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करियर मार्गदर्शन पोर्टल · Career Guidance Portal

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करियर शीट · CAREER SHEET

मल्टीमीडिया डिज़ाइनर

A Multimedia Designer is a creative professional who uses computers and design software to create animation, motion graphics, video, 2D/3D visuals and interactive media. From websites, advertisements, television, film, OTT and...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/multimedia-designer

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Multimedia Designer is a creative professional who uses computers and design software to create animation, motion graphics, video, 2D/3D visuals and interactive media. From websites, advertisements, television, film, OTT and mobile apps to video games — the moving images, title animations, explainer videos and eye-catching graphics you see are often the work of a multimedia designer. The role needs a strong foundation in art combined with technical skill. In India's fast-growing digital media, animation-VFX and OTT industry it is an exciting and in-demand career, where you can watch your creativity come alive directly on screen.

2 At a glance

Minimum qualification	Class 12 pass; diploma or degree in animation/multimedia
Course duration	Diploma 1–2 years; degree 3–4 years
Starting salary	₹15,000–25,000/month
Work mode	Studio/agency job or freelance

3 What you need

INTERESTS

- Deep interest in drawing, colour, animation and visual storytelling
- Passion for the world of film, games, advertising and digital media
- Enjoy experimenting with computers, design software and new technology

ABILITIES

- Creative imagination and a strong visual/artistic sense
- Ability to quickly learn new software and tools
- Attention to detail and ability to meet deadlines

KEY SKILLS

- Creating 2D/3D animation and motion graphics
- Modelling and animation on 3D tools like Blender, Autodesk Maya or 3ds Max
- Storyboarding, visual concepts and layout design
- Building a strong portfolio/demo reel
- Using design software (Adobe Photoshop, Illustrator, After Effects, Premiere Pro)
- Video editing, compositing and sound-syncing
- Understanding of typography, colour theory and user interface (UI)

4 How to get there

- 1 Complete Class 12 in any stream (an art background helps) and keep practising drawing/design.
- 2 Enrol in a diploma or degree (B.Des/B.Sc) in animation, multimedia, graphic/motion design or VFX.
- 3 Build command over tools like Adobe After Effects, Photoshop, Illustrator, Premiere and Blender/Maya.
- 4 Build a portfolio and showreel of your best work — this is your real identity.
- 5 Gain hands-on experience as an intern or junior artist at a studio/agency.
- 6 With experience and new skills, grow into a motion designer, animator or art director.

MAIN EXAMS

- Entry to most private institutes and jobs is portfolio/showreel-based; a separate exam is usually not required.
- For design degrees (B.Des), national entrance tests like UCEED (IITs) and NID DAT can be taken.

5 Where to study**GOVERNMENT INSTITUTES**

- राजस्थान कौशल एवं आजीविका विकास निगम (RSLDC) – मल्टीमीडिया/एनिमेशन कोर्स — Jaipur, Rajasthan (<https://livelihoods.rajasthan.gov.in/rsldc/>)
- National Institute of Design (NID) — Ahmedabad (national) (<https://www.nid.edu/>)
- IDC School of Design, IIT Bombay (UCEED) — Mumbai (national)
- स्किल इंडिया डिजिटल हब — Online (all-India) (<https://www.skillindiadigital.gov.in/>)

PRIVATE INSTITUTES

- Arena Animation Jaipur — Jaipur, Rajasthan (<https://www.arenaanimationjaipur.com/>)
- MAAC Jaipur (C-Scheme) — Jaipur, Rajasthan (<https://www.maacanimationjaipur.com/>)
- Poornima University – B.Sc. Animation & VFX — Jaipur, Rajasthan
- JECRC University – School of Design — Jaipur, Rajasthan (<https://www.jecrcuniversity.edu.in/>)

ONLINE

- Coursera – Graphic/Motion Design courses — Online (<https://www.coursera.org/browse/arts-and-humanities/music-and-art>)
- Udemy – After Effects & Motion Graphics — Online (<https://www.udemy.com/topic/motion-graphics/>)
- Domestika – Animation & Illustration — Online (<https://www.domestika.org/en/courses/area/2-animation>)

FEES

Under government skill schemes (RSLDC, Skill India) short courses are free or very low-cost. Diplomas at private institutes (Arena, MAAC) cost roughly ₹80,000–2,50,000, while a university B.Des/B.Sc degree can cost about ₹1–4 lakh per year. Online courses range from ₹500 to ₹30,000.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/fresh/onlineInstituteSearchIndex>)
- Buddy4Study – Design & Animation Scholarships (<https://www.buddy4study.com/scholarships/design-scholarships>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)
- NID Merit-cum-Means Scholarship

6 What the work is like

WHERE YOU WORK

Animation and VFX studios, advertising and digital media agencies, OTT and TV production houses, gaming companies, ed-tech and startups, and freelance/work-from-home.

WORK CULTURE

Usually desk/computer-based work in a studio or agency, collaborating on projects in teams. Long hours and overtime are common near deadlines. Many designers also work freelance or remotely. The environment is creative and flexible, with good opportunities for persons with disabilities and women too.

WHO HIRES

- Animation and VFX studios (e.g. DNEG, Prime Focus, Green Gold, Studio Eeksaurus)
- Advertising and digital marketing agencies (e.g. Ogilvy, Dentsu)
- OTT and media-broadcast companies (Netflix, Disney+ Hotstar, Zee, Sony)
- Gaming companies and game studios (e.g. Nazara, Zynga India)
- Ed-tech and tech startups (e.g. BYJU'S, Unacademy)
- IT/product companies and independent freelance clients

DEMAND (2026)

India's animation, VFX, gaming and OTT industry is growing rapidly, creating strong demand for skilled multimedia and motion designers. The explosion of OTT content, new technologies like AR/VR and the metaverse, and AI-based tools are expanding the field further. With the growth of digital marketing, ed-tech and social media, every brand needs motion graphics and video content, making this career even stronger in the years ahead.

7 Career growth

- 1 Junior Multimedia Artist / Trainee
- 2 Multimedia / Motion Graphics Designer
- 3 Senior Designer / Lead Animator
- 4 Art Director / Creative Director or independent studio founder

EARNINGS

Starting	₹15,000–25,000/माह
Mid level	₹30,000–50,000/माह
Senior level	₹60,000–1,20,000+/माह

Per industry reports, a motion/multimedia designer in India earns roughly ₹3–6 lakh per year on average; starting at ₹15,000–25,000/month, it rises considerably with experience, a strong portfolio and 3D/VFX skills. Big studios, OTT and freelance work for overseas clients can pay even more.

8 The good parts · The challenges

The good parts

- The satisfaction of seeing your creativity come alive on screen
- Strong demand and freelance opportunities in fast-growing OTT, gaming and digital media
- Flexible ways to work — studio, agency, freelance or remote

The challenges

- Long hours and pressure near deadlines
- Must keep learning constantly changing software and new technology
- Pay and competition can both be challenging at the entry level

9 Real-life journeys

Charuvi Agrawal

Animator & Designer, Founder – Charuvi Design Labs

Charuvi Agrawal is an Indian digital artist, animator and designer who founded her studio 'Charuvi Design Labs' (CDL) in New Delhi in 2009. She created the 3D animated short 'Shri Hanuman Chalisa' and co-created the popular animated series 'The Legend of Hanuman' (2021). Her celebrated 25-foot Hanuman bell sculpture (Select CityWalk, Delhi) is a striking blend of art, design and technology. Her journey shows how, with a strong artistic vision and technical skill in multimedia design, a woman can build her own studio and earn national and international recognition.

Wikipedia · https://en.wikipedia.org/wiki/Charuvi_Design_Labs

Suresh Eriyat

Animator & Film Director, Founder – Studio Eeksaurus

Suresh Eriyat (E. Suresh) is one of India's best-known animators, film directors and entrepreneurs, and the founder of 'Studio Eeksaurus'. He pioneered clay-animation commercials in India and created memorable work such as the Amaron battery ads and Channel V's 'Simpu'. His animated film 'Tokri' won the National Film Award for Best Non-Feature Animation Film, while films like 'Fisherwoman & Tuk-Tuk' earned international acclaim. His journey inspires young people who want to make a big name through their creativity in animation and motion design.

Wikipedia · https://en.wikipedia.org/wiki/Suresh_Eriyat

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Footwear Designer
- Visual Communication Designer
- CAD Jewellery Designer

11 Sources & further reading

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2. Simplilearn – Motion Designer Salary Guide 2026 — <https://www.simplilearn.com/motion-designer-salary-article>
3. NID Admission 2026 – Careers360 — <https://design.careers360.com/articles/nid-admission-2026>
4. UCEED 2026 – IIT Bombay — <https://www.uceed.iitb.ac.in/>
5. MAAC India – Animation, VFX & Multimedia Courses — <https://www.maacindia.com/>



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