

Press Release  
For Immediate Publication

## **Manipal University announces admissions to its 3 Year Full-Time B.Sc. Animation degree**

***For holistic training in Animation with a Unique Learning Experience***

- The B.Sc. Animation degree from Manipal University is a full-time, campus based program.
- It is offered by a reputed University, with a 360° exposure to animation - through learning of concepts, tools & techniques and practice schools.
- The curriculum is developed with active inputs from industry experts, ensuring that students become well-rounded, industry-ready professionals.
- Manipal University has strong industry partnerships, with leading animation and gaming companies. This provides great opportunities for the students for internships and placements.
- The students are also exposed to opportunities in different related fields like Visual Effects, Medical education, Gaming, etc., apart from Animation.
- For more information on admissions, log on to [www.manipal.edu/animation](http://www.manipal.edu/animation)

- According to NASSCOM's Animation report, the size of the Indian animation industry is expected to witness a CAGR of 35% from 2005-2009 and increase to \$950 million by 2009.
- The report also states that currently there are only 3,000 skilled personnel against a demand for 10,000.
- In India, Animation is emerging as a full-time, established career option.

**Bangalore, 18<sup>th</sup> March 2009:** Manipal University, the pioneering force in higher education in India, has announced the opening of admissions to its comprehensive, full-time, 3 Year, B.Sc. Animation program.

Designed to provide a 360° exposure to animation, the program focuses on developing the innate talent of students and enhancing their knowledge & skills through hands-on learning. Specifically, students will be exposed to traditional and digital arts, advanced tools & techniques and holistic personality enhancement through soft-skills training. This ensures that they have the requisite knowledge and skills to be industry-ready professionals.

With just 75 seats available, the last date for application to the August batch of the program is 30<sup>th</sup> June 2009. The application form can be downloaded from the website [www.manipal.edu/animation](http://www.manipal.edu/animation).

Eligible candidates will be invited for a personal interview. Admissions will be based on the performance in the interview.

**What are the eligibility criteria for the program?**



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Students who have cleared (or expecting results) 10+2 or equivalent examinations with a creative bent of mind and good at visual arts can apply to the program. Students who have also done a basic course in Animation, and are looking at building a career in the industry, can apply directly to the 2<sup>nd</sup> year of the program through Lateral Entry.

### **Benefits Unique to the program**

The 3-year full-time program offers a Unique Learning experience for students who aspire for a career in animation. The program provides training in the creative, conceptual and the practical aspects of animation. It ensures equal emphasis on the fundamentals, concepts, tools & techniques and hands-on experience.

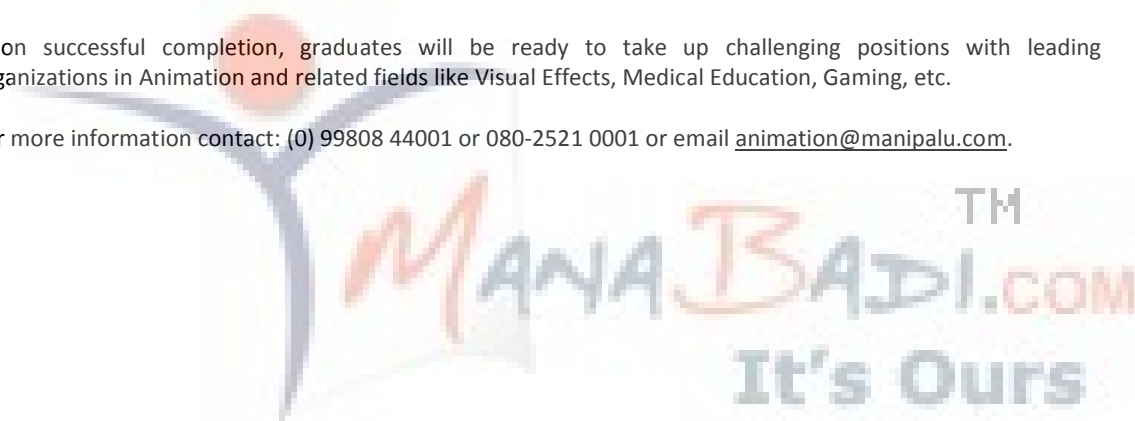
The comprehensive program provides:

- Knowledge on conceptual understanding
- Exposure to the frame work of advanced tools and techniques
- Exposure to traditional arts & digital techniques
- Holistic personality enhancement through soft-skills training

### **Career Prospects**

Upon successful completion, graduates will be ready to take up challenging positions with leading organizations in Animation and related fields like Visual Effects, Medical Education, Gaming, etc.

For more information contact: (0) 99808 44001 or 080-2521 0001 or email [animation@manipalu.com](mailto:animation@manipalu.com).





### About Manipal University

Manipal University is widely recognized for imparting high quality professional education and the preferred destination for students from over 50 countries. Manipal University was the first institute under the private sector, to be recognized as a Deemed University by the Government of India in 1993.

The university has 20 constituent colleges that offer over 195 courses across 14 streams, providing the finest in education to over 15,000 students every year. Manipal University offers programmes in Medicine, Dentistry, Engineering, Nursing, Allied Health, Pharmacy, Life Sciences, Management, Mass Communication, Information Science, Hotel Management, Regenerative Medicine, Jewellery Management, Geopolitics, Cultural Studies and many more.

India's top ranked institutions, including Manipal Institute of Technology (MIT) and the Kasturba Medical College (KMC) are a part of Manipal University. These colleges have consistently been rated among the India's top 10 institutions, in their respective fields, in different surveys over the last few decades. Manipal has come to be recognized for its excellence in Medical and Engineering programmes.

The University campus is home to a world-class education infrastructure, which houses one of the best anatomy museums, and one of the finest libraries in Asia. The fully equipped campus also has a research centre of national repute. Manipal University is a fully "Digital Campus" with a WiFi network encompassing the vast expanse of 1,000 acres. The entire campus is also committed to being green and eco-friendly, with manifold environmental practices initiated among students and faculty alike. The Manipal University colleges are highly regarded for its distinguished faculty, who bring academic excellence and industry relevance to their teaching.

The University town of Manipal is often compared with Nalanda of yore for its excellent academic reputation, experienced and dedicated faculty, outstanding clinical facilities, and superior environment that nurtures education.

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