

LAUNCH OF DEGREE IN COMMUNICATION DESIGN AND FASHION DESIGN

The Yenepoya Institute Of Arts, Science, Commerce And Management, A Constituent Unit Of Yenepoya (Deemed To Be University) in Knowledge Partnership with ISDC

Yenepoya (Deemed to be University), through one of its constituent units-The Yenepoya institute of Arts, Science, Commerce and Management ,launched its new Courses ,BA Communication Design with a specialization in Animation, Graphic and Visual Effects and BA Fashion Design at Kulur Campus in Mangalore. The formal launch event of the same was held on 15th March 2023 Wednesday 11 AM in EMD Auditorium,8th floor, YMCH building, Deralakatte, Mangalore.

The event began with the invocation, reciting the verses on ‘*Iqra*’ meaning ‘To read’, thereby seeking the blessings of Almighty, which was followed by the lighting of the lamp by the dignitaries.

Dr. Arun Bhagwat, Principal & Dean- Faculty of Science, YIASMC, welcomed the dignitaries on the dais and the gathering.

Mr. Varunan Balasubramaniam, Project Head, Creative Education, delivered the keynote address in the ceremony thereby providing an introduction of the courses to the gathering. “Design is always in a way,that it’s an answer to a problem. It’s about ideas to solve a problem” he said. Followed by this, Brochures were released by the dignitaries on the dais marking an official launch of the courses.

Mr. Ashish Kulkarni Chairman - FICCI, Mumbai, graced the occasion as chief guest. “Little were thought about Creative Arts contribution post Independence in India and Science/Commerce were considered to contribute .But, things have changed in present times. Design is an Integral part of School education/University education, as it is going to influence society in bigger way” he said in his address.

Dr. M Vijayakumar, Vice Chancellor, Yenepoya (Deemed to be University) presided over the ceremony. “It is not mere degrees,but skill set required for the industry is what needs to be provided,that’s where role of Higher education institutions begin” he said in his presidential address.

Dr. Gangadhara Somayaji K.S, Registrar, Yenepoya (Deemed to be University) and Dr. Tom M Joseph Executive Director - Strategy & Development ISDC, UK graced the event as guests of honour.

Dr. B.T. Nandish, Controller of Examination-YU, Dr. Shareena P, Vice Principal & Dean Faculty of Commerce Management YIASCM, Dr. Jeevan Raj, Vice Principal -YIASCM, Dr. Narayan Sukumar, Vice Principal –YIASCM to name a few were also present in the event.

Dr. Savitha, Program Coordinator ,Professor-Dept. of Humanities and Social Sciences YIASCM delivered the vote of thanks. The event came to an end with the National Anthem

The plan for the launch of these new courses, BA Communication Design with a specialization in Animation, Graphic and Visual Effects and BA Fashion Design are done with the intention of delivering creative and skill-based education in creative arts, design, fashion design, and media fields. According to a formal announcement, this will give students in Mangalore and elsewhere in the country and world the chance to pursue their studies and careers in the creative industries



