

ANIMATION-VFX PRIME

PROGRAM NOTE

COURSE CATEGORY : CAREER

COURSE CODE: OV-AniVFXPrime-3122



ABOUT INDUSTRY

CAGR 14% PER ANNUM

MEDIA & ENTERTAINMENT INDUSTRY GROWTH

Rs.3.07 Trillion in FY 2024

CAGR 15.50% in FY 2023

THE INDIAN ANIMATION AND VFX INDUSTRY GROWTH

Rs 151.80 billion in FY 2023

**Currently
35-40
Lakhs
Jobs**

MEDIA & ENTERTAINMENT INDUSTRY GROWTH IN JOBS INCLUDING DIRECT/INDIRECT/INDUCED EMPLOYMENT

**65 Lakhs
Jobs till
2022**



TV driving animation demand

Broadcasters have been commissioning new IPs to create steady demand. IPs, in turn, are driving other revenues streams such as licensing and merchandising.



Increasing demand from digital.

The advent of OTT video platforms, access to 4G and falling data costs has resulted in rising demand for Live sports, events, reality programs, kids shows, movies, TV series, original content and user uploaded videos on digital.

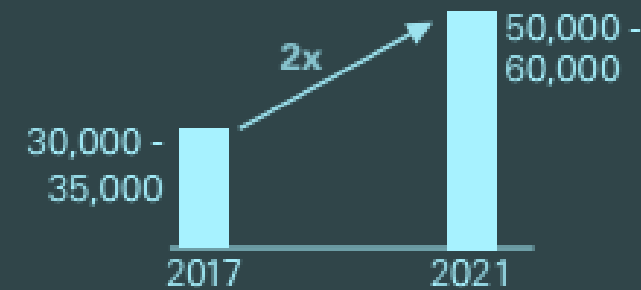


VFX becoming a mainstay of films

VFX has become a core component of film production cycles with the number of films employing VFX rising each year.

Growth in animation and VFX talent

Number of animation and VFX personnel



TRENDING ANIMATION CAREERS IN INDIA

3D Looks to Retro & Vintage

- Use of lush lighting effects and pixelated digital elements serve to create places and characters that feel both retro and sci-fi.

High Contrast Cel Animation

- Vibrant, contrasting colors combined with an angular design are used to give the animation a simplified, almost cel-style look

2D and 3D, Together

- By giving 3D objects a 2D look, animators are able to make expressive, illustrative elements that immediately attract a viewer's attention while delivering information in a clear and colorful way.

Hyper-Surrealism

- The effect of hyper-surreal animation relies on combining photo-realistic elements with fantastical imagery to create dreamlike worlds and action.

Dynamic Function Animation in Apps

- Instead of using static images or just text, many apps in 2018 are using functional animation that keeps a user's attention with a vibrant, interesting user interface.

Resurgence of 2D Animation in Marketing

- A big trend in animation these days is having the ability to whip up simple, attention-grabbing 2D animation videos for use in mobile and web advertisement.

TRENDING VFX CAREERS IN INDIA

Layout Artist

- Usually part of the pre-production and previsualization process, a layout artist, as the name suggests, lays the foundations for how the visuals will eventually look.

Compositing Artist

- Well done visual effects merge seamlessly with the rest of the background, and don't distract the viewing experience at all.

Lighting Artist

- Lighting is one of the most crucial aspects of any film production – live action or animated.

Rendering Artist

- When it comes to VFX career opportunities in India, rendering artists are in high demand across major VFX studios and production houses.

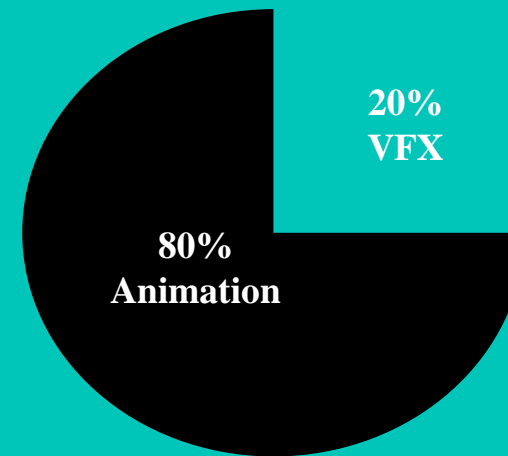
Roto Artist

- A rotoscoping artist or roto artist has the difficult and imperative task of tracing all those areas of a frame where CG meets real life, in order to provide compositors with a framework from which to begin their work.

ABOUT COURSE

Arena **Animation -Vfx Prime** is a dual domain program that train students end-to-end in all aspects of **Animation & visual effects** to make them job-ready professional. It gives a thorough grounding in all the fundamentals & techniques of

- VFX
- Animation - 2D and 3D
- Typography
- Digital filmmaking
- FX
- Dynamics & simulation



It also trains on the latest technologies and tools used in the Animation and Visual Effects industry.

COURSE HIGHLIGHTS



Selling Points :

- ★ Learn & demonstrate the understanding about Concepts of Design, Composition, Color theory, Light & Perspectives.
- ★ Understand the script to Create Storyboards, Animatics for Animation & VFX Productions.
- ★ Understand and utilize the 3D Animation production pipeline and workflow of 3D Modeling, Texturing, Lighting, Rigging, Animation & Rendering.
- ★ Model & Digitally sculpt 3D Assets and Characters using Maya and Zbrush .
- ★ Demonstrate the VFX pre-production process of Animatics and 3D Previsualization (Previz).
- ★ Learn and demonstrate the VFX process of Roto, Paint, Roto-prep, Keying, Matchmoving, Live Action Matte Painting & Compositing.
- ★ Understand and utilize the VFX Compositing workflow using industry relevant Softwares - Nuke, Silhoutte & 3D Equalizer.

WHY ARENA ANIMATION?



**Job
Oriented
Program**



**Latest
Tools and
Software**



**Hands-on
Training**



**Industry
Relevant
Curriculum**



**Advanced
Learning**



**Certified
Faculty**



**Placement
Assistance**



Projects



**Loan
Facility
Available**



**Employment
Driven
Education
(EDE)**



**Online Varsity
Exclusive E-Learning
Platform**



**Creosouls:
Online
Platform to
Showcase
Portfolio**



**Learning
with
Augmented
Books**

TARGET AUDIENCE



Target Audience :The TG can be further defined as follows:

10+2 students (Any stream)

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

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

Referrals from existing students

Abbreviations

Below are the three 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 Atrack

LAB Hours:-

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

Practical Hours:-

Practical Hours are NOT mandatory for program delivery and will not be considered under Atrack for tracking and program duration

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

COURSE STRUCTURE: TERM 1



Pre-Production Design & Visualisation	Preferred Training Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Digital Design	Adobe Photoshop	14	12	26	8
Concepts of Design & Composition	Adobe Photoshop	10	6	16	8
Lights, Colour & Perspectives	Adobe Photoshop	8	8	16	8
Concepts of Cinematography & Photography	Adobe Photoshop	4	2	6	4
Application of 2D Animation Principles	Adobe Animate CC	24	24	48	8
Anatomy - Clay Modeling & Animation	Stop Motion Pro	16	12	28	12
Character Designing	Adobe Photoshop	4	8	12	8
Audio - Video Editing	Adobe Audition & Adobe Premiere	8	10	18	8
Storytelling & Script Writing	Final Draft	4	8	12	4
Storyboarding and Animatics	Storyboarder & Adobe Premier Pro CC	10	14	24	8
Pre-Production Design Portfolio	Project	2	0	2	14
Total		104	104	208	90

LEARNING OUTCOMES

Term 1

Learn about Anatomy by creating models in Clay and create a stop-motion animation using those clay models

Understand the Concepts of Design & Composition

Learn the fundamentals of Light, Colour and Perspectives

Learn to edit sound and video

Use Digital Image Designing & Editing tools

Understand and Use Storytelling techniques to write a Script for a Short Film / Ad Commercial

Understand about 2D Digital Animation and learn the 12 Animation principles

Understanding about Camera, Lens, Composition & Techniques of Cinematography and Photography

Create a Pre-Production Design portfolio

Understand and Learn about Character construction and designing a character

Understand the Storyboarding techniques and How to create an Animatic

COURSE STRUCTURE: TERM 2



Advanced 3D Animation	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
3D Basics - Modeling to Animation	NA	8	0	8	4
Digital Modeling with Maya	MAYA Unlimited 2018	14	14	28	8
Digital Sculpting	Z Brush 4R8	6	14	20	8
Texturing 3D Models with Maya	MAYA Unlimited 2018	14	14	28	8
Lighting and Rendering Models with Maya	MAYA Unlimited 2018	12	12	24	6
Rigging 3D Models with Maya	MAYA Unlimited 2018	12	12	24	4
3D Character Animation	MAYA Unlimited 2018	14	14	28	12
FX Dynamics & Simulation	XGen & RealFlow	20	14	34	8
Photogrammetry & 3D Printing	Agisoft Metashape / 3DF Zephyr	8	10	18	4
Working with Arnold Renderer	Arnold Renderer for Maya	12	12	24	6
Digital Compositing	Adobe After Effects	12	20	32	8
3D Portfolio	Project	2	0	2	14
Total		134	136	270	90

LEARNING OUTCOMES

Term 2



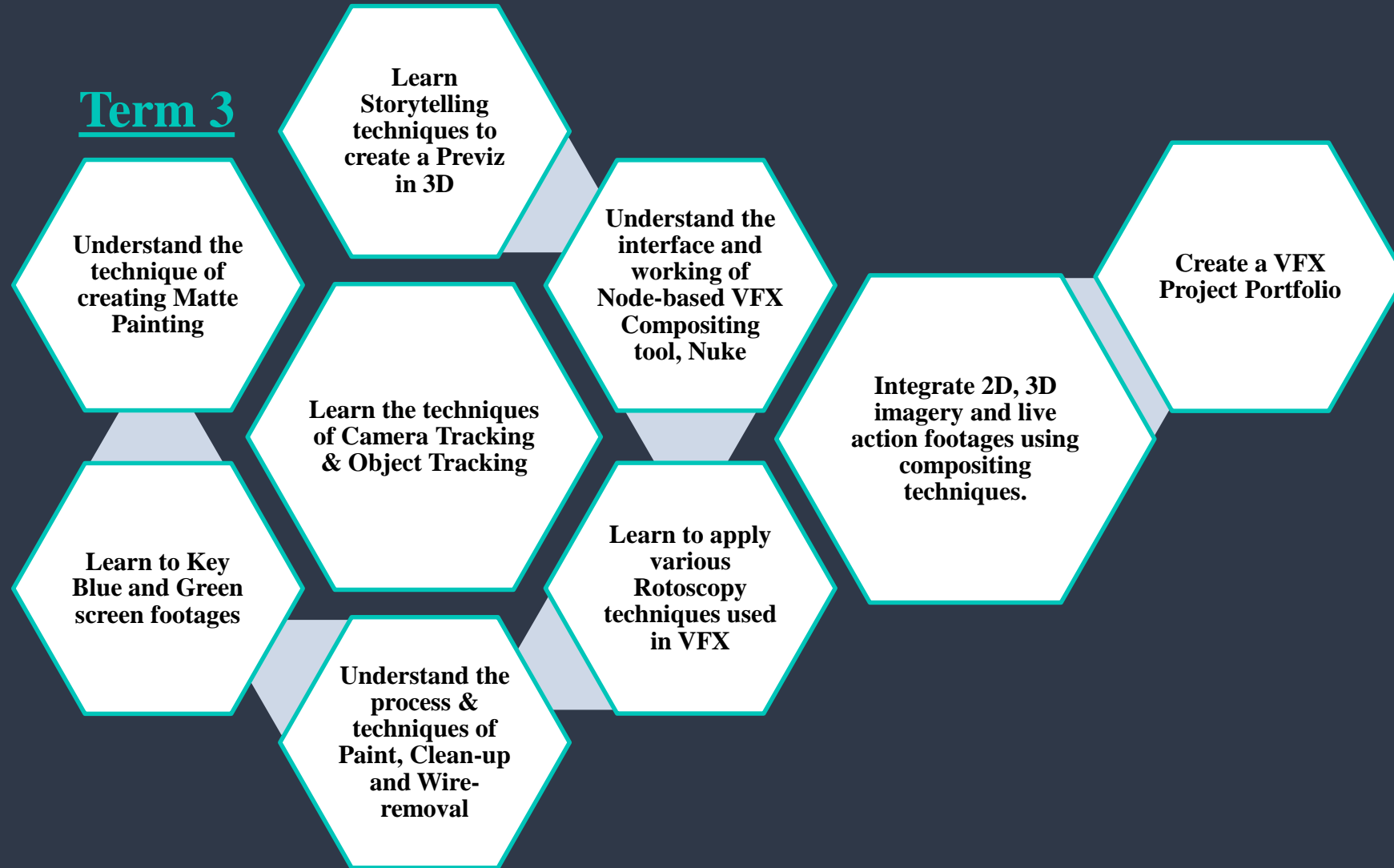
COURSE STRUCTURE: TERM 3



VFX Compositing	Tools	Theory hrs	Lab hrs	Total hrs	Additional Practice hours
VFX Storytelling & 3D Pre-visualization	iClone	4	8	12	4
Introduction to Nuke	Nuke	4	8	12	4
Rotoscopy	Silhouette	6	8	14	8
Roto Paint & Wire removal	Nuke	8	8	16	4
Keying (Green/ Blue screen)	Nuke	8	10	18	8
Matte Painting	Nuke & Photoshop	10	14	24	12
Matchmoving	3D Equalizer	8	10	18	6
VFX Compositing with Nuke	Nuke	12	12	24	12
VFX Portfolio	Project	2	0	2	14
	Total	62	78	140	72

LEARNING OUTCOMES

Term 3



COURSE SUMMARY



**Term 1:-
208 hrs
9 months**

**Term 2:-
270 hrs
11 months**

**Term 3:-
140 hrs
6 months**

**Grand Total :-
618 hrs
26 months**

EXIT DETAILS

TERM 1

ENTRY-YES & EXIT-NO

TERM 2

ENTRY-NA & EXIT-YES

TERM 3

ENTRY-NA & EXIT-YES

DELIVERY DETAILS



Delivery Pattern :

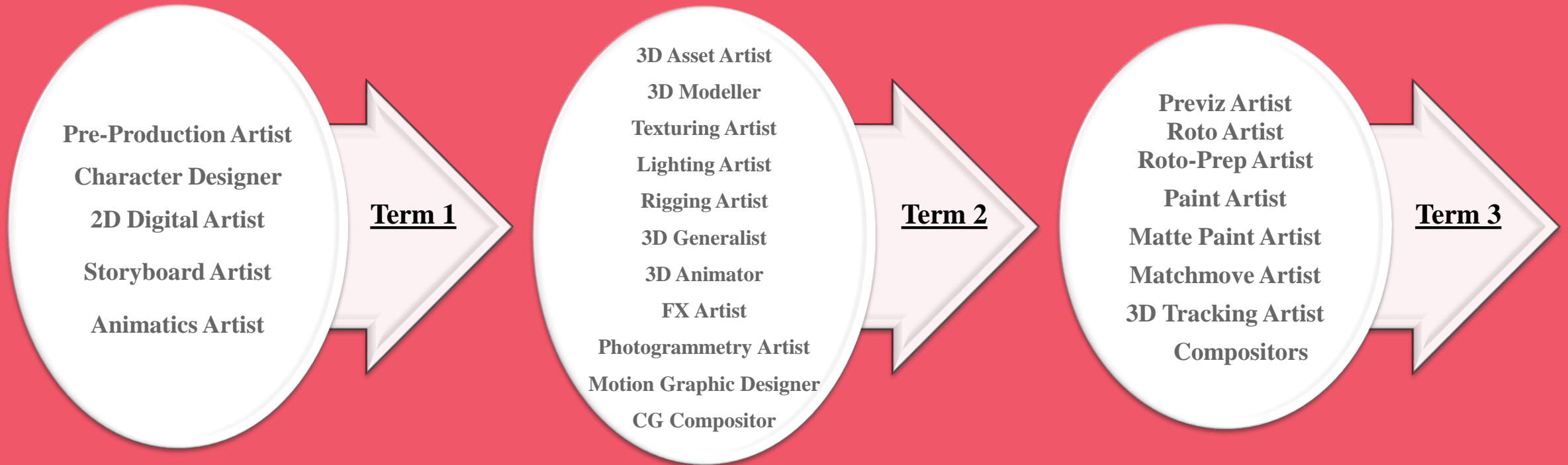
Normal Track - 2 Hrs. a Day x 3 Days a week

Certificate Type :Certificate of Accomplishment (COA)

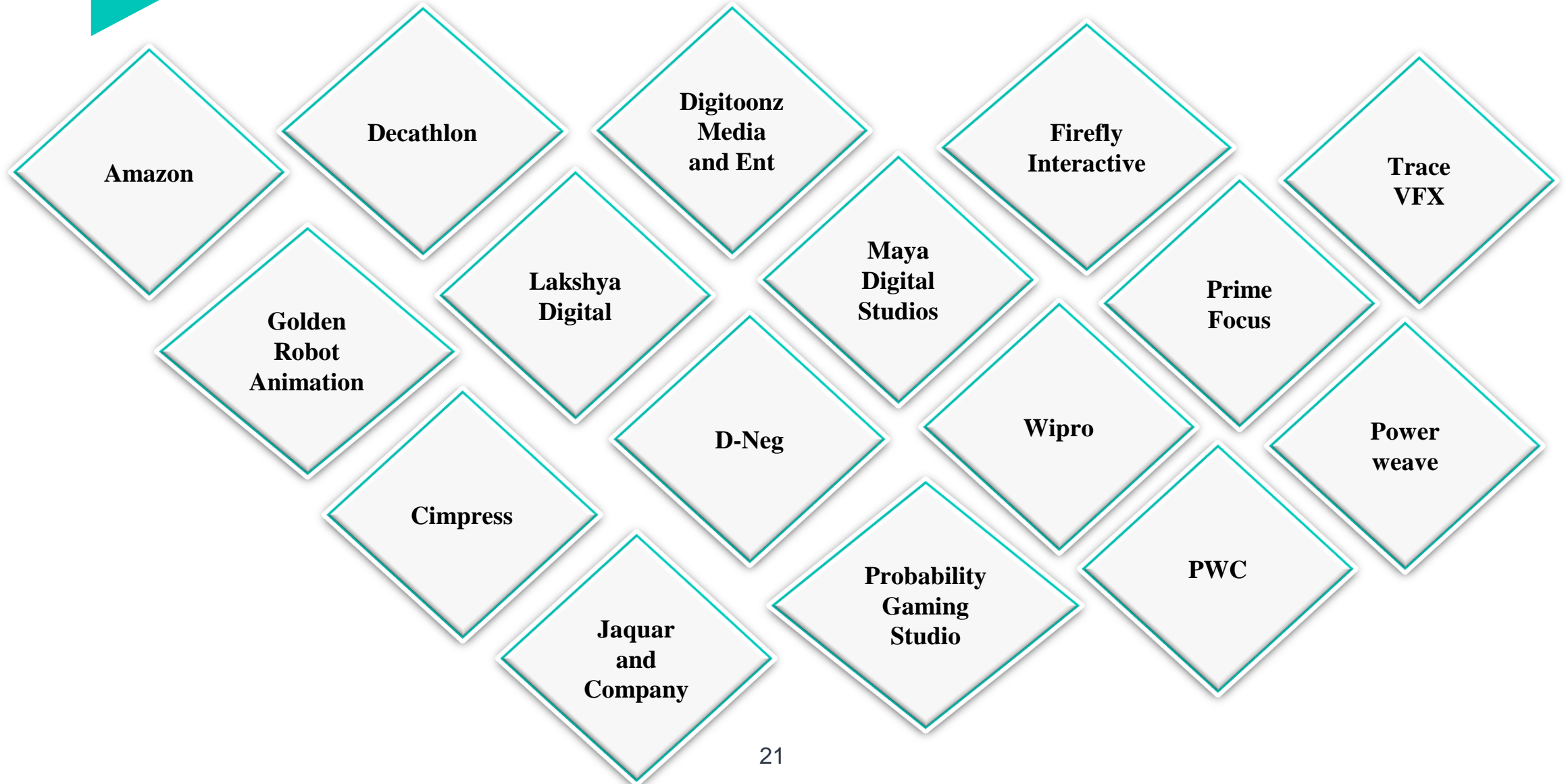


3D Animation (Term1+Term 2)	Arena Certified Professional in 3D Animation
VFX Compositing (Term1+Term2+Term3)	Arena Certified Professional in Animation and VFX

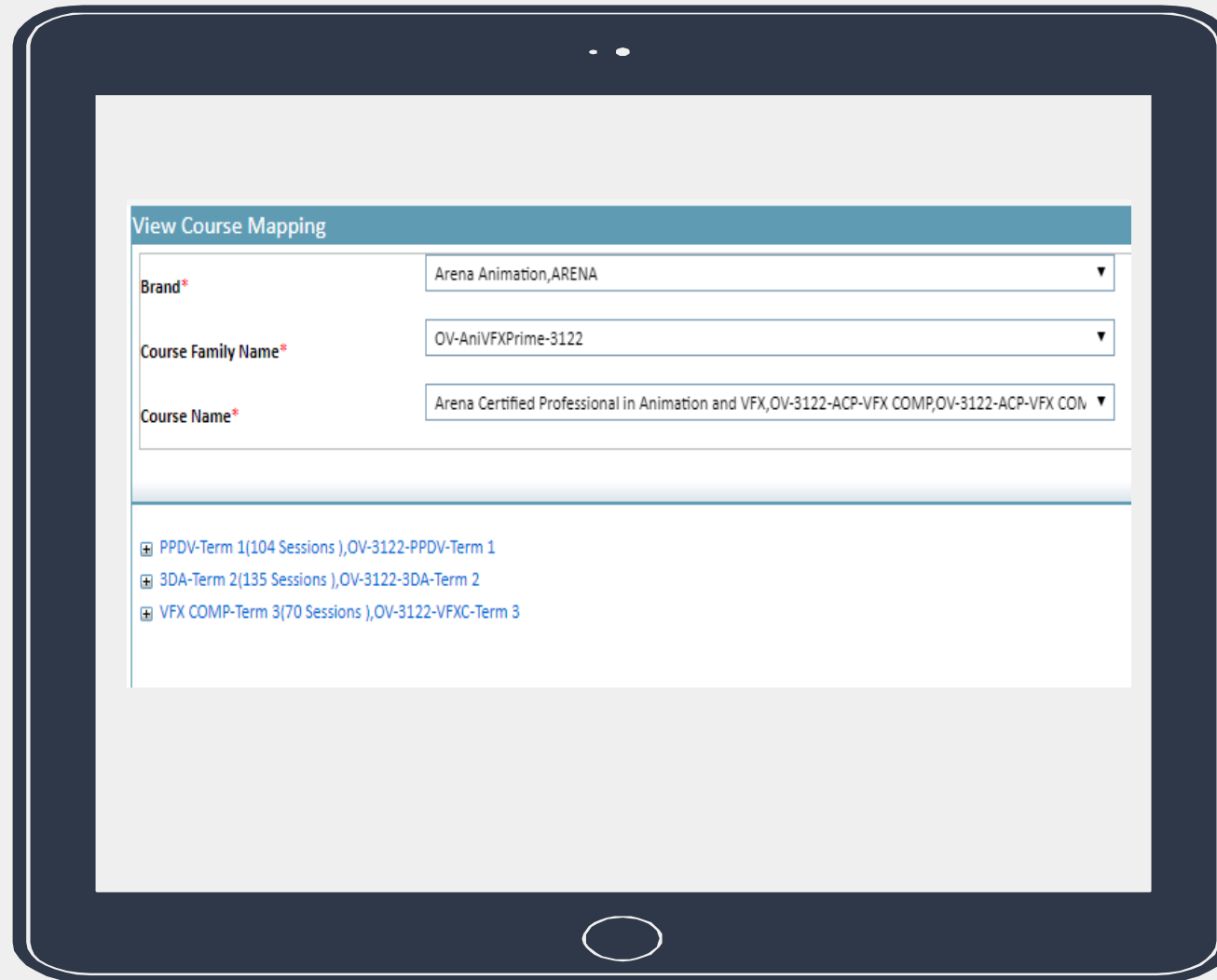
EXIT PROFILES



PLACEMENT COMPANIES



AVAILABILITY IN PORTAL



FEE AVAILABILITY DATES



Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
Animation - Vfx Prime	OV-AniVFXPrime- 3122	18/12/19	18/12/19

CONTENT AVAILABILITY DATES



Program	Course Code	Content Availability	PM Released to Regions
Animation -Vfx Prime	OV-AniVFXPrime- 3122	Sem 1 – 26/12/19 Sem 2 –1/4/20 Sem 3 – 1/6/20	Sem 1 – 23/12/19 Sem 2 –15/03/20 Sem 3 – 4/5/20

PRICE LIST AVAILABILITY



Program	Course Code	Book Title	Book Code
Animation -Vfx Prime Term-1	OV- AniVFXPrime- 3122	Digital Design	RDNNDIGDE11219E000
		Concepts of Design & Composition	RDNNCDCOM11219E000
		Lights, Colour & Perspectives	RDNNLICPE11219E000
		Concepts of Cinematography & Photography	RDNNCPCON11219E000
		Application of 2D Animation Principles	RDNNAP2DA10718E000
		Anatomy - Clay Modeling & Animation	RDNNANCMA11219E000
		Character Designing	RDNNCHSKT11219E000
		Audio - Video Editing	OV-AVE0001D
		Storytelling & Script Writing	RDNNSTSCW11219E000
		Storyboarding and Animatics	OV-SBA0002D
		Pre-Production Design Portfolio	NA

Note: Program fee contains only Online Varsity book titles. Centers have to purchase Publisher Books directly from the logistics department by paying additional payment as applicable (if any)

PRICE LIST AVAILABILITY



Program	Course Code	Book Title	Book Code
Animation-Vfx Prime Term-2	OV-AniVFXPrime- 3122	3D Basics - Modeling to Animation	OV-CMA0001D
		Digital Modeling with Maya	RDNNDIMOM10618E000
		Digital Sculpting	RDNNDISCU10618E000
		Texturing 3D Models with Maya	RDNNTEXMY10618E000
		Lighting and Rendering Models with Maya	RDNNLIRMY10618E000
		Rigging 3D Models with Maya	RDNNRIGMY10618E000
		3D Character Animation	RDNN3DCHA10618E000
		FX Dynamics & Simulation	RDNNVFXMY11219E000
		Photogrammetry & 3D Printing	RDNNP3DPR11219E000
		Working with Arnold Renderer	OV-WAR0001D
		Digital Compositing	OV-DIC0001D
		3D Portfolio	OV-PRGKIT48D

Note: Program fee contains only Online Varsity book titles. Centers have to purchase Publisher Books directly from the logistics department by paying additional payment as applicable (if any)

PRICE LIST AVAILABILITY



Program	Course Code	Book Title	Book Code
Animation -Vfx Prime Term-3	OV-AniVFXPrime-3122	VFX Storytelling & 3D Pre-visualization	RDNNVFXSV11219E000
		Introduction to Nuke	OV-NUK0004D
		Rotoscopy	OV-ROT0006D
		Roto Paint & Wire removal	RDNNRPWRE11219E000
		Keying (Green/ Blue screen)	OV-GBS0001D
		Matte Painting	OV-PMP0001D
		Matchmoving	RDNNMAMNG11219E000
		VFX Compositing with Nuke	RDNNVFXCN11219E000
		VFX Portfolio	RDNNVFXPO11219E000

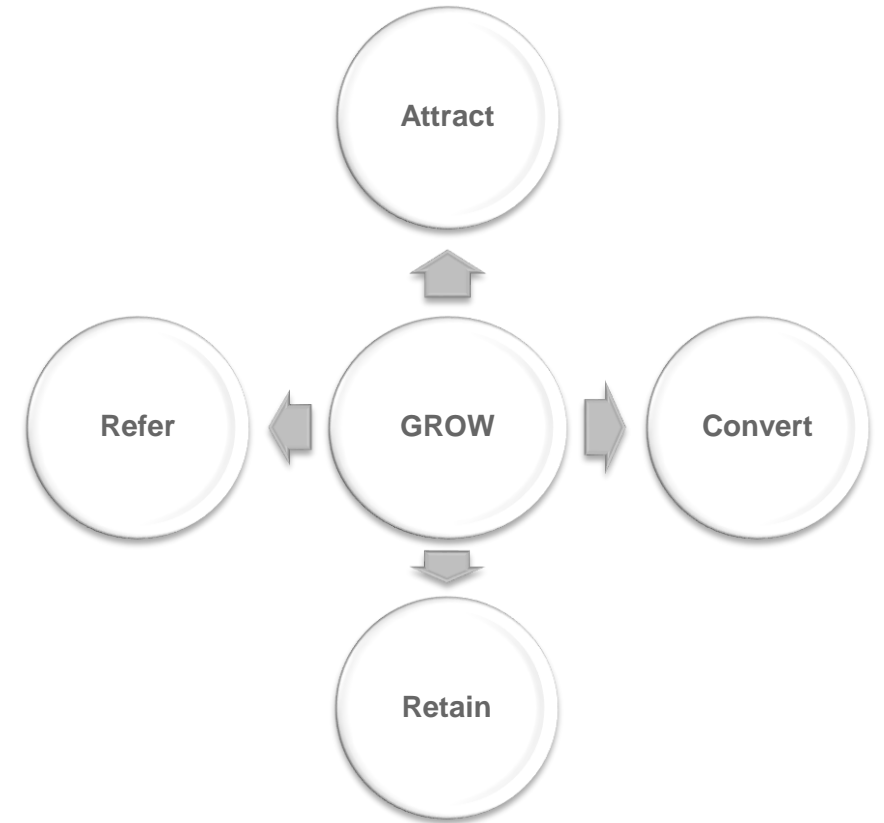
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Customer Experience means different things to different people, it is generally about the sum of all interaction a customer has with a brand. That's a significant difference from:

- 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



ABOUT CREOSOULS



- Creosouls is a Social Network portal specializing in showcasing Talent, online portfolio including opportunity to building career and offering your talent services to customers.
- 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.



Assignment
Management



Dynamic
Portfolio



Announcements



Host
Competitions



Job
Posting



Alumni
Network



Events
Management



Dedicated page
for each Centre



Thanks!

Any questions?

Please contact your Regional Sales Head or
write to me at meghana.w@aptech.ac.in