



A R E N A
ANIMATION

PROGRAM NOTE 2024 – 25
3DRT

AVGC INDUSTRY

India's media and entertainment industry is all set to grow at 10-12 per cent CAGR to become a 55 to 70 billion dollar industry by 2030, and its next phase of growth will be led by OTT, Gaming, VFX and Animation



- ▶ The growth of kids channels' viewership led to an increased demand for animated content
- ▶ OTT platforms, too, continued to invest in Indian animated IP
- ▶ Indian comics got their due with many comic rights deals taking place during 2021
- ▶ Increased demand spurred investments into India
- ▶ Converging production pipelines opened new avenues

NEW TRENDS IN ANIMATION & VFX INDUSTRY

1. 3D Forever: Cute Cartoon 3D Animations

In 2022 the 3D trend is focused on cute round shapes with vivid contrasting colors, making them look like clay figures come to life. The result is amazing for videos and movies dedicated to children's entertainment.

2. Hyper-Realistic CGI: More Real Than Real

The type of animation in AAA video games cinematics that makes people say "It looks more real than if it was real". The absurdly great detail allowing you to see the smallest pores on the skin of the character or the microscopic cracks on the armor can be a little bit uncanny, but very impressive nonetheless.

3. Enhance your imagination with special effects: It's where live action footage is mixed with computer generated elements, characters or effects seamlessly.

4. Increased use of virtual production: The use of virtual reality (VR) and other technologies to create and capture material in a virtual environment rather than on a physical set is referred to as virtual production. This provides more flexibility and cost savings since modifications and tweaks may be done in the virtual world before committing to film. We should anticipate seeing more virtual production in the entertainment sector in the next years, particularly for animation and VFX-heavy films

5. Artificial intelligence (AI) and machine learning technologies are increasingly being employed in the animation and visual effects (VFX) sectors. These technologies may be used to automate operations like character animation and face expressions, as well as to produce new material. More companies and artists will use AI and machine learning to generate more realistic and complicated animation and VFX projects in 2023.

ABOUT COURSE



3DRT – Realtime 3D is a comprehensive training program in the fundamentals and techniques of animation that provides comprehensive understanding of the latest software and tools used in the process of animation in the industry. The program readies the students for an animation career where they can set their imagination free.

3DRT – Visual Effects offers complete training in all aspects of Visual effects to make its students capable of employment and progress in the AVGC industry. This Program comprehensively trains students in three key aspects across Term duration.

WHY ARENA ANIMATION?



**Job
Oriented
Program**



**Latest
Tools
and
Software**



**Hands-on
Training**



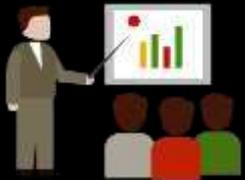
**Industry
Relevant
Curriculum**



Projects



**Certified
Faculty**



**Advanced
Learning**



**Employment
Driven
Education
(EDE)**



**Online
Varsity
Exclusive E-
Learning
Platform**



**Creosouls:
Online
Platform to
Showcase
Portfolio**

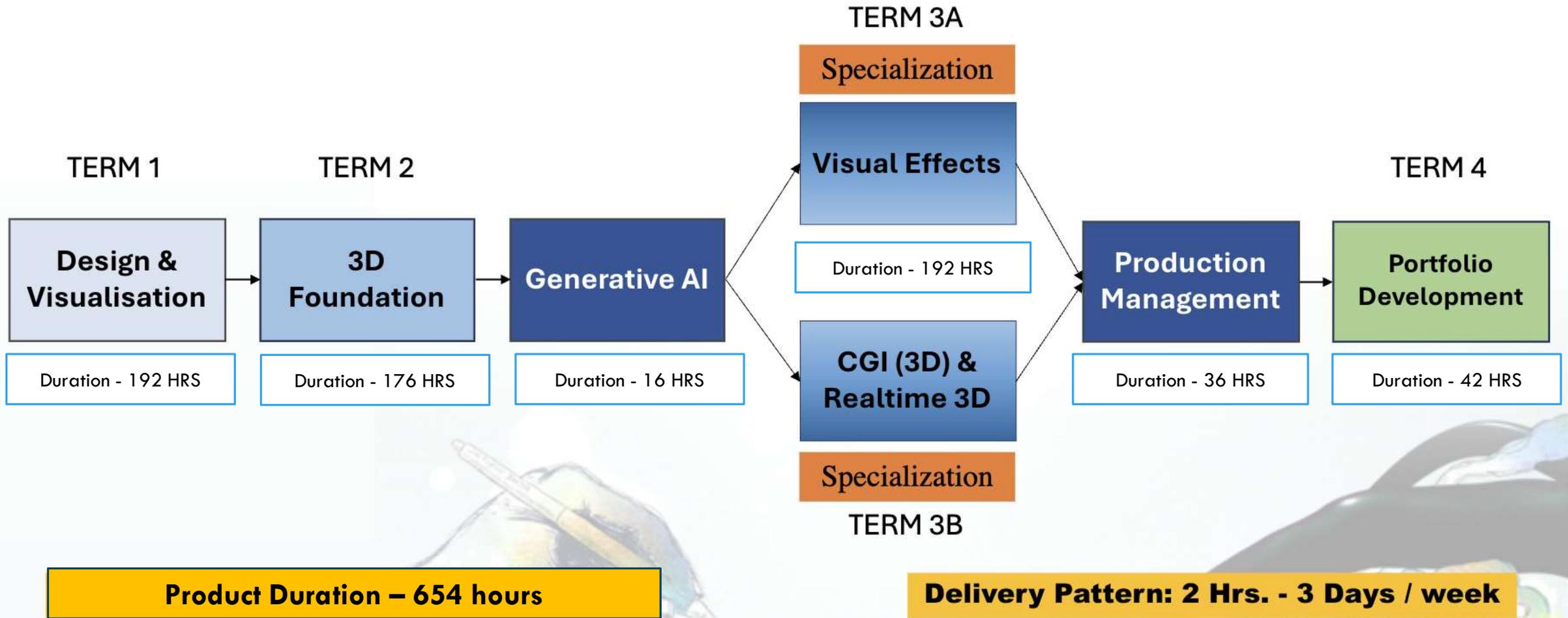


**Placement
Assistance**



**Loan
Facility
Available**

PROGRAM STRUCTURE



COURSE STRUCTURE : TERM 1

Design & Visualisation	Preferred Training Tools	Sessions	Theory hours	Lab hours	Total hours	Home Assignments
Concepts of Graphics and Illustrations	-	5	10	0	10	
Cinematography & Photography Basics	-	4	8	0	8	
Pixel Perfect	Adobe Photoshop CC	14	28	12	40	2
Graphic Art and Illustrations	Adobe Illustrator CC	10	20	8	28	0
Video Magic	Adobe Premier Pro CC	12	24	8	32	2
Storytelling in Motion	Adobe Premier Pro CC	8	16	8	24	2
Sound Magic	Adobe Audition CC	5	10	4	14	0
Digital Visual Effects	Adobe After Effects CC	12	24	12	36	0
TOTAL		70	140	52	192	6

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : TERM 2

3D Foundation	Tools	Sessions	Theory hours	Lab hours	Total hrs	Home Assignments
Beginners Guide to 3D	-	5	10	0	10	0
3D Pre-Visualization	iClone	2	4	4	8	2
Art of Maya Modeling	Autodesk MAYA	15	30	8	38	6
Art of Maya Texturing	Autodesk MAYA	12	24	8	32	6
PBR Texturing Workflow	Adobe Substance Painter	9	18	8	26	4
Art of Maya Lighting and Rendering	Autodesk MAYA	12	24	8	32	8
Introduction to Rigging with MAYA	Autodesk MAYA	4	8	6	14	0
Introduction to 3D Animation with Maya	Autodesk MAYA	4	8	8	16	6
Introduction to Generative AI		6	12	4	16	8
TOTAL		69	138	54	192	40

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : TERM 3A

Visual Effects	Tools	Sessions	Theory hrs	Lab hrs	Total hrs	Home Assignments
Dynamic Paint FX with Maya	Autodesk MAYA	12	24	12	36	8
Introduction to Procedural VFX Workflow	Houdini	12	24	12	36	12
Rotoscopy Techniques with Silhouette	Silhouette	6	12	8	20	4
Art of Camera Tracking	3D Equalizer	6	12	8	20	4
Nuke Basics	Nuke Foundry	4	8	8	16	0
Wire removal	Nuke Foundry	2	4	4	8	0
Colour Correction with Nuke	Nuke Foundry	3	6	8	14	0
Green and Blue Screen Magic	Nuke Foundry	2	4	4	8	4
Matte Painting Magic	Nuke Foundry	2	4	4	8	6
2D Tracking	Nuke Foundry	2	4	4	8	0
3D Tracking	Nuke Foundry	2	4	4	8	0
Render pass and Open EXR	Nuke Foundry	3	6	4	10	2
TOTAL		56	112	80	192	40

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : TERM 3B

CGI (3D) & Realtime 3D	Tools	Sessions	Theory hrs	Lab hrs	Total hrs	Home Assignments
Art of Digital Sculpting	Maxon ZBrush	12	24	16	40	8
Character Setup (Rigging) with MAYA	Autodesk MAYA	6	12	8	20	4
Art of Maya Character Animation	Autodesk MAYA	9	18	12	30	6
Crowd Replication	Golaem Crowd	7	14	12	26	2
Elements of Photogrammetry	Adobe Sampler/Reality Scan	4	8	8	16	4
Realtime 3D	Unreal	18	36	24	60	16
TOTAL		56	112	80	192	40

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : TERM 4

Industry Ready & Portfolio Development	Tools	Sessions	Theory hrs	Lab hrs	Total hrs	Home Assignments
Production Management (Introduction to Production Management, Pre-Production Planning, Production, Post Production & Delivery)	(Monday/Slack/Asana/Trello)	12	24	12	36	36
Specialisation & Digital Portfolio Development (Choose 1 elective) Graphic Design 3D VFX Realtime 3D	Preferred Tools of Choice	12	24	18	42	30
TOTAL		24	48	30	78	66

Practical Hours to be communicated as suggested additional practice sessions

SUMMARY (VISUAL EFFECTS)

Summary				
Term	Training Hours	Lab Hours	Total hrs	Months
Term 1	140	52	192	8
Term 2	138	54	192	8
Term 3A	112	80	192	8
Term 4	48	30	78	3
Course 1 (Elective 1=1+2+3A+4)	438	216	654	27

SUMMARY (REALTIME 3D)

Summary				
Term	Training Hours	Lab Hours	Total hrs	Months
Term 1	140	52	192	8
Term 2	138	54	192	8
Term 3B	112	80	192	8
Term 4	48	30	78	3
Course 2 (Elective 2=1+2+3B+4)	438	216	654	27

PROGRAM DETAILS

3DRT

Abbreviations :

Below are the indications to interpret course structures with respective Mandatory /non-mandatory points

Theory Hours :

- Theory Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

LAB Hours :

- LAB Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

Practical Hours :

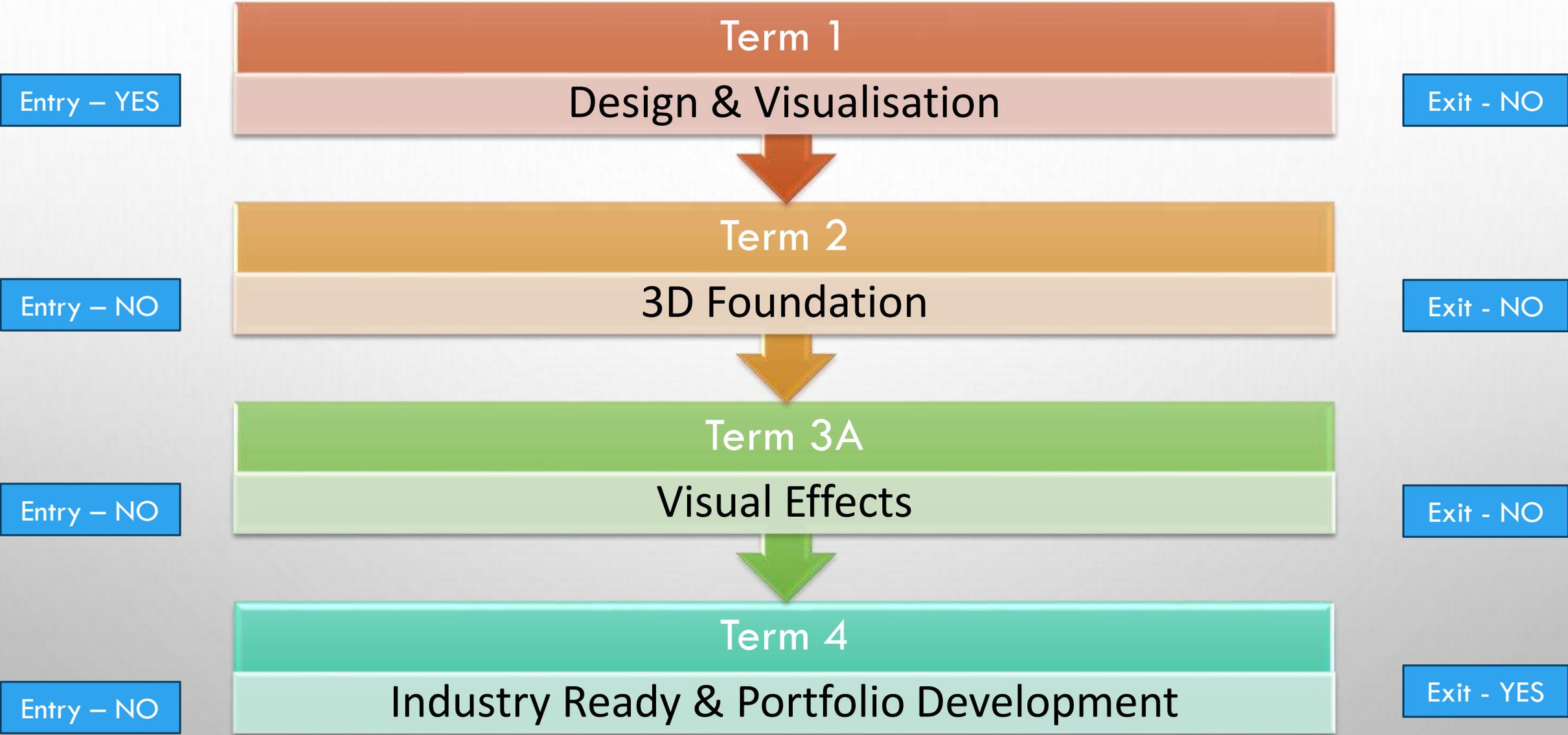
- Practical Hours are NOT mandatory for program delivery and will not be considered under Aptrack for tracking and program duration
- Practical Hours to be communicated as suggested additional practice sessions to strengthen students learning
- These Hours can be practiced by the student either at the centre by prior booking the LAB or another appropriate venue as convenient to the student

Note: Course monitoring will be limited to Theory hours and Lab hours sessions only

DELIVERY DETAILS

Course Family Name	3DRT
No. of courses	1
COURSE 1	
Course Name	Visual Effects
Certificate Name	Certificate in 3DRT – Visual Effects
Certificate Type	Certificate of Accomplishment (COA)
Delivery Pattern	Normal Track - 2 Hrs a Day x 3 Days a week

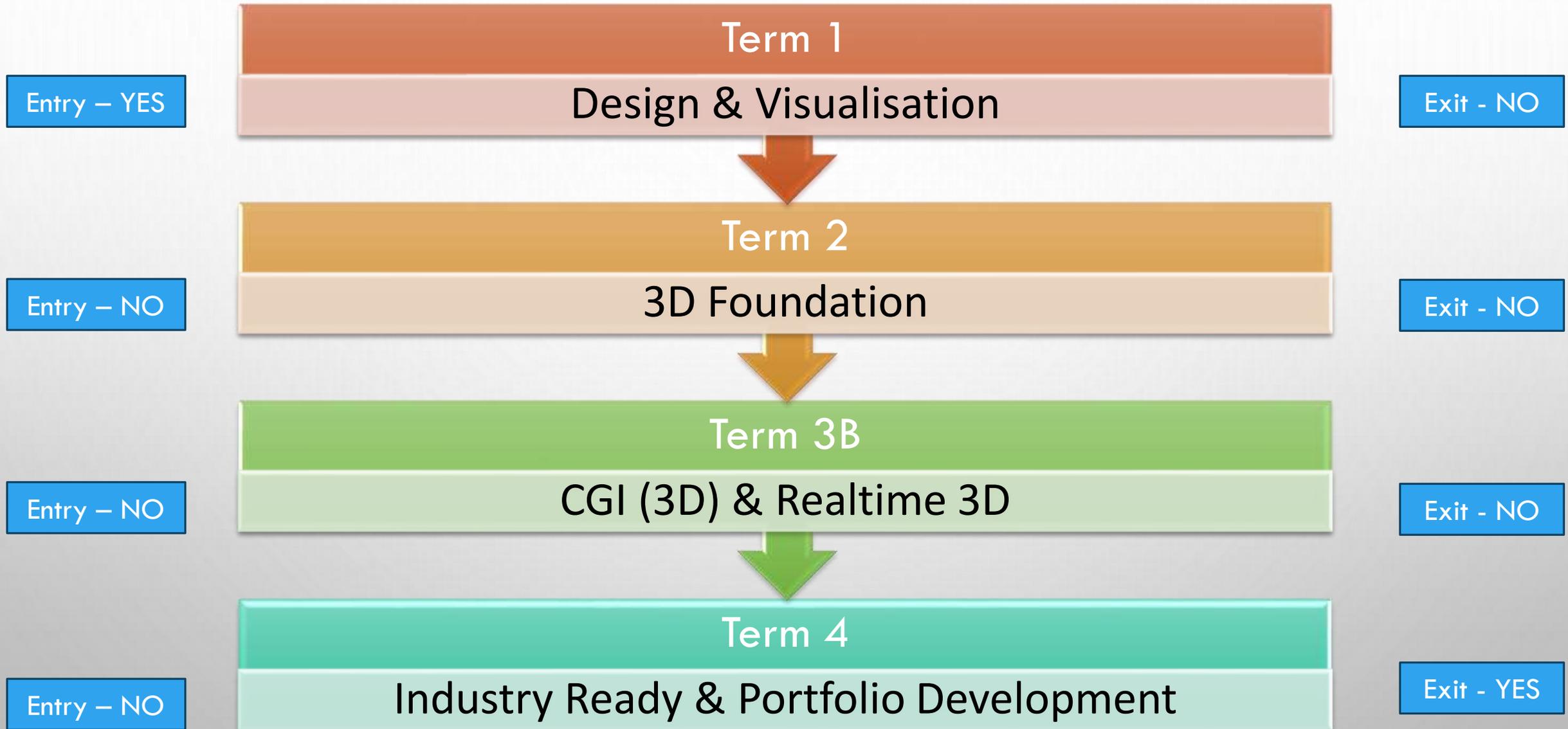
EXIT DETAILS - COURSE 1



DELIVERY DETAILS

Course Family Name	3DRT
No. of courses	2
COURSE 2	
Course Name	3DRT – Realtime 3D
Certificate Name	Certificate in 3DRT – Realtime 3D
Certificate Type	Certificate of Accomplishment (COA)
Delivery Pattern	Normal Track - 2 Hrs a Day x 3 Days a week

EXIT DETAILS - COURSE 2



JOB PROFILES

3D

- 3D Modeler
- Texturing Artist
- Lighting Artist
- Render Wranglers
- 3D Animator
- Rigging Artist
- 3D Generalist
- 3D Designer
- 3D Product Designer
- Realtime 3D artist
- Unreal Generalist
- 3D Visualiser

VFX

- VFX Generalist
- CGI Visual Effects Specialist
- FX Artist
- Compositor
- Pre-Viz Artist
- Roto-Paint Artist
- Match move Artist
- BG Prep Artist
- Matte Painter
- Video Editor
- Motion Designer

CREATIVE

- Storyboard Artist
- Character Designer
- Concept Artist

PLACEMENT COMPANIES

- ❖ EXIGENT 3D
- ❖ INNOVATIVE ANIMATION
- ❖ ROCKSTAR
- ❖ ADNET GLOBAL
- ❖ HERE TECHNOLOGIES
- ❖ FIREFLY CREATIVE STUDIO
- ❖ CIMPRESS VISTA PRINT
- ❖ GEOSHOTT TECHNOLOGIES
- ❖ SPARROW INTERACTIVE
- ❖ LAKSHYA DIGITAL
- ❖ ASSEMBLAGE ENTERTAINMENT
- ❖ 88 PICTURES
- ❖ BIOREV STUDIOS
- ❖ TRANSPIXEL STUDIOS
- ❖ GOLDEN ROBOTS
- ❖ AMAZON
- ❖ TECHNICOLOR
- ❖ MPC
- ❖ DOUBLE NEGATIVE
- ❖ PRIME FOCUS
- ❖ MAYA DIGITAL STUDIOS
- ❖ MAKUTA VISUAL EFFECTS
- ❖ BYJU'S
- ❖ XENTRIX STUDIOS
- ❖ RED CHILLIES
- ❖ GREEN GOLD ANIMATION
- ❖ DQ ENTERTAINMENT
- ❖ PRANA STUDIOS
- ❖ TRACE VFX
- ❖ L&T
- ❖ PRISMART PRODUCTIONS
- ❖ RESONANCE DIGITAL
- ❖ SUPERDNA



TG AND SELLING POINTS

Target Group

10+2 (Any stream), - Fine Arts, Commerce, Science or Arts students

Under Graduates students (Any stream) - Fine Arts, Commerce, Science or Arts students

Students with a creative bent of mind and have Passion for design and animation



Selling Points :
New Students and Referrals from existing students

PROFILING OF TARGETS

EDUCATION	AFFORDABILITY	INTEREST	AWARENESS
10+2	Career	Design	Not Aware
In College	Professional	Motion Graphics	Half Aware
Graduate	STCs	Animation	Fully Aware
Working Professional	Career Premium	Visual Effects	
		Gaming	

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
3DRT	OV-3164-DV-Term 1	Available on 1 th April 2024	Available on 1 th April 2024
	OV-3164-3DF-Term 2		
	OV-3164-VE-Term 3A		
	OV-3164-R3D-Term 3B		
	OV-3164-IRPD-Term 4		

PRICE LIST AVAILABILITY DATES

TERM 1

TERM	Module Name	Book Code	Book Name	Availability
OV-3164-DV-Term 1	Concepts of Graphics and Illustrations	OV-GRA0007D	Concepts of Graphics and Illustrations(D)	Available
	Cinematography and Photography Basics	RDNNCPBSC10324E000	Cinematography and Photography Basics	15/04/24
	Pixel Perfect	RDNNXPRT10324E000	Pixel Perfect	22/04/24
	Graphic Art and Illustrations	RDNNGRARI10324E000	Graphic Art and Illustrations	15/05/24
	Video Magic	RDNNVDMGC10324E000	Video Magic	30/06/24
	Storytelling in Motion	RDNNSTRMT10324E000	Storytelling in Motion	Jul-24
	Sound Magic	RDNNSNMGC10324E000	Sound Magic	Aug-24
	Digital Visual Effects	RDNNDVEFF10324E000	Digital Visual Effects	Aug-24

Note: Program fee contains only Online Varsity book titles.

PRICE LIST AVAILABILITY DATES

TERM 2

TERM	Module Name	Book Code	Book Name
OV-3164-3DF-Term 2	Beginners Guide to 3D	RDNNBGD3D10324E000	Beginners Guide to 3D
	VFX Storytelling and 3D Pre-Visualization	RDNNVFXSV10422E000	VFX Storytelling and 3D Pre-Visualization
	Art of Maya Modeling	RDNNARTMM10324E000	Art of Maya Modeling
	Art of Maya Texturing	RDNNARTMT10324E000	Art of Maya Texturing
	PBR Texturing Workflow	RDNNPBRTW10324E000	PBR Texturing Workflow
	Art of Maya Lighting and Rendering	RDNNARMLR10324E000	Art of Maya Lighting and Rendering
	Introduction to Rigging with MAYA	RDNNINRMY10324E000	Introduction to Rigging with MAYA
	Introduction to 3D Animation with Maya	RDNNI3DMY10324E000	Introduction to 3D Animation with Maya
	Introduction to Generative AI	RDNNINGAI10324E000	Introduction to Generative AI

Note: Program fee contains only Online Varsity book titles.

PRICE LIST AVAILABILITY DATES



TERM 3 A

TERM	Module Name	Book Code	Book Name
OV-3164-VE-Term 3A	Dynamic Paint FX with Maya	RDNNDPFXW10324E000	Dynamic Paint FX with Maya
	Introduction to Procedural VFX Workflow	RDNNIPFXW10324E000	Introduction to Procedural VFX Workflow
	Rotoscopy Techniques with Silhouette	RDNNTRSLH10324E000	Rotoscopy Techniques with Silhouette
	Art of Camera Tracking	RDNNARTCM10324E000	Art of Camera Tracking
	Nuke Basics	RDNNNUKEB10324E000	Nuke Basics
	Wire Removal	RDNNWIRER10422E000	Wire Removal
	Colour Correction with Nuke	RDNNCCNUK10324E000	Colour Correction with Nuke
	Green and Blue Screen Magic	RDNNGBMGC10324E000	Green and Blue Screen Magic
	Matte Painting Magic	RDNNMPMGC10324E000	Matte Painting Magic
	2D Tracking	RDNN2DTRC10324E000	2D Tracking
	3D Tracking	RDNN3DTRC10324E000	3D Tracking
Render Pass and Open EXR	RDNNRPEXR10324E000	Render Pass and Open EXR	

Note: Program fee contains only Online Varsity book titles.

PRICE LIST AVAILABILITY DATES

TERM 3B

TERM	Module Name	Book Code	Book Name
OV-3164-R3D-Term 3B	Art of Digital Sculpting	RDNNARTDS10324E000	Art of Digital Sculpting
	Character Setup (Rigging) with MAYA	RDNNCSRMY10324E000	Character Setup (Rigging) with MAYA
	Art of Maya Character Animation	RDNNARMCA10324E000	Art of Maya Character Animation
	Crowd Replication	RDNNCRWDR10324E000	Crowd Replication
	Elements of Photogrammetry	RDNNELPHG10324E000	Elements of Photogrammetry
	Realtime 3D	RDNNRLT3D10324E000	Realtime 3D

Note: Program fee contains only Online Varsity book titles.

PRICE LIST AVAILABILITY DATES

TERM 4

TERM	Module Name	Book Code	Book Name
OV-3164-IRPD-Term 4	Production Management	RDNNPDMNG10324E000	Production Management
	Digital Portfolio Development	RDNNDGPDV10324E000	Digital Portfolio Development

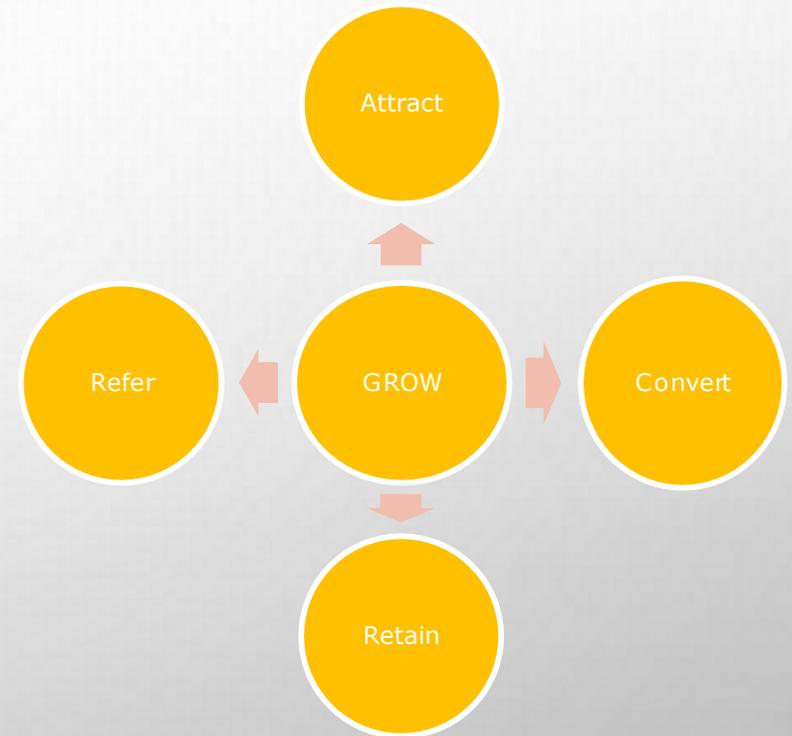
Note: Program fee contains only Online Varsity book titles.

CUSTOMER ENGAGEMENT

Customer Experience means different things to different people, it is generally about the sum of all interaction a customer has with a brand. That's a significant difference from: Customer Service, which generally focuses on a single transaction . Engaging customers and strengthen their loyalty to a brand.

The aim of Customer Engagement is to have long-term engagement, encouraging customer loyalty and advocacy through word-of mouth, Below are few triggers to attract or engage audience (intenders/ existing students) on many occasions:

- Centre
- Social
- Technical/Creative
- Personal



Creosouls



**Assignment
Management**



**Dynamic
Portfolio**



Announcements



**Host
Competitions**



**Job
Posting**



**Alumni
Network**



**Events
Management**



**Dedicated page
For each Centre**

- Creosouls is a social network portal specializing in showcasing talent.
- Its online portfolio including opportunity to building career and offering your talent services to students.
- It has custom institute workflow which enables institutions to develop a portfolio of their own and helps with assignment management.
- Easy to monitor progress and quality of education.
- Arena Animation is first and only brand to implement this platform world wide for students.

BRAND ENGAGEMENT



Job-oriented, Industry-centric Curriculum



Latest Tools & Software



Certified Faculty



Global Curriculum



Lab Sessions



Personal Attention



Practice and Application of theory in real time



Industry Interaction & exposure



Projects



Placement Assistance



Easy Installments & payment options

THANK YOU

For any further clarity, please contact your Regional Sales Head or write to me at shashank.shekhar@aptech.ac.in