



Lexicon
Institute of Media
& Advertising

**CREATING THE
NEXT GENERATION
OF THOUGHT
LEADERS IN MEDIA**

**LEXICON
INSTITUTE
OF MEDIA &
ADVERTISING**



ABOUT US

Welcome to the **Lexicon Institute of Media & Advertising**

The **Lexicon Institute of Media and Advertising** has been designed to be the perfect fit for students interested in pursuing careers in Visual effects, Animation, Graphics and Game design. (print news, broadcast, social media, and digital media), mass communication (advertising and marketing).

The institute offers a 3 Year Program in Animation & Media Studies (Divided in 6 capsules) and a 2 Year Program in Media Studies (Divided in 4 capsules).

The Institute also offers a plethora of short certification courses that help learners monetize the host of new professions that have proliferated in the wake of the social media boom.

Committed to creating 'Day Zero Professionals' the Institute's curriculum has been designed with inputs from industry professionals. Our Advisory board, Governing board and faculty hosts several industry veterans. The Institute's students have ample opportunities to interact and get industry perspective even before they step out into the industry. The Institute also imparts entrepreneurial skills and training to all students thus preparing them to become tactical business innovators in the dynamic media setting.

OUR COLLABORATIONS



PuneTimesMirror

Civic  **मिरर**



COMMUNICATE INDIA

**Engage Digital
Partners**

COURSES OFFERED

3 Year Program in Animation & Media Studies

The course covers animation related subjects like VFX (Visual Effects) game design, graphics, web design, video editing and much more. The customized media study modules ensure students understand the scope of animation-related work opportunities in journalism, advertising, web multimedia and broadcast design. Students are encouraged and trained to launch media-based start-ups after completion of the specially designed Entrepreneurship curriculum.

Duration: 3 Years*** (6 capsules) **Eligibility:** Grade 12th pass from a recognised board with minimum 50%

Recommend students to enroll for B.Sc Media, Graphics and Animation by YCMOU, Nashik

Fees:

Year 1 Fee** : Rs. 1,62,330/-*

Year 2 Fee : Rs. 1,62,330/-*

Year 3 Fee : Rs. 1,62,340/-*

Total Fees : Rs. 4,87,000/-

(Rupees Four Lakh Eighty Seven Thousand Only).

JOB OPPORTUNITIES AFTER SUCCESSFUL COMPLETION OF THE PROGRAM

- Previsualization
- Storyboarding
- Texturing
- FX
- Compositing
- Motion Graphics
- Lighting
- Roto artist
- Painting
- Matte Painting
- Rigging
- Graphic Designer
- Website Designer and Developer
- Modelling artist
- Animation
- Cleanup
- FX
- 3D Tracking
- Matchmoving
- Broadcast Designing
- Video Editing
- Page Making



* Inclusive of GST

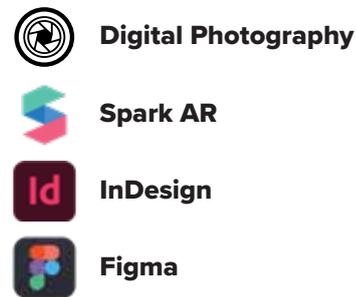
** Rs. 1000/- non-refundable from Registration Fees in case of admission cancellation.

*** Duration of the course might change from 3 years to 4 years as per National Education Policy (2020). Course curriculum and fees will change accordingly.

Note: Fees schedule is available on institute website www.lexiconima.com

OUR 3 YEAR PROGRAM IN ANIMATION & MEDIA STUDIES TEACHES YOU THE LATEST INDUSTRY GRADE SOFTWARE.

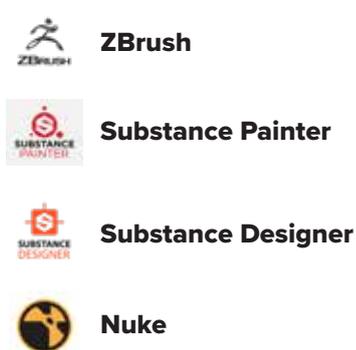
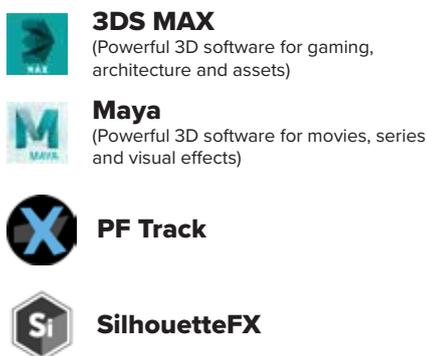
FIRST YEAR



SECOND YEAR



THIRD YEAR



SPECIALIZATION WITH DEMO REEL (2 MONTHS)

3D ANIMATION

- Houdini
- Mari
- Katana
- Advanced 3ds Max
- Advance 3D Lighting (Arnold)
- Unreal Engine

OR

VISUAL EFFECTS

- Advance 3D Lighting (Arnold)
- Advance Nuke
- Katana
- Advance Match move - 3DE
- Colour Grading with Davinci Resolve
- Effects In Houdini

CERTIFICATION PROGRAMS IN ACADEMIC PARTNERSHIP WITH FRAMEBOXX 2.0

Specialized Programs in :

3D/VFX

Duration: 18 months

Fees: Rs 2,50,000

Game Art

Duration: 24 Months

Fees: Rs 5,00,000

3D Asset Creation

Duration: 24 Months

Fees: Rs 3,30,000

3D Product & Look Development

Duration: 24 Months

Fees: Rs 3,30,000

Rigging & Animation

Duration: 24 Months

Fees: Rs 3,30,000

FX & Dynamics

Duration: 24 Months

Fees: Rs 3,30,000

Roto, Paint & Compositing

Duration: 24 Months

Fees: Rs 3,30,000

Matchmove & Compositing

Duration: 24 Months

Fees: Rs 3,30,000

Motion Graphics

Duration: 24 Months

Fees: Rs 3,30,000

Expert Programs in :

Graphic, Broadcast & Social Media Marketing

Duration: 12 Months

Fees: Rs 1,25,000

Graphic Designing & Video Editing

Duration: 8 Months

Fees: Rs 75,000

Graphic Designing

Duration: 6 Months

Fees: Rs 45,000

Web & UI/UX Design

Duration: 7 Months

Fees: Rs 85,000

Web Development

Duration: 6 Months

Fees: Rs 85,000

Architecture Visualization

Duration: 7 Months

Fees: Rs 85,000

Virtual Reality

Duration: 5 Months

Fees: Rs 90,000

Metaverse

Duration: 3 Months

Fees: Rs 20,000



COURSES OFFERED

2 Year Program in Media Studies

The purpose of the program is to familiarize students with the constantly evolving media. The curriculum covers various aspects of working in a marketing and advertising agency, reporting for the print as well as digital and broadcast news media. Students are encouraged and trained to launch media-based start-ups after completion of the specially designed Entrepreneurship curriculum. Students get exposed to industry best practices and gain real-life experience through a Capstone Project after completion of their first year.

Duration: 2 Years (4 capsules) **Eligibility:** Any Graduate from a recognised university with minimum 50%

Recommend student to enroll for Master of Arts in Journalism and Mass Communication by IGNOU, New Delhi

Fees:

Year 1 Fee** : Rs. 3,54,000*

Year 2 Fee : Rs. 3,54,000*

Total Fees : Rs. 7,08,000*

(Rupees Seven Lakh Eight Thousand Only*)

JOB OPPORTUNITIES AFTER SUCCESSFUL COMPLETION OF THE PROGRAM

- Print Journalist
- Broadcast Journalist
- Digital Media Journalist
- Advertising Executive
- Media Executive
- Press Relations Manager
- Corporate Communication manager
- Media Consultant
- Sports Consultant
- Environmental Journalist/ Consultant
- Research Assistant
- New Age Media Entrepreneur



* Inclusive of GST

** Rs. 1000/- non-refundable from Registration Fees in case of admission cancellation.

*** Duration of the course might change from 3 years to 4 years as per National Education Policy (2020). Course curriculum and fees will change accordingly.

Note: Fees schedule is available on institute website www.lexiconima.com

SCHOLARSHIP

How to apply for the scholarship

Lexicon Aptitude Test (LAT) Scholarship Exam is an objective type of test with multiple-choice answers.

It will comprise of Language Comprehension and Interpretation and General Knowledge.

There will be 60 questions to be answered in 75 minutes (60 marks)

Personal Interview (20 Marks)

Case Study (20 Marks)

Score Grid in LAT Entrance Exam for scholarship is listed below:

| Sr. No. | Criteria | Amount |
|---------|--------------------|--|
| 1 | Between 70% to 75% | Rs. 50,000/- (Rupees Fifty Thousand Only) |
| 2 | Between 76% to 80% | Rs. 1,00,000/- (Rupees One Lakh Only) |
| 3 | Between 81% to 85% | Rs. 1,50,000/- (Rupees One Lakh fifty thousand Only) |
| 4 | Above 86% | Rs. 2,00,000/- (Rupees Two Lakh Only) |

- The scholarship amount will be split across 2 years and the amount will be adjusted with the course fees for the 2 Year Program in Media Studies.

Registration Fees LAT Scholarship Exam: ₹500/-

Eligibility

Students applying for the 2 Year Program in Media Studies need to have passed out from a recognised university with minimum 50 percent with English as one of the subjects. The LAT Scholarship Exam 2023 will be followed by a Personal Interview.

STATE OF THE ART INFRASTRUCTURE



SHORT TERM COURSES

Digital Marketing

The course covers units like introduction to DM, understanding and generating customer insights, behavioural marketing, harnessing social media presence, understanding how existing digital channels and tools work.

Duration: 3 months

Fees: Rs. 30,000/-

Social Media Marketing

Students will get the necessary understanding of social media psychology like the use of colours and more besides learning the latest trends that result in 'Reach Optimisation' for their clients.

Duration: 3 months

Fees: Rs. 30,000/-

YouTube Marketing

The course covers creation of promotional videos for YouTube channel to help monetise it through paid and organic search besides understanding the dynamics of organising home page content, using tools to optimise YouTube branding and increasing subscriber base.

Duration: 1 month

Fees: Rs. 20,000/-

Performance Marketing

Students understand the difference between affiliate and paid marketing, measuring success rate, remarketing and retargeting and avoiding the pitfalls, working on campaigns that are target oriented and have a high Return on Investment (ROI).

Duration: 1 months

Fees: Rs. 20,000/-

Content Writing

The course helps understand the finer nuances required while writing for various media platforms using search engine optimisation (SEO) compatible content in a tech enabled media.

Duration: 2 months

Fees: Rs. 20,000/-

Influencer Marketing

The course takes a two-pronged approach to the Influencer Marketing concept providing the basics of using an influencer to boost value for a client, company or brand while also teaching the finer nuances of becoming an influencer. Students learn topics like psychology of influence, exerting influence on others, identifying opportunities, risks and options as well as understanding the use of tools to measure their success strategy.

Duration: 2 months

Fees: Rs. 50,000/-

Short-Film Making

The course allows learners to understand the basics of film making. Sessions cover cinematography, sound recording, directing, editing, producing and screenwriting. Students are involved in 2 short films (1 group film and 1 Individual film) to showcase by the end of the course and participate in the 'Lexicon Institute's Film Festival'.

Duration: 6 months

Fees: Rs 95,000/-

WHY LEXICON INSTITUTE OF MEDIA & ADVERTISING?

- Industry experts as Faculty, Advisory & Governing board members
- Experiential Learning through regular Studio and Industrial visits
- Industry centric Interactions, Events, Workshops & Masterclasses
- Internship at reputed Media houses, Communication agencies and Corporate houses
- 100 % Placement Assistance and Pre-Placement 'Incubator program' for specific programs
- Hands on training through Practical Capstone Project & Portfolio creation
- Unlimited practice hours for Animation students
- 10 additional certifications in Creative Writing, Personal Branding and more
- Collaborative learning approach
- 'Entrepreneurial Journalism Creators Program' toolkit for media-based entrepreneurship

\$PLACEMENTS



\$Through academic partner



INSTITUTE OF MEDIA & ADVERTISING



Scan The QR Code To Fill The Application Form

OUR FRIENDLY TEAM WOULD LIKE TO HEAR FROM YOU!

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admission_lexiconima@lexiconedu.in

For One-on-One Mentoring Contact: **dipta.joshi@lexiconedu.in**

 www.lexiconima.com

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