

UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:

- » Constructing narrative, meaning, feeling or thought in moving image
- » Understanding the “language” of media art practice (animation, gaming, film/video etc)
- » Creating innovative characters, situations, and scenarios
- » Visual and performative sensibility in constructing moving image
- » Spatial and structural thinking, understanding natural and physical environments
- » Logical thinking, problem solving and management of processes
- » Inventive thinking, risk taking, approaching the unknown
- » Keen observation, assimilation and expression
- » Constructing viewer experiences
- » Research – inquiry, probing and methodical investigation



SRI SHANTI
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INSTITUTE OF ART, DESIGN
AND TECHNOLOGY
(A Constituent Unit of MAHE, Manipal)

MANIPAL
ACADEMY of HIGHER EDUCATION
BENGALURU CAMPUS
(Institution of Eminence Deemed to be University)

**INSTITUTION OF
EMINENCE**

**NAAC
A++ GRADE
ACCREDITED**

nirf #3

4 Years | Undergraduate Professional Program

Bachelor of Fine Arts (BFA) in Digital Media Arts 2026



FOR FURTHER INFORMATION

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For more information on the programs and courses

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DIGITAL MEDIA ARTS 2026

While contemporary visual culture is replete with digitally produced and manipulated imagery, they all start on a drawing board with the stroke of the hand. Tactile exploration, digital intervention, and enhancement are key to envisioning impossible worlds and interactive virtual spaces. Commercial and artistic spaces today abound in several forms of time-based media works. At SMI, we encourage such media works to start primarily from a deep immersion into one's social, personal, historical, cultural and contemporary contexts through the 4-year undergraduate course in Digital Media Arts (DMA).

Whether it is movements that are drawn, models made to act, or, interaction of live-action and computer generated imagery (CGI), this is a space to explore new frontiers of time-based media formed by the interaction of time, movement, image, text, sound and space. The key focus of the program is on a broad range of 2D animation and manipulated moving-image practices.

ELIGIBILITY

As per AICTE guidelines published on the admissions page of the Srishti Manipal Institute (SMI) website.

MEDIUM OF INSTRUCTION

English (All our transactions and transcripts will be in English).

DURATION

8 semesters (4 years); must be completed within 6 years from the start of the course of study.

MAJOR AND MINOR

Navigation for students under the CBCS is provided through the choice of an academic major and minors. In addition to this, there is a choice of open electives, through General Studies and Interim.

An Academic Major typically consists of a Core Curriculum, with prescribed units of study. The Core Curriculum may comprise of the discipline specific studios. The choice of learning units taken as an academic major may also include similar discipline specific studios chosen from the other specialised courses.

An Academic Minor is a student's second choice and has its own prescribed units of study. A minor is chosen from learning units offered as prescribed as chosen from an interdisciplinary studies cluster other than the one in which their course is located.

CURRICULUM COMPONENTS	SEMESTER
Generic Skills	1, 2
Contextual Enquiry	1, 2
Performance of Understanding	1, 2
Disciple Specific Studios	3, 4, 5, 6
Design Charette	3, 4, 5, 6
Internship	Between 6 & 7
Project	7
Term Paper	7
Thesis	8
Exhibition	8
Open Electives	1, 2, 3, 4, 5, 6
Workshops	1, 2, 3, 4, 5, 6, 7
General Studies	1, 2, 3, 4, 5, 6, 7
Ability & Skill Enhancement Courses	1, 2, 3, 4, 5, 6
Holistic Education (HED)	1, 2, 3, 4, 5, 6

DESCRIPTION OF CURRICULUM COMPONENTS

FOUNDATION STUDIES introduces students to basic principles and tools of Art and Design through contextual studies and hands-on learning and is common to all courses.

STUDIOS are learning spaces where students develop core skills and knowledge, while navigating in a trans-disciplinary environment.

WORKSHOPS provide intense learning experiences in making and doing, across the different disciplines.

GENERAL STUDIES are designed to develop and broaden one's world view and sharpen critical thinking and communication skills.

ELECTIVES allow students to expand their skills, develop interests and provide opportunities for travel and exchange.

ABILITY & SKILL ENHANCEMENT COURSES

(AEC), (SEC) include learning units that enable enrichment of knowledge specific to a discipline, or are skill-based and provide hands-on-training and competencies.

CHARETTES are end of semester challenges that allow students to apply their learning from the studios and workshops to participate in brief-driven, quick-fire design assignments.

INTERIM is an open elective that encourages exploration through an open-ended framework for learning by engaging with artistic practices. Contemporary artists are invited from all over the world to lead place-based projects.

INTERNSHIP in an art or design studio/organization / industry provides students an opportunity to refine and apply their learning in a professional environment.

TERM PAPER allows the integration of theory and reflection with practice or artefact creation.

PROJECT involves the application, synthesis and demonstration of capabilities acquired, and is a qualifier to the thesis.

THESIS PROJECT in the final year is the synthesis and demonstration of capabilities acquired. The first semester includes a qualifying research project; the second a Final Thesis project which is interdisciplinary, within a current context.

HOLISTIC EDUCATION (HED) provide opportunities for students to stay healthy as well as broaden their talents in various activities.

CURRICULUM COMPONENTS

(This list may be amended and is listed here as indicative of the program of study)

SEMESTER 1 & 2 ODD & EVEN

FOUNDATION STUDIES

(Common and Compulsory to All Specialisations)

Studio

Generic Skills
Contextual Enquiry
General Studies
Interim (Learning Expeditions)

SEMESTER 3 - ODD DISCIPLE SPECIFIC STUDIOS

Studio
Workshops

SEMESTER 4 - EVEN

OPEN ELECTIVE - INTERIM DISCIPLE SPECIFIC STUDIOS

Studio
Workshops

SEMESTER 7 - ODD PRE-THESIS PROJECT

TERM PAPER

SEMESTER 8 - EVEN THESIS PROJECT EXHIBITION

SEMESTER 5 - ODD

DISCIPLE SPECIFIC STUDIOS

Studio
Workshops

SEMESTER 6 - EVEN

OPEN ELECTIVE - INTERIM

DISCIPLE SPECIFIC STUDIOS

Studio
Workshops