

3D DIGITAL GAME ART PROGRAM NOTE

COURSE CATEGORY : CAREER
COURSE CODE: OV-3DDGA-3125

ABOUT INDUSTRY

India Is Poised To Become One Of The World's Leading Markets In Gaming Sector. Currently Valued At INR **Rs.89 Crores**, The Indian Gaming Industry Is Estimated For The Annual Worth Of INR **Rs.110 Crores by 2020** Taking The Lead At **71% Share**. The Growth Is Driven By :-

1

Rising Younger Population

2

Introduction Of New Gaming Genres

3

Higher Disposable Incomes

4

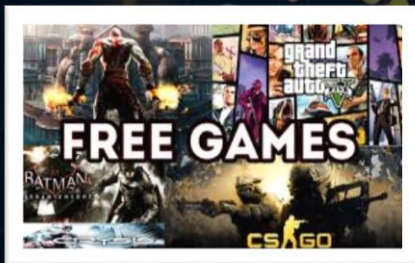
The Increasing Number Of Smartphone And Tablet Users

SOURCE : <http://www.gamingshow.in/gamingindustry.php> 5

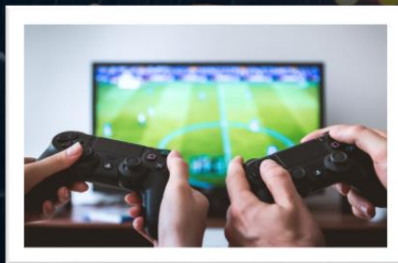
ABOUT INDUSTRY

Games Have Now Become The Most Popular And Profitable Form Of Entertainment. Games have evolved tremendously in last 2 decades with the popularity of video games consoles like PlayStation and Xbox 360, PC games played through the Internet, and the increase of smartphone users playing games apps.

TYPES OF GAMES:



PC Games



Console Games



Mobile Gaming

ADVANTAGES OF GAMING INDUSTRY IN INDIA :-

World's
Largest Youth
Population

World's Second
Largest Internet
Population

Huge Skills
Base Across IT,
Testing And
Arts

Availability Of
Creative Talent

World-class
Infrastructure And
Advanced
Technology

Presence Of Big
Development Centres
Like Microsoft,
Nvidia, UbiSoft,
Zynga, Electronic
Arts, Disney,
Playdom, Sony, Etc.

JOB OPPORTUNITIES

- According to statistics shared by the AGA, globally game industry provide employment to as many as **1.7 million individuals**, with the employment rate growing by **62,000 jobs** (on average) every year.
- The Starting Range Of Salary In Gaming Industry Is **INR Rs. 3,00,000 - 7,00,000 P.A.** For Profiles Like Unity 3D Developer, Game Developer , Game Designer, Mobile Game Designer, Unity 3D Artist.
- The career growth path in gaming industry can be as shown aside.

CAREER GROWTH PATH



TRENDING CAREERS

There Is A Rising Demand For Professionals In Gaming Industry, From Artists To Programmers To Designers To Audio Engineers. There Are Many Exciting Job Roles Available, Which Are Not Just About Playing Games But About Creating Them. Let's Have A Look At Some Of The Rewarding Careers In The Gaming Industry.

Game Designer

Game Developer/ Programmer

Narrative Designer

Game Tester

Game Animator/ Visual Artist

Game Reviewer (Critic)

ABOUT COURSE

The Gaming Industry globally is bigger than the Film or Television Industry worldwide. A Career in Gaming is considered as one of the trending choice of the new generation.

DEMAND

Gaming Studios rely on the artistic talents of Game Artists to drive the visual quality of the game, whether specializing in Characters, Assets/ Props or Environments.

Today's Gamer looks not just for a good story, entertaining Gameplay but also stunning Game Art.

REQUIREMENT

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

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 Gaming



Selling Points : New Students and Referrals from existing students

PROGRAM DETAILS

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 Aprack

LAB Hours:-

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

Practical Hours:-

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

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

Learning Outcomes Term 1

1. Learn the various game design roles, responsibilities of designers, production methods and development stages.
2. Understand and utilize the art fundamentals to be used to create Game Art
3. Learn the fundamentals of Light, Color and Perspectives
4. Understand and learn the importance of narrative elements in games which helps in designing strong characters, intriguing worlds and compelling stories.
5. Learn to Create a Game Design Document (GDD) using the tools, techniques and practical advice.
6. Create your own Game Character designs by learning from practical character-design example for an existing game.
7. Explore and understand the theory behind Game Design and the creation of mechanics that are fun to play. You will learn about the roles of conflict, combat systems, game complexity, and depth.
8. Learn the entire process of Basic Character Concept Design which is further used by 3D Artists in the Game Development Pipeline.
9. Understand the processes and techniques used to create highly playable game content. Learn to create believable spaces, manipulating light and geometry, and making the best of available game mechanics.
10. Learn to design and paint Game environments from sketch to final painting
11. Understand an overview of Game Engines besides the features & capabilities of Unreal Engine
12. Create a Game Concept Art portfolio which includes concept design



Learning Outcomes Term 2

1. Understand the Blender Interface, Properties Panel and Navigation inside the open source software
2. Learn to Create high-polygon 3D Game Asset Model in Blender
3. Learn Retopology techniques in Blender to create a low-poly version of your high-poly object
4. Learn to Assign material in Substance Painter based on a Color ID map created in Blender 3D, Bake Normal and Ambient Occlusion maps in Blender 3D and Substance Painter, finally import your Blender 3D models into Unreal Engine.
5. Learn and utilize to Create 3D Game Character Model in Blender
6. Create an efficient, unified UV map of the Game Character, using texturing tools to create the Character's clothes, sculpt tools to create high-resolution hair of the Character. Then you learn to bake a normal map in Blender and apply the textures to the Game Character model.
7. Understand and utilize how to create a complete rig of a Game character from the ground up.
8. Learn to use Grease Pencil tools to animate both a 2D face and a 3D body at the same time. Using this technique, you will create the character's Idle, Run and Jump animations, ready to be used in Unreal Engine.
9. Learn to set-up the Character in Unreal Game Engine, besides how to apply third-party animations onto our character.
10. Create a 3D Game Art Portfolio



DELIVERY DETAILS



Delivery Pattern :

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



Certificate Type :Certificate of Accomplishment (COA)

**3D Digital Game Art
(Term1+Term2)**

Arena Certified Expert in 3D Digital Game Art

EXIT PROFILES

- Game Designer
- Game Visualizer
- 3D Game Artist
- Game Concept Designer
- Game Concept Artist
- Game Character Designer
- Game Level / Environment Designer
- Game Asset / Prop Modeler
- Game Character Modeler
- Game Lighting Artist
- Game Rigging Artist
- Game Character Animator
- Game Facial Animator
- Game Tester
- Gameplay Animator



TOP GAMING STUDIOS

DHRUVA
INTERACTIVE

ROCKSTAR
GAMES

LAKSHYA
DIGITAL

YOOZOO
GAMES

NUKEBOX
STUDIOS

SUMO
DIGITAL

LITTLE RED
ZOMBIES

99 GAMES

FLYING
ROBOT
STUDIOS

HOLY
COW
PRODUCTIONS

APAR
GAMES

NAZARA

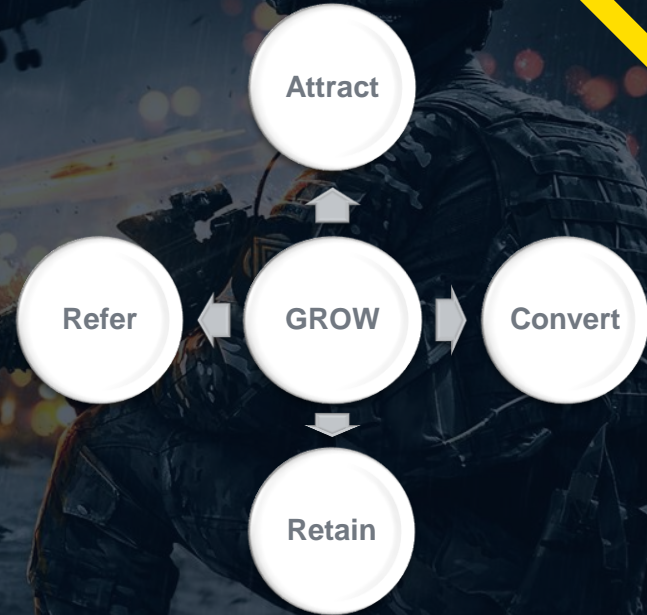
CUSTOMER ENGAGEMENT

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:

1. Customer Service, which generally focuses on a single transaction .
2. 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:

1. Centre
2. Social
3. Technical/Creative
4. 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