

STUDENT PROSPECTUS

Can a computer game make **you** cry?

India's first AAA and mobile game design institute.

India plays games. It is time India builds them.

India has over 500 million gamers and an industry growing faster than almost any other creative sector. Yet among the people who actually design and build these games, the level designers, the technical artists, the systems thinkers, India is still almost invisible on the global map.

WHERE GAMES ARE MADE

GLOBAL DEVELOPMENT HUBS



Established hubs. Montreal, Los Angeles, Stockholm, Warsaw, Tokyo, Seoul.

India. The largest player base on earth, and the smallest share of the making.

The market is here. The makers are not.

The talent was never the problem. The institution was.

500M+

GAMERS IN INDIA

One of the largest player bases
on earth.

5

GLOBAL STUDIOS
BUILDING HERE

The infrastructure arrived years
ago.

0

INSTITUTES BUILT BY
ACTIVE DEVELOPERS

Until now.

ALREADY OPERATING IN INDIA



EA SPORTS



UBISOFT



ROCKSTAR GAMES



ZYNGA



KRAFTON

OUR MISSION

We exist to put India on the map of global game
development as a **creative force that shapes how games
are made.**

By producing world class designers who are ready for the
global industry from **day one.**



Four years in a classroom. Then thrown into the wild.

That model stopped working. Here is what replaces it.

THE OLD MODEL

Taught inside a silo

Faculty who once shipped games

Skills expire before graduation

Portfolio begins after college

You apply cold into the void

You graduate as a fresher

THE IDEAL MODEL



Taught inside the industry



Faculty shipping games right now



Skills tested on live briefs



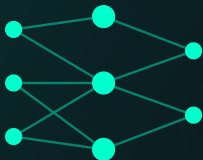
Portfolio begins in Year 2



You break in with a credible network



You graduate with experience



THE AI SHIFT

Software knowledge alone no longer holds value.

AI has already rewritten the syllabus. What the industry now pays for is **judgment, taste and the ability to deliver under pressure.**

THE IDEAL RESPONSE

Our curriculum is built around this reality. From Year 1 students build real foundations alongside genuine industry exposure. They graduate not as a newcomer, but with a portfolio, a network and real experience behind them.

The Flexi Teaching Model

Built to mirror how the global games industry actually runs.



01

GLOBAL FACULTY, LIVE

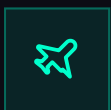
Working developers teach live sessions from Vietnam, Canada and France across the full academic year. Every class reflects what studios are doing this month.



02

INDORE CAMPUS, DAILY

Experienced in person invigilators hold the standard on the ground. They run follow up classes, support students between remote sessions and keep the rigour of the programme intact.



03

FLY IN INTENSIVES

Several times a year faculty land in India for full day classes, game jams, portfolio reviews, one to one mentoring and industry events, compressed into high energy campus visits.

2_x

FLY IN VISITS PER
YEAR

Full Time Faculty, every year of
your programme.

9

DAY MASTERCLASS
RESIDENCY

On campus, inside every
specialist module.

20

STUDENTS PER
COHORT

Capped, so mentorship stays
real.

Real world exposure does not start after graduation.

It starts with Day 1.

YEAR 01

The Foundation

Game design fundamentals, visual language, systems thinking, design theory, tools and pipelines. Every student learns the common language that great designers speak.

YEAR 02

Specialisation

Students choose an AAA or mobile track and go deeper into craft. Bigger projects, sharper focus, and the beginning of a real industry network.

YEAR 03

Real Briefs, Real Clients

Students step outside the classroom. Live briefs, real pitches, and first earnings while still studying. The habits and professional instincts form here.

YEAR 04 // B.DES ONLY

Creative Leadership

Advanced creative development, research and leadership preparation for students moving toward lead and director level roles.

ON EXIT

Not a fresher

You leave with a portfolio, a professional network and real delivered work behind you. You enter the industry as a known quantity.

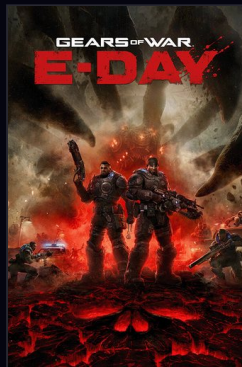
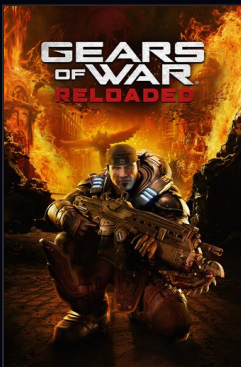
SHARED FOUNDATIONS

B.Sc. and B.Des. students share the same first year. M.Des. and PGDP students share their own advanced foundation covering graduate level design thinking, research methodology and industry practice.

Every teacher here is currently shipping games.

They are active professionals who are building the games the world plays, and who have chosen to invest their expertise in the next generation of India.

BUILT BY OUR FACULTY



Game titles and cover art are the property of their respective publishers, shown to credit the work of our faculty.

Gameloft

FRANCE

Coalition
Studios

CANADA

2K Interactive

CANADA

EA Sports

CANADA

Ubisoft

CANADA

Bit Reactor

USA

Taught by the industry.

Active professionals, teaching while they ship.



CORE FACULTY

**William
Gauthier**

GAME DESIGN

Gameloft
France

SHIPPED

Gangstar Vegas



CORE FACULTY

**Arnav
Sanghavi**

TECHNICAL DESIGN

Coalition Studios
Canada

SHIPPED

Gears of War series



MASTERCLASS

**Maahi
Likhari**

TECHNICAL ART

2K Interactive
Canada

SHIPPED

Hogwarts Legacy, Halo Infinite, Skate



MASTERCLASS

**Seigris
Park**

UI AND CONCEPT ART

2K Interactive
Canada

SHIPPED

Star Wars Zero Company



MASTERCLASS

**Alexandre
Ultré**

DESIGN AND PRODUCTION

Nereus Games
France

FOCUS

Original IP, ludology, studio building

01

CORE FACULTY

Live sessions across the full academic year, plus two fly in campus intensives every year.

02

MASTERCLASS

Three month specialist modules, each closing with a nine day campus residency.

Choose your path.

Four programmes. One standard.

PROGRAMME	DURATION	TOTAL FEE	ENTRY REQUIREMENT
B.Sc. Game Design	3 Years	₹30 Lakhs	Completion of 12th grade or equivalent TRACKS: AAA OR MOBILE
B.Des. Game Design	4 Years	₹36 Lakhs	Completion of 12th grade or equivalent YEAR 4: LEADERSHIP AND RESEARCH
PGDP Game Design	15 Months	₹15 Lakhs	Bachelor's degree in any discipline FAST TRACK TO STUDIO HIRE
M.Des. Game Design	2 Years	₹22 Lakhs	Degree in design, arts or technology SENIOR DESIGN LEADERSHIP



Every cohort is capped at **20 students**. Seat capacity is limited by design, so every student receives genuine mentorship rather than access to content.

DELIVERY

All four programmes run on the Flexi Teaching Model. Remote first teaching from active industry faculty, supported by in person invigilators on the Indore campus and high intensity faculty visits throughout the year.

What each path gives you.

B.Sc. in Game Design

3 YEARS · ₹30 LAKHS

Build real foundations in AAA and mobile game design, guided by veterans who shipped the games you grew up playing. Enter the industry fast and hit the ground running.

OPEN TO Completion of 12th grade or equivalent. Specialisation tracks in AAA or mobile game design.

↑ **Upgrade path.** Top performers may transition to B.Des. in Year 4.

B.Des. in Game Design

4 YEARS · ₹36 LAKHS

Go deeper into design thinking, creative leadership and industry mastery, with extended exposure that turns good designers into exceptional ones.

OPEN TO Completion of 12th grade or equivalent. Extended fourth year of advanced practice.

↑ **Upgrade path.** Graduates are eligible to transition to the M.Des. in Game Design.

PGDP in Game Design

15 MONTHS · ₹15 LAKHS

A fast track for graduates ready to make the leap into professional studios. Intensive, practical, and built entirely around the skills studios actually hire for.

OPEN TO Bachelor's degree in any discipline. No prior game design experience required.

↑ **Upgrade path.** PGDP students may transition to M.Des. after 12 months.

M.Des. in Game Design

2 YEARS · ₹22 LAKHS

For experienced creatives ready to operate at the highest level. Built for those who do not just want to make games, but to define how games are made.

OPEN TO Relevant degree in design, arts or technology, with demonstrated creative practice.

↑ **Outcome.** Opens routes to creative director, lead designer and studio leadership roles globally.

Seven ways to build your career.

A game design career is not one path. We prepare you for all of them, often in combination.



01

FREELANCING

Pitch, price, contract and deliver. Earn from your craft without waiting for someone to hire you.



02

INTERNSHIPS

Warm introductions through faculty who built studio networks over decades. Never a cold application.



03

PERSONAL BRAND

Become known for your work and your perspective, so doors open before you apply.



04

ESPORTS

Structured space to compete seriously alongside your design education, with real support.



05

INDIE STUDIOS

Production guidance and industry introductions, so graduation launches a studio rather than a job hunt.



06

STUDIO ROLES

Direct routes into AAA and mobile studios through live faculty relationships and partnerships.



07

USER GENERATED CONTENT

The most underestimated opportunity in games today. Platforms like Fortnite UEFN, Roblox and Minecraft have created real economies where designers build worlds, run teams and generate genuine revenue. India's Roblox and Minecraft communities are growing fast, and iDEA prepares students to lead inside them.

The network you plug into.

Your education does not end at the classroom door. It extends into the industry itself.



EPIC GAMES INDIA

Direct exposure to Unreal Engine, industry standard tools, hosted events and the wider Epic ecosystem across Asia.



STUDIO NETWORK

Live relationships at Coalition Studios, Gameloft, 2K Interactive, EA Sports, Sprung Studios and Leti Arts, built by faculty over decades.



GDAI MADHYA PRADESH

A direct line into India's domestic developer community through the Game Developers Association of India, its meetups and its studio network.



AVGCXR MADHYA PRADESH

A seat at the centre of the state government's push to make Madhya Pradesh a leading hub for animation, VFX, gaming, comics and extended reality talent.



GAMING MEDIA AND BRAND PARTNERS

Partner media brands and creators who teach the content and community side of games, and how to build a credible voice inside it.

WHY IT MATTERS

Internships, project collaborations and full time roles emerge from these relationships organically. No cold application can replicate a warm introduction.



This is not a classroom. It is a launchpad.

Structured, ambitious, and closer to an early career in the industry than to college.

GAME JAMS

Ship a game inside a locked window. Judged live by people who run jams at major studios.

PORTFOLIO ROASTS

Honest public critique from working professionals. Uncomfortable, and the kind of feedback that changes a career.

ONE TO ONE MENTORING

Book personal sessions with visiting faculty for career guidance, portfolio feedback and introductions.

WORKSHOP TEASERS

Public sessions where faculty open their craft to prospective students and the wider gaming community.

THE AFTER PARTY

Every faculty visit closes over food and conversation with students, faculty and local industry guests.

EPIC GAMES EVENTS

Hosted interview format sessions with faculty on craft, career and the state of the industry.



Faculty visits are not guest lectures. They are full day immersions of classes, critiques, jams and mentoring, compressed into visits students carry for the rest of their careers.

How to join iDEA.



20 seats per cohort. Limited by design, not by scarcity marketing. Applications are reviewed on a rolling basis and seats are never held.

THE PROCESS

01**APPLY**

Submit at iidea.co.in or write to the admissions team directly.

02**MEET US**

A one to one virtual session on your background, interests and best fit programme.

03**EVALUATE**

Portfolio review, creative aptitude test and a one to one interview.

04**OFFER**

Rolling decisions. Early applications are strongly encouraged.

WHO WE LOOK FOR

We are not looking for the highest grades. We are looking for the deepest passion for games and the hunger to build a real career.



A genuine love for games across genres, platforms and formats



Curiosity about how games are made, not just how they are played



The ambition to operate at a world class level



The commitment to show up fully for an intensive programme

ELIGIBILITY

B.Sc. and B.Des.

Completion of 12th grade or equivalent

PGDP

Bachelor's degree in any discipline

M.Des.

Relevant degree in design, arts or technology

Investment.

PROGRAMME	DURATION	TOTAL FEE
B.Sc. in Game Design	3 Years	₹30 Lakhs
B.Des. in Game Design	4 Years	₹36 Lakhs
PGDP in Game Design	15 Months	₹15 Lakhs
M.Des. in Game Design	2 Years	₹22 Lakhs



Payment plans and instalment schedules are available. Contact admissions for details.

MERIT SCHOLARSHIPS

25%

PARTIAL AWARD

50%

HALF FEE WAIVER

100%

FULL SCHOLARSHIP

Awarded on a three stage evaluation: portfolio review, creative aptitude test and a one to one interview. No arbitrary cutoffs and no grade requirements. We are looking for passion, original thinking and the drive to build something meaningful.



STUDENT HOUSING

Our counsellors work with every student to secure off campus housing near the Indore campus, matched to the standard the programme is built around. You will not be sorting it out alone.

TALK TO ADMISSIONS



EMAIL

admissions@iidea.co.in



WHATSAPP

+91 62600 00646



APPLY ONLINE

iidea.co.in

The next great game could be made **in India.**

We are here to make sure it is.

APPLICATIONS OPEN NOW · SEATS ARE LIMITED

iidea.co.in