ARENA ANIMATION ®

**Program Note:
GWDD**

**Course Code:
OV-3106**

**Course Category:
Professional**

INDUSTRY

According to CII, the design industry in India was worth Rs 18,832 crore in 2020

It is projected that the industry of graphic designing will continuously grow 7% more from 2015 to 2022 The major turnover will possibly happen for graphic designers in the publishing, newspaper, and book sector.

GRAPHIC DESIGN TRENDS 2021

➢ Muted Color Palettes
➢ Simple Data Visualizations
➢ Geometric Shapes Everywhere
➢ Flat Icons & Illustrations
➢ Classic Serif Fonts
➢ Social Slide Decks
➢ Text Heavy Videos

WEB DESIGNING TRENDS 2021

- ➢ Parallax animation

- ➢ Neumorphism

- ➢ Abstract art compositions

- ➢ Comfortable colors

- ➢ Web design for causes

- ➢ Scrolling transformations

- ➢ Digital interpretations of physical products

- ➢ Captivating questionnaires

- ➢ Three-dimensional colors

ABOUT COURSE

Graphics Web Design & Development (GWDD) is a comprehensive program that trains students in all aspects of Graphic Design, Web Designing and development makes you a complete design professional.

It uses industry-endorsed techniques to make the student an in demand new media creative professional for rich multimedia content, visually appealing websites, logos for advertisements, concepts of digital graphics, image editing for print & publishing, UI/UX, SEO, Content Management etc.

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

LEARNING OUTCOMES : GWDD

Term 1

- Explain the fundamentals of Graphics and various aspects of drawings
- Explain principles of good web design
- Explain the fundamentals of typography and its scope and application in contemporary society
- Create artworks/Illustrations
- Design UI elements
- Use Image Editing tools and retouch images
- Create 2d animation with basic interactive content for web

Term 2

- Incorporate graphics and hyperlinks, and creating rich Web contents
- Understand the concepts of programming
- Understand the use of angular JavaScript in making Web pages more dynamic and functional.
- Learn Bootstrap; Free & open-source front-end web framework for designing Websites and Web applications
- Design, code and develop websites and web pages.
- Create a website structure and manage its content
- Explain optimization of web sites for search engine ranking
- Analyze and optimize web site performance, tracking traffic trends, and conversations

LEARNING OUTCOMES : WEB DESIGN

Term 1

- Explain various visualization and imagery techniques
- Explain the fundamentals of Graphics and various aspects of drawings
- Explain principles of good web design
- Explain the fundamentals of typography and its scope and application in contemporary society
- Create artworks/Illustrations
- Design UI elements
- Use Image Editing tools and retouch images
- Create animation with basic interactive content for web
- Incorporate graphics and hyperlinks, and create rich Web contents

LEARNING OUTCOMES : PRINT & PUBLISHING

Term 1

- Explain various visualization and imagery techniques
- Explain the fundamentals of Graphics and various aspects of drawings
- Explain the fundamentals of typography and its scope and application in contemporary society
- Create artworks/Illustrations
- Use Image Editing tools and retouch images
- Understand functional aspects of print advertising
- Design and publish a page layout for magazine and brochures

PROGRAM DETAILS

GWDD

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

COURSE STRUCTURE : GWDD

Term 1	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Concepts of Graphics and Illustrations		10	6	16	8
Web Designing Concepts		10	0	10	0
UI / UX for Responsive Design		20	0	20	0
Typography Design	-	6	10	16	4
Illustrations for Web	Adobe Illustrator CC	10	12	22	12
Creating Artworks	CorelDraw X8	4	10	14	6
Layout Design	Adobe Photoshop CC	10	16	26	10
Web Animation using Animate CC	Adobe Animate CC	16	10	26	22
Web Design Portfolio	-	2	0	2	22
Total		**88**	**64**	**152**	**84**

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : GWDD

Term 2	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Concepts of Programming		6	0	6	0
Building Next Generation Websites	HTML5, CSS3 and Javascript	20	20	40	18
Web Development using Angular Js	Angular JS	10	12	22	6
Bootstrap	Bootstrap	6	8	14	8
Design and Development using Programming Language	PHP	12	16	28	4
Content Management System	Drupal	10	10	20	4
Search Engine Optimization		12	10	22	2
Web Adwords		20	12	32	
Web Analytics	-	10	14	24	6
Web Design & Development portfolio	-	2	0	2	22
Total		**102**	**102**	**210**	**70**

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : GWDD

Graphics Web Design and Development Summary	Hours	Months
Term 1	152	6
Term 2	210	9
Grand Total	362	15

COURSE STRUCTURE : WEB DESIGN

Term 1	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Concepts of Graphics and Illustrations		10	6	16	8
Web Designing Concepts		10	0	10	0
UI / UX for Responsive Design		20	0	20	0
Typography Design	-	6	10	16	4
Illustrations for Web	Adobe Illustrator	10	12	22	12
Layout Design	Adobe Photoshop Extended	10	16	26	10
Web Animation using Animate CC	Adobe Animate CC	16	10	26	22
Building Next Generation Websites	HTML5, CSS3 and Javascript	20	20	40	10
Web Design Portfolio	-	2	0	2	22
Total		**104**	**74**	**178**	**88**

Web Designing Summary	Hours	Months
Term 1	178	7
Grand Total	178	7

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : PRINT & PUBLISHING

Term 1	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Design and Visualization Fundamentals	-	12	4	16	0
Graphics & Illustration Fundamentals	-	12	4	16	0
Typography Techniques	-	6	6	12	10
Illustrations for Print	Adobe Illustrator CC	8	10	18	2
Creating Artworks	CorelDraw X8	10	10	20	2
Image Magic with Photoshop CC	Adobe Photoshop CC	14	20	34	6
Design for Print and Advertising	-	6	4	10	2
Media Publishing	Adobe Indesign CC	20	16	36	4
Print Portfolio	Project	2	0	2	14
Total		**90**	**74**	**164**	**40**

Print and Publishing Summary	Hours	Months
Term 1	164	7
Grand Total	**164**	**7**

Practical Hours to be communicated as suggested additional practice sessions

EXIT DETAILS

Program	Course Description	Entry	Exit
Graphic, Web Design & Development (GWDD)	GWDD (Full Program)	Yes	Yes
Graphics & Web Design (GWD)	GWDD Term 1	Yes	Yes
Web Design & Development (WDD)	GWDD Term 2	Yes	Yes
Web Design (WD)	Web Design	Yes	Yes
Print & Publishing (PP)	Print and Publishing	Yes	Yes

DELIVERY PATTERN

Delivery Pattern :
Normal Track - 2 Hrs. a Day x 3 Days a week
Fast Track - 2 Hrs. a Day x 6 Days a week

Certificate Type :
Certificate of Accomplishment (COA)

CERTIFICATE :

Graphics, Web Design and Development	Arena Certified Professional in Graphics Web Design and Development
Graphics Design for Web	Arena Certified Professional in Graphics Design for Web
Web Design and Development	Arena Certified Professional in Web Design and Development
Web Design	Arena Certified Professional in Web Design
Print and Publishing	Arena Certified Professional in Print and Publishing

JOB PROFILES

TERM 1

Web Designer
UI Designer
Layout Designer
Graphic Designer
Flash Animator

TERM 2

Web Developer
SEO Consultant
Content Management System Specialist

Web Design

Web Designer
UI Designer
Layout Designer
Graphic Designer
Flash Animator

Print & Publishing

Graphic Designer
Illustrator
Layout Designer
Visualizer

PLACEMENT COMPANIES

- 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

- 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

TG AND SELLING POINTS

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

Selling Points :
. New Students and Referrals from existing students

PROFILING OF WALK-INS

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

AVAILABILITY IN PORTAL

30-March-2018

Note: The Arrow indicates the availability of the course in portal (Course Code : OV - 3106)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
GWDD	OV-3106	Sem 1 – Available Sem 2-Available	Sem 1 – Available Sem 2-Available	Sem 1 – 1st May 2018 Sem 2-

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
GWDD (Web Designing)	OV-3106	Sem 1 – Available	Sem 1 – Available	Sem 1 –

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
GWDD(P&P)	OV-3106	Sem 1 – Available	Sem 1 – Available	Sem 1 –

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
GWDD	OV - 3106	NT –30th March 2018 FT – 30th March 2018	NT –30th March 2018 FT – 30th March 2018

PRICE LIST AVAILABILITY DATES

TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
		Concepts of Graphics and Illustrations(D)	OV-GRA0007D	25th April'18
		Web Designing Concepts(D)	OV-WEB0096D	25th April'18
		UX and UI for Responsive Web Design	RDNNUXIRD10918E000	25th April'18
		Typography Design (D)	OV-TYP0002D	25th April'18
GWDD	OV-3106	Illustrations for Web (D)	OV-IFW0001D	25th April'18
		Artwork-Illustrator to Corel	RDNNCRART10618E000	25th April'18
		Layout Design(D)	OV-LAD0001D	25th April'18
		Web Animation using Animate CC(D)	OV-WAA0001D	25th April'18
		Portfolio-Web Design using HTML(D)	OV-PRG0135D	25th April'18

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 DATES

TERM 2

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
GWDD	OV-3106	Concepts of Programming(D)	OV-GRA0007D	**Available**
		Building Next Generation Websites	OV-WEB0096D	
		Web Development Using AngularJs(D)	RDNNUXIRD10918E000	
		Bootstrap(D)	OV-TYP0002D	
		Programming using PHP	OV-IFW0001D	
		Content Management System(D)	RDNNCRART10618E000	
		Search Engine Optimization(D)	OV-LAD0001D	
		Online Advertising(D)	OV-WAA0001D	
		Web Analytics(D)	OV-PRG0135D	
		Web Design and Development portfolio(D)	OV-WDD0001D	

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 DATES

WEB DESIGNING: TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
GWDD (WEB DESIGNING)	OV-3106	Concepts of Graphics and Illustrations(D)	OV-GRA0007D	Available
		Web Designing Concepts(D)	OV-WEB0096D	
		UX and UI for Responsive Web Design	RDNNUXIRD10918E000	
		Typography Design (D)	OV-TYP0002D	
		Illustrations for Web (D)	OV-IFW0001D	
		Layout Design(D)	OV-LAD0001D	
		Web Animation using Animate CC(D)	OV-WAA0001D	
		Building Next Generation Websites	RDNNBNGWS10918E000	
		Portfolio-Web Design using HTML(D)	OV-PRG0135D	

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 DATES

PRINT & PUBLISHING : TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
GWDD (PRINT & PUBLISHIHNG)	OV-3106	Design and Visualization Fundamentals(D)	OV-DVFKIT01D	Available
		Graphics & Illustration Fundamentals(D)	OV-GRFKIT01D	
		Typography Design(D)	OV-TYP0002D	
		Illustrations for Print (D)	OV-IFP0001D	
		Designing Artworks	RDNNDEART10818E000	
		Image Magic with Photoshop CC(D)	OV-IMM0016D	
		Design for Print and Advertising(D)	OV-DPA0001D	
		Media Publishing(D)	OV-MEP0007D	
		Print Portfolio(D)	OV-PRG0006D	

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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

Attract

Refer

GROW

Convert

Retain
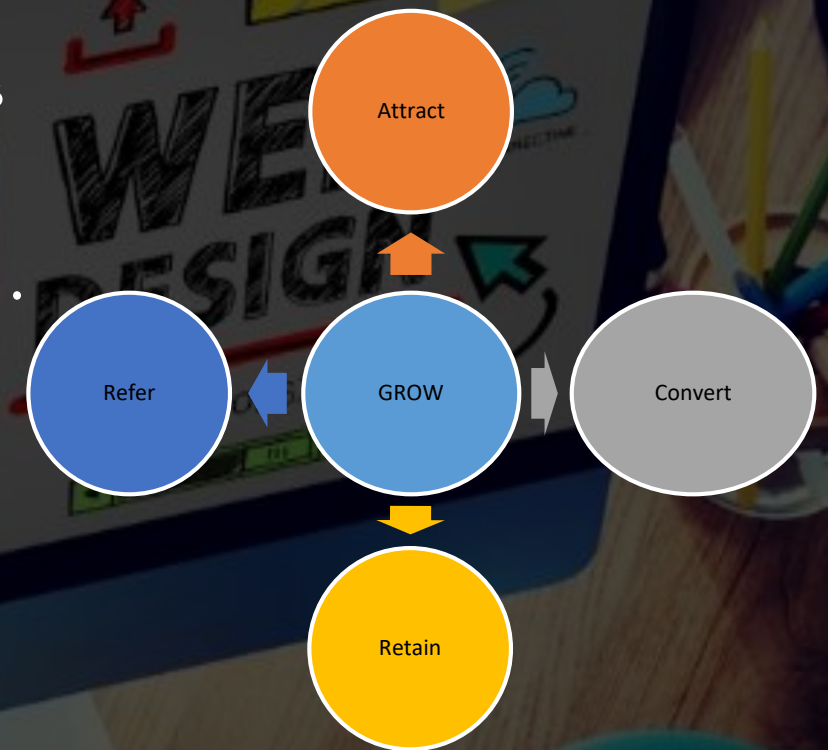
ABOUT CREOSOULS

• 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 |

Thank You

For any further clarity, pls contact you Regional Sales Head or write to me at moksha.shah@aptech.ac.in