DEPARTMENT OF NEW MEDIA, DESIGN & CREATIVE SKILLS

Bachelor of Design (B.Des) with Specialization in Graphic Design, Animation and VFX with AI (GDAV) | Fashion Design (FD)

Bachelor of Science (B.Sc.) in Multimedia Journalism and Media Technologies (MJMT) (With AI)

Tools and Software Expertise

Eligibility Criteria

Passed 10+2 (any stream) from a recognized board.

Fee Structure (₹)

Course Name	Fee Per Semester (A) (1st - 6th Sem)	One Time Fee (B)	1st Semester Total Fee (A+B)	7th and 8th Semester	Total Course Fee
Bachelor of Design (B.Des) with Specialization in Graphic Design, Animation and VFX with AI (GDAV) | Fashion Design (FD)	47,000	29,000	76,000	24,000	3,35,000
Bachelor of Science (B.Sc.) in Multimedia Journalism and Media technologies (MJMT) (With AI)	47,000	29,000	76,000	24,000	3,35,000

Bachelor of Design (B.Des) with Specialization in Graphic Design, Animation and VFX with AI (GDAV) | Fashion Design (FD)

Course Overview

This four-year undergraduate program integrates graphic design, animation, and visual effects with emerging AI-driven creative tools. The curriculum emphasizes design thinking, visual storytelling, and industry-relevant workflows across digital and motion media. Students develop strong conceptual, technical, and aesthetic competencies through hands-on studios and real-world projects. AI is embedded to enhance ideation, production, and creative problem-solving. Graduates are prepared for dynamic careers in media, entertainment, design, and digital innovation.

Career Prospects

Graduates can pursue careers as graphic designers, motion designers, animators, VFX artists, and visual communication specialists across media, entertainment, advertising, and digital platforms. They are also equipped for emerging roles such as AI-assisted content creator, generative media designer, and immersive experience designer. Opportunities extend to studios, startups, tech firms, and independent creative practices.

Important Job Roles

- Graphic Designer
- UI/UX Designer
- Motion Graphic Designer
- Visual Communication Designer
- Brand & Identity Designer
- Interaction Designer
- Design Consultant
- Creative Director (Junior Level)
- Instructional Designer
- Generative AI Design Expert

Bachelor of Science (B.Sc.) in Multimedia Journalism and Media technologies (MJMT) (With AI)

Course Overview

This program blends journalism, digital media, and emerging communication technologies. The course develops skills in news reporting, multimedia storytelling, data journalism, and media production, across platforms. AI-enabled tools are integrated for content creation, media analytics, verification, and audience engagement. Graduates are prepared for dynamic roles in digital newsrooms, media houses, and technology-driven communication industries.

Important Job Roles

- Multimedia Journalist
- Digital Content Creator
- News Producer (TV/Digital)
- Social Media Editor
- Video Editor & Motion Graphics Artist
- AI-assisted Content Creator & Analyst
- Media Researcher
- Corporate Communication Executive
- Film Makers--Corporate & Others

Career Prospects

Graduates can build careers in - print, television, digital news platforms, social media, Film and OTT content agencies, advertising agencies, corporate communication, and AI-driven media startups. The programme also prepares students for higher studies, research, and entrepreneurial ventures in digital media.

Course Mentors

Mr. Subrata Roy
Founder,
Hi-tech Animation & Tutopia

The Managing Director of Hi-Tech Animation, Mr. Roy, with 25 years of experience, founded the company with a single vision: to transform Kolkata into the Animation hub of India. A veteran in the animation industry, he mentors the leading production house with a rich client base of industry giants such as Sony Yay, Nickelodeon, ZEE, Byju's, Cartoon Network, POGO, ABP, JIO, NETFLIX, and others.

Prof. (Dr.) Mrityunjoy Chatterjee

Noted journalist turned academic administrator, Prof. Chatterjee has served as a Dean in the Adamas & Amity Universities, and has been the Director of NSHM School of Media & Communication and iLEAD institutes, and a Strategic Advisor to Ramkrishna Vivekananda Mission for their upcoming University Project.
An eminent Journalist, Digital Content Creator, and Corporate Trainer, he has served the Media Industry in leadership positions for over two decades in Print, News Agency, Radio and Television. Widely travelled, Prof. Chatterjee was also a packager with the BBC Bengali Service.

Design, Media & Creative Technology – Tools & Equipment at TNU

- High-performance computer and design labs
- Industry-standard graphic design, UI/UX & motion graphics software
- Digital drawing tablets
- Professional DSLR & mirrorless cameras
- Studio lighting and controlled photography setups
- Green screen and virtual production setups
- AI-powered design and content generation tools
- Sound recording, podcasting & audio-editing studios
- Usability testing and interaction design tools
- Colour-calibrated monitors and high-end GPUs
- Portfolio development and presentation systems
- Media monitoring, research & audience analysis tools

Scholarships & Financial Aid

At TNU, we offer numerous merit-based as well as need-based scholarships (25% to 100% on Tuition Fees) to ensure that no student is left behind. There is no limit to the number of scholarships granted by the University, and if a student is eligible as per the given criteria, then he or she will get the "Guaranteed Scholarship".

NAME	CRITERIA
CHANCELLOR'S SCHOLARSHIP	i)Yearly Family income should be less than 2.5 Lakhs ii)An interview and documents verifications will be done by an empowered committee decided by the University Management
GRAMOTTHAN SCHOLARSHIP (Students from Gram Panchayat area of South 24 Parganas)	>= 60% marks in H.S Yearly Family Income less than 5.0 Lakhs
SPECIAL HILL STUDENTS' SCHOLARSHIP [Students from GTA Area (W.B), North-East States, Andaman and Nicobar Islands, Nepal & Bhutan]	>= 65% marks in H.S Yearly Family Income less than 5.0 Lakhs

NAME	CRITERIA
SAHODARYA SCHOLARSHIP (Siblings of all students – present or passed out)	>= 60% marks in H.S
MERE APNE SCHOLARSHIP (For Ambuja Neotia Group employees – in the memory of Late Vinod Kumar Neotia)	>= 60% marks in H.S Yearly Family Income less than 5.0 Lakhs
SPORTS SCHOLARSHIP	>= 60% imarks in H.S State Level / National level Participant / Champion
CULTURAL SCHOLARSHIP	>= 60% imarks in H.S State Level / National level Participant / Champion

AmbujaNeotia

TU THE NEOTIA UNIVERSITY
ज्ञानम् आत्म प्रदीपाय

Approved Under Sec.2(f) of UGC Act 1956

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