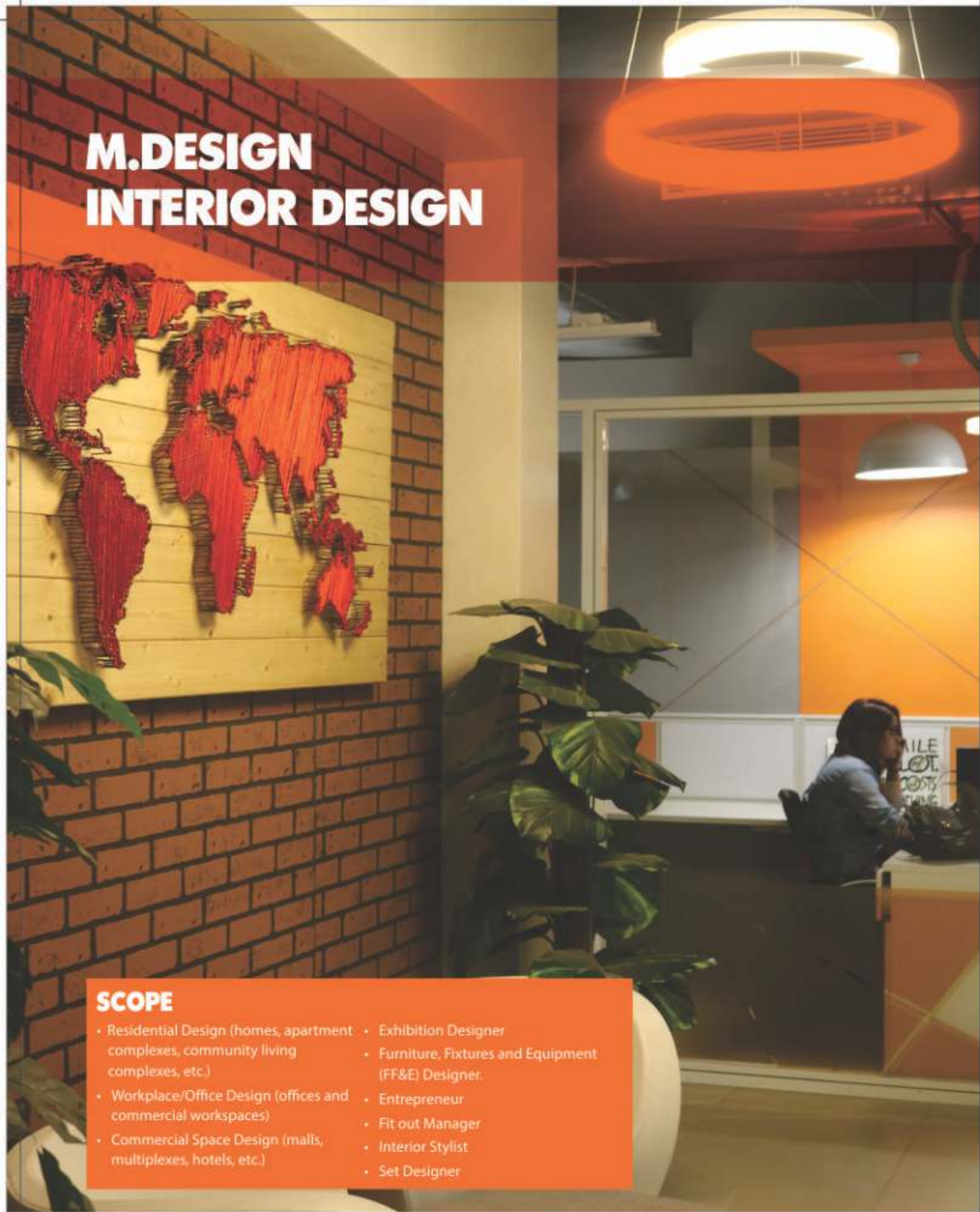
- Enable each student to realize his or her creative potential
- Develop the professional skills
- Develop technical skill
- Weave creative energy
- Develop the individual visual intelligence with methodology
- Develop a critical awareness, intellectuality and practical understanding of visual art.

## MODULES

| TERM-I  | TERM-II  | TERM-III  | TERM-IV   |
|---|--|---|---|
| <p><b>Theory:</b><br/>Story of India<br/>Art Functional English-I</p> <p><b>Practical:</b><br/>Functional English Lab-I<br/>Drawing &amp; Sketching<br/>Composition<br/>Geometry &amp; Perspective<br/>Basic Computer Graphics<br/>Clay Modeling<br/>Portfolio Presentation</p>   | <p><b>Theory:</b><br/>Story of Western Art<br/>Functional English-II</p> <p><b>Practical:</b><br/>Functional English Lab-II<br/>Drawing &amp; Sketching<br/>Composition<br/>Geometry &amp; Perspective<br/>Computer Graphics<br/>Clay Modeling<br/>Portfolio Presentation</p>  | <p><b>Theory:</b><br/>History of Indian Art-I<br/>Material &amp; Methods<br/>Communication Skills</p> <p><b>Practical:</b><br/>Drawing &amp; Illustration<br/>Typography<br/>CAD-I<br/>Photography<br/>Portfolio Presentation</p> <p><b>Elective (Any One):</b><br/>Print Making<br/>3D Composition</p> | <p><b>Theory:</b><br/>History of Western Art-I<br/>Material &amp; Methods<br/>Communication Skills</p> <p><b>Practical:</b><br/>Drawing &amp; Illustration<br/>Typography<br/>CAD-II<br/>Photography<br/>Portfolio Presentation</p> <p><b>Elective (Any One):</b><br/>Print Making<br/>3D Composition</p> |
| TERM-V  | TERM-VI  | TERM-VII  | TERM-VIII   |
| <p><b>Theory:</b><br/>History of Indian Art-II<br/>Material &amp; Methods<br/>Global Trends in Advertising</p> <p><b>Practical:</b><br/>Drawing &amp; Illustration<br/>Typography<br/>Graphic Design<br/>Photography<br/>Portfolio Presentation</p> <p><b>Elective (Any One):</b><br/>Silk Screen Printing<br/>Installation Art</p> | <p><b>Theory:</b><br/>History of Western Art-II<br/>Material &amp; Methods<br/>Global Trends in Advertising</p> <p><b>Practical:</b><br/>Drawing &amp; Illustration<br/>Typography<br/>Graphic Design<br/>Photography<br/>Portfolio Presentation</p> <p><b>Elective (Any One):</b><br/>Silk Screen Printing<br/>Installation Art</p> | <p><b>Theory:</b><br/>Contemporary Indian Art<br/>Material &amp; Methods</p> <p><b>Practical:</b><br/>Drawing &amp; Illustration<br/>Typography<br/>Advertising Design<br/>Photography<br/>Portfolio Presentation</p> <p><b>Elective (Any One):</b><br/>Pottery &amp; Ceramics<br/>Mural</p>            | <p><b>Theory:</b><br/>Contemporary Western Art<br/>Material &amp; Methods</p> <p><b>Practical:</b><br/>Drawing &amp; Illustration<br/>Typography<br/>Advertising Design<br/>Photography<br/>Portfolio Presentation</p> <p><b>Elective (Any One):</b><br/>Pottery &amp; Ceramics<br/>Mural</p>             |



# M.DESIGN INTERIOR DESIGN



## SCOPE

- Residential Design (homes, apartment complexes, community living complexes, etc.)
- Workplace/Office Design (offices and commercial workspaces)
- Commercial Space Design (malls, multiplexes, hotels, etc.)
- Exhibition Designer
- Furniture, Fixtures and Equipment (FF&E) Designer.
- Entrepreneur
- Fit-out Manager
- Interior Stylist
- Set Designer

Designing is the merge of artistic flair along with a vision. Creative impulse and industrial proficiency are the uppermost qualities that craft magic in building careers in Interior Design. Pursuing a career in the field of Interior Designing entails originality, creativity and a lot of inspiration regarding how to craft the finest utilization of the space that is made accessible. The Master's course provides on the whole view of all the aspects of Interior Design from detailing to higher research.

The reputation and recognition of Interior Designing has now grown to a great extent with Indian markets looking up to International brands that has induced people to broaden their vision which is not only confined to the urban cities but has speedily broaden to small towns across the nation. Career in Interiors surely offers prospects to travel and work with a variety of people. This is principally for the reason being the varying lifestyle of citizens and their desires to tailor the homes with the help of connoisseur who can comprehend the tastes and preferences.

The skills developed by a student while pursuing a course in Interior Architecture and Design at Sharda would adequately equip him/her to work across various platforms like :-

## MODULES

| TERM-I   | TERM-II  |
|--|--|
| <ul style="list-style-type: none"> <li>Ergonomics &amp; Anthropometrics</li> <li>Interior Design studio-I</li> <li>History of Art</li> <li>Material Theory</li> <li>Furniture Design-I</li> <li>Fundamentals of Anthropology</li> <li>Basic Sketching</li> </ul>   | <ul style="list-style-type: none"> <li>Furniture Detailing</li> <li>Furniture Design-II (detailing/KD)</li> <li>Model Making/Prototyping</li> <li>Construction Services - I</li> <li>Knock Down Unets &amp; Packaging</li> <li>Advanced Sketching</li> <li>Interior Design Studio-II</li> <li>Training</li> <li>Portfolio</li> </ul> |
| TERM-III   | TERM-IV  |
| <ul style="list-style-type: none"> <li>Design Sustainability</li> <li>Heritage Design Conservation and Indian Craft</li> <li>Research Project</li> <li>3D Digital Modelling</li> <li>Furniture-III (Special Needs)</li> <li>Portfolio and Communication</li> </ul> | <ul style="list-style-type: none"> <li>Thesis (Interior Design/Furniture)</li> <li>Intellectual Property Rights-IPR</li> <li>Advance Portfolio</li> </ul>  |





# M.DESIGN PRODUCT DESIGN

## SCOPE

The scope of discipline for post graduation represented should be extremely broad. The students in the PG will have a lot of research projects and the areas of research can broadly encompass with reference to Product design in all possibilities:

Art History, Mechanical History, Production, Agriculture, Physics, Dance & Drama, Philosophy, Logistics, Painting, User Physiology, Communications, Anthropology, Theory and Techniques, Statistics Graphics, Music, Literature, Sculpture, Demography.

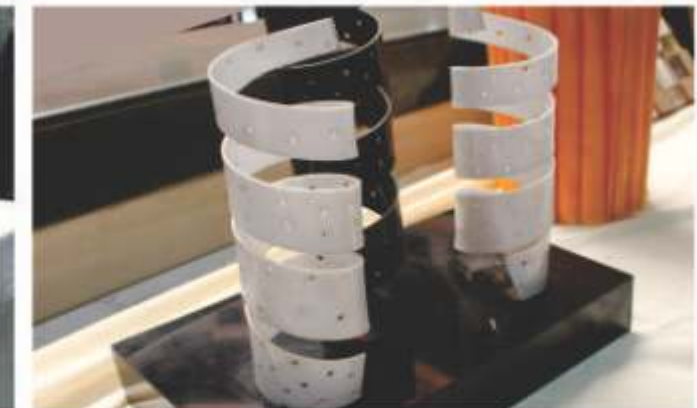
A designer thinks of products not only to a existing and future market, but also to the society that has its own consumer rituals and manners. The Master's course provides an overall experience in product design, from the preliminary concept to its refinement, from physical and digital representation to the communication of the project. The educational approach stresses the experience provided to the user and the social meaning of the product as the designer must also control the impact that his product will have on a social and environmental level. Students are proposed an open, interdisciplinary methodology that values their own cultural background and emphasizes the role of dialogue and mutual exchange in the creative process. The association with major industrial partners has the purpose of perfecting the education by providing students with challenging tasks that allow them to face the relationships with business and organizations in a mature way. Technical training is particularly emphasized to build up solid professional groundings. Students can use modeling and computer design laboratories equip with the most advanced software's.

### OPPORTUNITIES:

- Professional in MNC.
- Professional in a production house.
- Self employed design consultant for brands sales India & abroad.
- Professional consultant in Advertising Agencies.
- Teacher and Professor in Educational Institutions.
- For pursuing research.

### MODULES

| TERM-I  | TERM-II  |
|---|--|
| Ergonomics & Anthropometrics<br>Elementary Product Studio-I<br>History of Art<br>Material Theory<br>Furniture Design-I<br>Fundamentals of Anthropology<br>Basic Sketching | Furniture Detailing<br>Form Evolution<br>Model Making/Prototyping<br>Model Making and Rapid Prototyping<br>knock Down Unets & Packaging<br>Advanced Sketching<br>Simple Product Design-Studio<br>Training<br>Portfolio |
| TERM-III  | TERM-IV  |
| Nature & Form<br>Flower Morphology<br>Technical Complex Product-Studio<br>3D digital Modeling<br>UI and Ergonomics<br>Portfolio and Communication                         | System Design-Thesis<br>Intellectual Property Rights-IPR<br>Advance Portfolio  |





# VIEWS THAT SPEAK EXCELLENCE



**Ms. Sapana Karki, B.Design-Fashion Design, Batch: 2013-17**

Anyone can be inspired, but how do you take that information and make it effective in your work as a designer? This is what I learned at the School of Creative Art, Design and Media Studies, Sharda University. It has changed my life in a way that words cannot describe. It has opened my eyes, and exposed me to sights I've only dreamt of seeing before. My tutors were exceptionally friendly, informative and well-versed in their subjects due to their quite extensive fashion industry experience. I learned so much and received different approaches to the world of fashion and the industry with more ideas, possibilities, and ambitions which has enabled me to make more informed decisions as emerging designer.



**Mr. Harshul Aaggarwal, B.Design- Industrial & Product Design, Batch: 2013-17**

I appreciate the culture, environment, and cleanliness. I got to meet some beautiful people from whom I learned lessons of life. I received right guidance and morals from professors. It was very helpful to get to know about the industry and how to present yourself. The things I learned from them has enlightened my path to pursue my life.



**Ms. Niyati Jain, B.Design-Interior Design, Batch: 2012-16**

I believe that design as a field is and always will be something very personal, the passion for which comes from within an individual. One just needs to strive hard to harvest this passion and I am proud to say that the School of Creative Art, Design and Media Studies, Sharda University, was able to help find me this treasure in myself. The guidance and support I received from my mentors was beyond comparison.



**Ms. Vishvika Narang, B. Design-Interiors, Batch: 2013-2017**

One who acquires the art of enjoying their work, excels in the field. This is something that my mentors at School of Creative Art, Design and Media Studies at Sharda University have deeply etched in my system. A complete hands on job experience that I incurred in my 4 years along with memorable workshops and industrial visits not only enhanced me as an Interior Designer but they also polished my skills of negotiating and establishing my abilities and credibility in the market that I am meant to face.



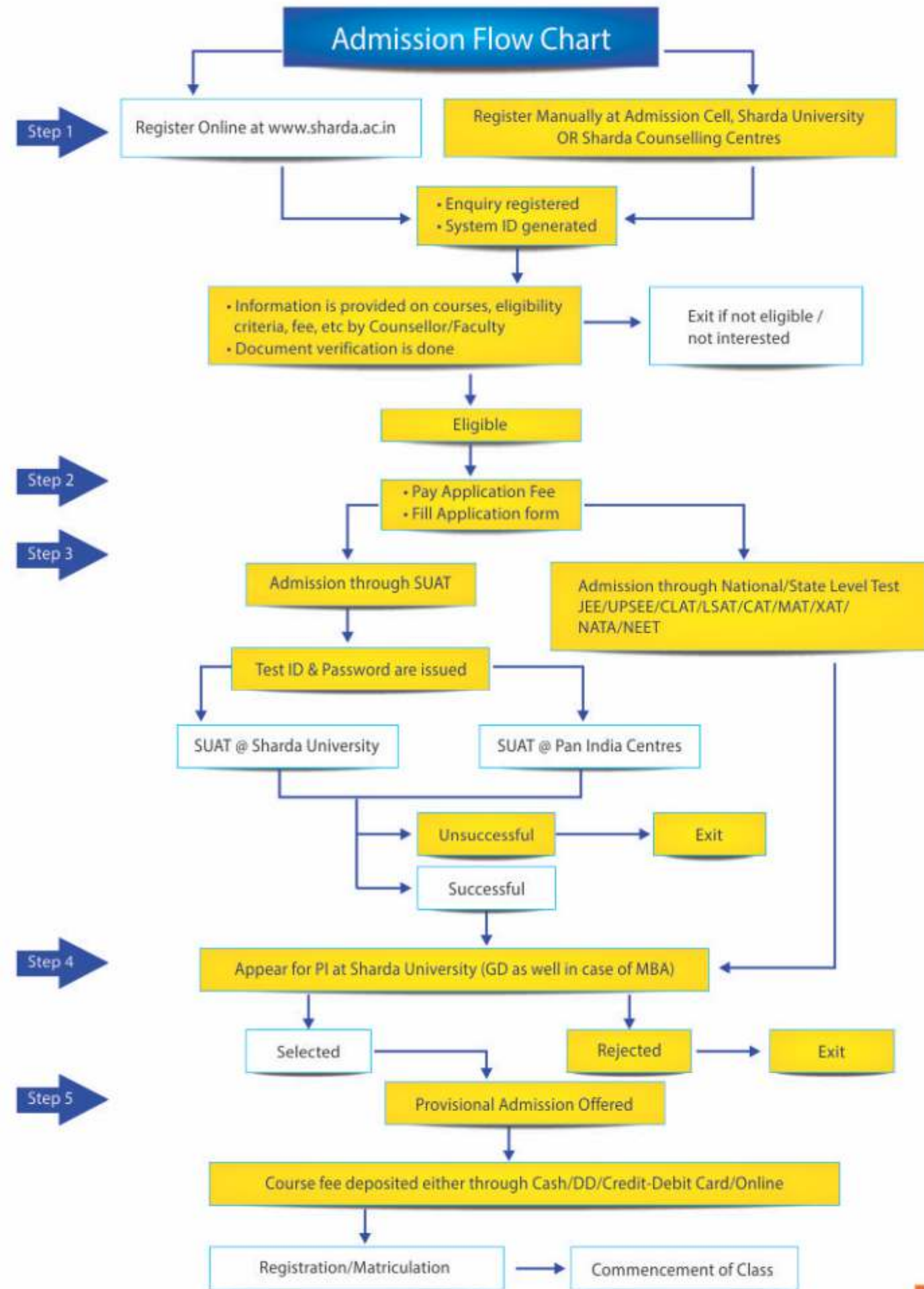
**Ms. Abhilasha Gautam, B. Design-Communication Design, Batch: 2013-17**

I am proud of being an alumnus of Sharda University. I did 4 years Hons. course in Communication Design from Sharda University, It is here that my potentials, my aptitude was acknowledged and transformed into skills that lead to my holistic development. On one side my aesthetical sense, diverse thinking and creativity was nurtured through multiple creative methods, and on the other side i was mentored for decision making skills, clarity of thoughts regarding my career and future. I shall cherish the wonderful Moments of friendship fun that were an integral part of the perfect college life I could ever dream of.



**Ms. Leya Ann Thomas, B.Design-Interior Design, Batch: 2012-2016**

I absolutely loved this course as it exposed me to the relevant content of interior designing besides giving an overview of history as well as architecture. It helped me develop my eye for various styles and their decor as they relate to specific areas. It is a great way to start analyzing and criticizing the interior as well as exterior treatments of various buildings. During my tenure at Sharda I learnt many new things, received encouragement to explore my creativity and style. The constant mentoring helped me to improve, work on my weak areas and obtain more skill. This course was definitely worth taking. I plan to explore and expand my creativity using the knowledge and skill acquired from the course in my future career as an Interior Designer.





# GREATER NOIDA HUB OF WORLD-CLASS EDUCATION



Situated adjacent to New Delhi, Greater Noida is one of the fastest developing educational hubs. Home to some of the leading universities in India, Greater Noida sees lots of international students pursuing their career dreams.

India's first ISO 9000-2000 certified city, Greater Noida is amongst the cleanest, greenest and most well planned cities of India. Greater Noida is amongst the selected cities of the world, chosen for F1 Grand Prix Race.

Sharda University campus at Knowledge Park III is the largest in Greater Noida & the entire NCR.



## REGIONAL REACH



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+91-120-4060224/ 27

### SGI ADMISSION CELL AT AGRA

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+91-9205883451

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