ARENA
ANIMATION

PROGRAM NOTE
2023-24
VFX PRIME

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

- ▶ 20,273Crores Indian Animation& VFX industry by 2024*
- ▶ 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 VFX INDUSTRY

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

2. **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

3. 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.

4. Real-time rendering refers to the capacity to produce and show 3D visuals in real-time, as opposed to traditional rendering approaches, which need substantial pre-processing time. Real-time rendering enables more participatory and immersive experiences and is already being utilised in a number of applications such as video games, virtual reality, and live events. We should anticipate seeing greater usage of real-time rendering in animation and VFX for cinema and television in the next years, since it allows for more efficient and flexible processes. More studios and artists will be adopting real-time rendering techniques to create more realistic and interactive experiences in 2023.

ABOUT COURSE

VFX Prime is a comprehensive course that covers Visual effects for advertising and television productions, and makes you a job-ready VFX professional. It gives a thorough grounding in the basic design fundamentals, CG Asset creation - both 2D & 3D (computer-generated), FX, dynamics & simulation, VFX techniques such as rotoscopy, roto-paint, keying, camera tracking & compositing.

COURSE STRUCTURE

ARENA ANIMATION

VFX Prime-2023					
Design & Visualisation	**Preferred Training Tools**	**Theory hours**	**Lab hours**	**Total hours**	**Home Work**
Concepts of Graphics and Illustrations	-	10	0	10	6
Typography Design	-	6	0	6	6
Digital Art	Adobe Illustrator CC	10	8	18	4
Concepts of Cinematography & Photography	-	4	0	4	2
Concepts of 2D Digital Animation	-	10	0	10	
Art of Storytelling & Script Writing	-	4	0	4	12
Anatomy Study	-	8	0	8	6
Character Design	-	4	0	4	8
Magic with Images	Adobe Photoshop CC	14	14	28	12
Digital Sound Track	Adobe Audition CC	8	4	12	4
Editing Digital Video	Adobe Premier Pro CC	18	10	28	4
Storyboarding and Animatics	Adobe Premier Pro CC	10	10	20	4
Digital Art and Animation	Adobe Animate CC	12	12	24	10
Design Portfolio	Project	2	0	2	
	Total	**120**	**58**	**178**	**78**

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

Advanced 3D Animation	Tools	Theory hours	Lab hours	Total hrs	Home Work
3D Basics - Modeling to Animation	–	8	0	8	
Modeling 3D Objects with Maya	Autodesk MAYA	14	14	28	
Character Sculpting with Zbrush	Pixologic ZBrush	12	8	20	4
Texturing 3D Objects with Maya	Autodesk MAYA	14	14	28	
Lighting and Rendering 3D Objects with Maya	Autodesk MAYA	16	16	32	
Rigging 3D Objects with MAYA	Autodesk MAYA	12	12	24	
Character Animation with Maya	Autodesk MAYA	14	14	28	
Paint Fx and Dynamics using Maya	Autodesk MAYA	20	20	40	
Matchmoving and Camera Tracking	3D Equalizer	8	8	16	
Crowd Simulation	Golaem Crowd	8	8	16	2
Creating Motion Graphics	Adobe After Effects CC	12	12	24	8
3D Animation Portfolio	Project	2	0	2	
	Total	140	126	266	14

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

Visual Effects	Tools	Theory hrs	Lab hrs	Total hrs	Home Work
VFX Film making	-	6	0	6	
Pre-visualization	Autodesk MAYA	4	4	8	4
Introduction to Nuke	Nuke Foundry	4	4	8	4
Rotoscopy using Silhoutte	Silhouette	6	6	12	2
Wire removal	Nuke Foundry	4	4	8	4
Colour Correction	Nuke Foundry	8	8	16	2
Green/ Blue screen	Nuke Foundry	8	8	16	2
Matchmoving and Camera tracking	Nuke Foundry	10	10	20	4
Matte Painting	Nuke Foundry	10	10	20	4
Specialisation & Digital Portfolio Development (Choose 1 elective)	Project	2	0	2	
	Total	62	54	116	26

Practical Hours to be communicated as suggested additional practice sessions

VFX PRIME SUMMARY

VFX Prime Summary		
Term	Hours	Months
Term 1	178	7
Term 2	266	11
Term 3	116	5
Grand Total	560	23

PROGRAM DETAILS

VFX PRIME

Abbrevations :

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
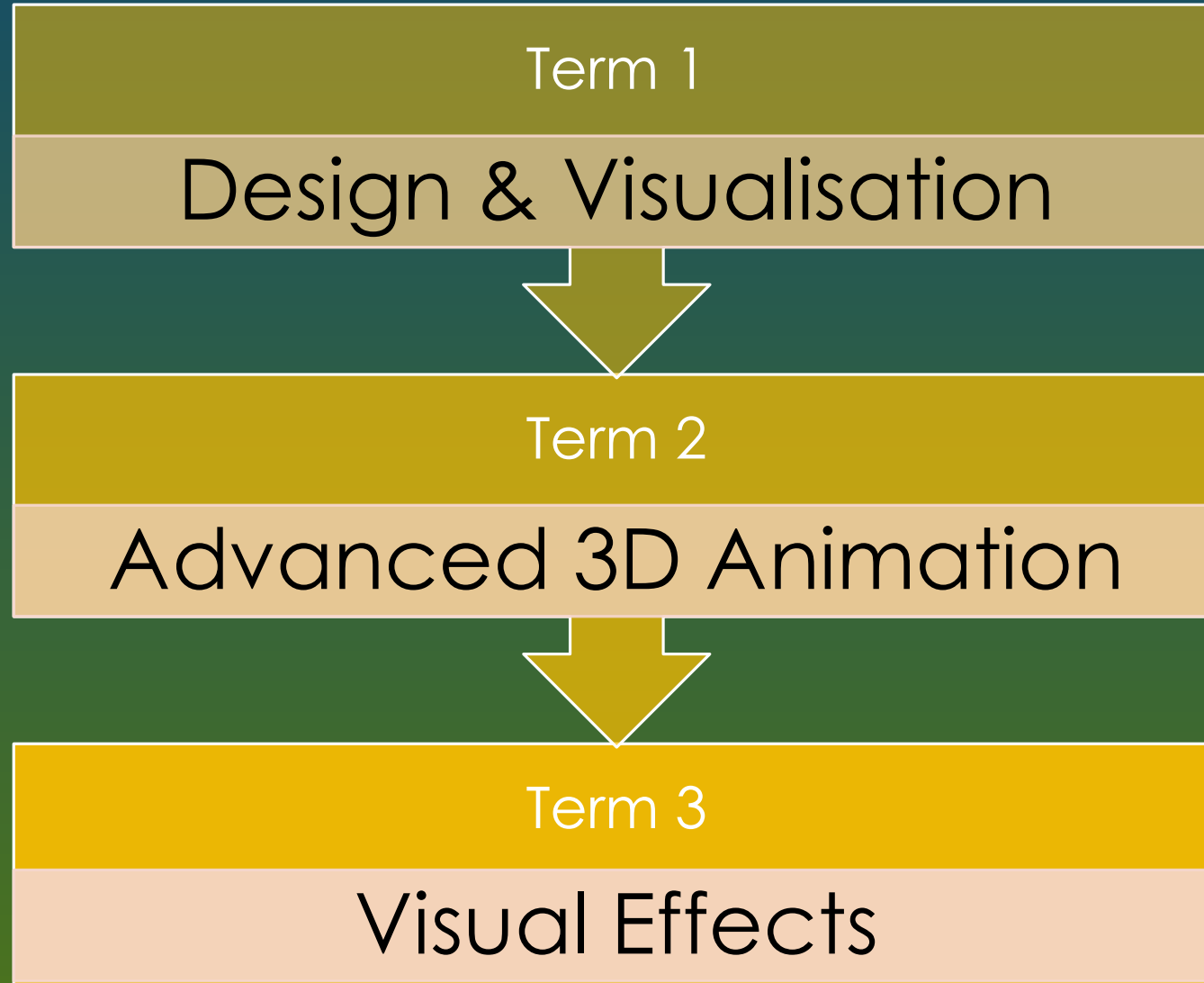
DELIVERY DETAILS

Delivery Pattern :

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

Certificate Type :

Certificate of Accomplishment (COA)

JOB PROFILES

- Graphic Designer
- Illustrator
- Storyboard Artist
- Video Editor

- 3D Modeler
- Lighting Artist
- Texturing Artist
- 3D Animator
- Rendering Artist
- Compositor

- VFX Artist
- 3D Animator
- Rigging Artist
- Texturing Artist
- Lighting Artist
- Rendering Artist

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

PROFILING OF WALK-INS

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	

AVAILABILITY IN PORTAL

Course Family	Course Code	Course Name
OV-VFX Prime-3156		
	OV-3156-ACVP-DV	ACVP-Design and Visualisation

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3156-ACVP-DV)

AVAILABILITY IN PORTAL

Course Family	Course Code	Course Name
OV-VFX Prime-3156	OV-3156-ACVP-A3DA	ACVP-Advanced 3D Animation

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3156-ACVP-A3DA)

AVAILABILITY IN PORTAL

Course Family	Course Code	Course Name
OV-VFX Prime-3156		
	OV-3156-ACVP-VE	ACVP-Visual Effects

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3156-ACVP-VE)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
	OV-3156-ACVP-DV	Available	April	April
VFX Prime	OV-3156-ACVP-A3DA	Available	July	
	OV-3156-ACVP-VE	Available	Oct	

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
VFX Prime	OV-3156-ACVP-DV		
	OV-3156-ACVP-A3DA	To be released on 5th April 2023	To be released on 5th April 2023
	OV-3156-ACVP-VE		

PRICE LIST AVAILABILITY DATES

TERM 1

Program	Course Code	Book Code	Book Title	Book Price Released to Regions
VFX PRIME	OV-3156-DV-Term 1	OV-GRA0007D	Concepts of Graphics and Illustrations(D)	
		OV-TYP0002D	Typography Design(D)	
		RDNNDGART10422E000	Digital Art	
		RDNNCINPH10718E000	Concepts of Cinematography and Photography	
		RDNNC2DDA10718E000	Concepts of 2D Digital Animation	
		RDNNSTSCW10718E000	Art of Storytelling and Script Writing	
		OV-AST0002D	Anatomy Study(D)	
		RDNNCHADE10718E000	Character Design	
		RDNNMGIMG10422E000	Magic with Images	
		RDNNDIGST10422E000	Digital Sound Track	
		RDNNEDVID10422E000	Editing Digital Video	
		RDNNSTBAN10422E000	Storyboarding and Animatics	
		RDNNDIGAA10422E000	Digital Art and Animation	
		OV-DEP0001D	Portfolio - Digital Design(D)	

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
VFX PRIME	OV-3156-A3DA-Term 2	OV-CMA0001D	3D Concepts - Modeling to Animation(D)	
		RDNNM3DMY10422E000	Modeling 3D Objects with Maya	
		RDNNCSZBR10422E000	Character Sculpting with Zbrush	
		RDNNT3DMY10422E000	Texturing 3D Objects with Maya	
		RDNNL3DMY10422E000	Lighting and Rendering 3D Objects with Maya	
		RDNNR3DMY10422E000	Rigging 3D Objects with MAYA	
		RDNNCHAMY10422E000	Character Animation with Maya	
		RDNNPFXMY10422E000	Paint Fx and Dynamics using Maya	
		RDNNMCTRC10422E000	Matchmoving and Camera Tracking	
		RDNNCRSIM10422E000	Crowd Simulation	
		RDNNCMGRP10422E000	Creating Motion Graphics	
		OV-PRGKIT61	Project Guide IV	

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 3

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
VFX PRIME	OV-3156-VE-Term 3	RDNNVFXFM11118E000	VFX Film Making	
		RDNNPREVI10422E000	Pre-Visualization	
		RDNNINUKE10422E000	Introduction to Nuke	
		RDNNRTSIL10422E000	Rotoscopy using Silhoutte	
		RDNNWIRER10422E000	Wire Removal	
		RDNNCLRCR10422E000	Colour Correction	
		RDNNGBSRN10422E000	Green/Blue Screen	
		RDNNMCTRK10422E000	Matchmoving and Camera Tracking with Nuke	
		RDNNMATPN10422E000	Matte Painting	
		NA	Project	

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)

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
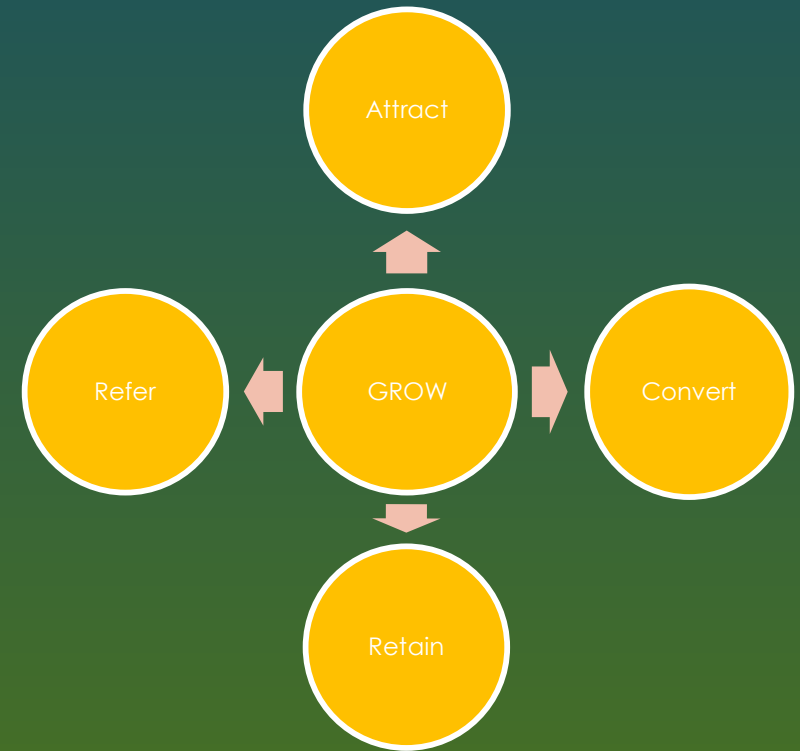
Creosouls

- 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
- ☑ Certified Faculty
- ☑ Lab Sessions
- ☑ Practice and Application of theory in real time
- ☑ Projects
- ☑ Easy Installments & payment options

- ☑ Latest Tools & Software
- ☑ Global Curriculum
- ☑ Personal Attention
- ☑ Industry Interaction & exposure
- ☑ Placement Assistance

Thank You

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