3D DIGITAL GAME ART & DESIGN 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
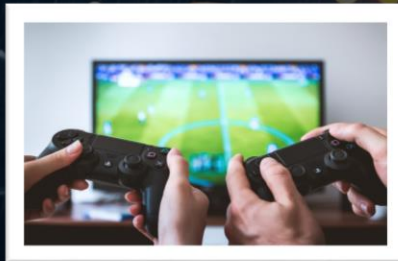
ARENA ANIMATION

2

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:
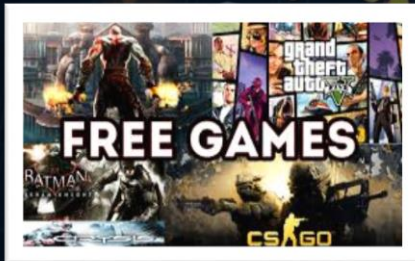
PC Games

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.

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4

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

Game Designer/Artist/Developer

⬇ **2-3Years**

Lead Game Developer

⬇ **2-3Years**

Technical Director

⬇ **2-3Years**

Creative Game Director/Game Producer

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)

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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

COURSE HIGHLIGHTS

> Learn and demonstrate storytelling for Games by creating a Game Design Document (GDD)

> Understand Game Mechanics, role of Game Characters & the process & practices of Game Level designing

> Understand and Utilize the Game production pipeline and workflow between Blender, Zbrush, Substance Painter & Unreal Engine.

> Produce Concept design for Game Characters and Environments (Game levels).

> Model & digitally sculpt 3D Game Characters using Blender and Zbrush

> Using modern texturing workflows, Create Game Asset Textures with Substance Painter.

> Learn & create the process of Rigging & Animation of Game Assets and Characters

> Learn the process of Character setup in Unreal Game Engine

WHY ARENA ANIMATION?

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:

1. 10+2 students (Any stream)

New Students and Referrals from existing students

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

3. Students with a creative bent of mind and have Passion for design and Gaming

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 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

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

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COURSE STRUCTURE: TERM 1

Term 1 : Game Art & Design Fundamentals	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Introduction to Game Production Process		4	0	4	4
Art for Games	Adobe Photoshop / Gimp / Krita	8	16	24	8
Light, Color & Perspective Fundamentals	Adobe Photoshop / Gimp / Krita	8	8	16	8
Game & Stories	Adobe Photoshop / Gimp / Krita	4	8	12	4
Game Design Documentation	Nuclino	4	8	12	8
Designing Game Characters	Adobe Photoshop / Gimp / Krita	8	16	24	12
Game Mechanics	Adobe Photoshop / Gimp / Krita	8	16	24	8
Concept Design for Game Character	Adobe Photoshop / Gimp / Krita	8	12	20	8
Game Level Design - Process & Practices	iClone	8	16	24	12
Concept Design for Game Environment	Adobe Photoshop / Gimp / Krita	8	8	16	8
Introduction to Game Engine	Unreal Engine	4	4	8	8
Game Concept Art Portfolio	Project	2	0	2	14
	Total	**74**	**112**	**186**	**102**

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

COURSE STRUCTURE: TERM 2

Term 2 : 3D Game Asset Creation and Integration	Tools	Theory hours	Lab hours	Total hrs	Additional Practice hours
Introduction to Blender	Blender	4	4	8	12
Game Asset Modeling	Blender	8	12	20	16
Retopology of Game Asset	Blender	8	16	24	16
Texturing of Game Asset	Substance Painter & Unreal Engine	8	16	24	16
Game Character Modeling	Blender	12	12	24	12
UV Mapping, Texturing & Sculpting	Blender	12	12	24	16
Game Character Rigging	Blender	16	16	32	16
Game Character Animation	Blender	12	12	24	12
Character Setup in Game Engine	Unreal Engine	8	12	20	12
3D Game Art Portfolio	Project	2	0	2	14
Total		**90**	**112**	**202**	**114**

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-polu 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

COURSE SUMMARY

Term 1:
186 Hours
7.5 Months

Term 2:
202 Hours
8.5 Months

Grand Total :-
388 hrs
16 months

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EXIT DETAILS

PROGRAM	ENTRY	EXIT
TERM 1	YES	NO
TERM 2 (FULL PROGRAM)	NA	YES

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 & Design (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

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TOP GAMING STUDIOS

DHRUVA INTERACTIVE

ROCKSTAR GAMES

LAKSHYA DIGITAL

YOOZOO GAMES

NUKEBOX STUDIOS

SUMO DIGITAL

LITTLE RED ZOMBIES

99 GAMES

FLYING ROBOT STUDIOS
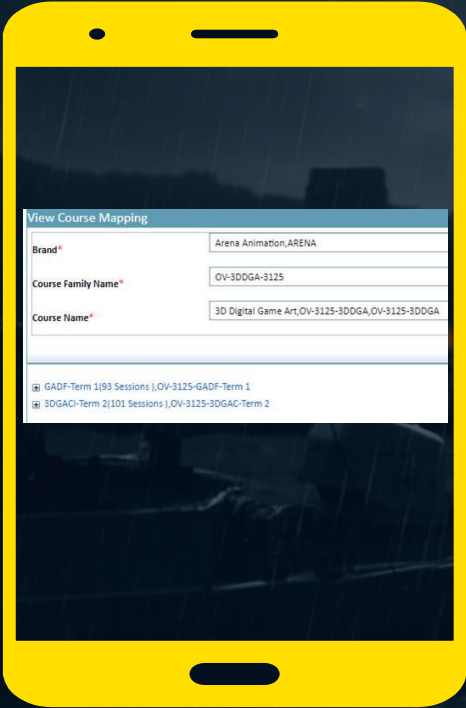
HOLY COW PRODUCTIONS

APAR GAMES

NAZARA

AVAILABILITY IN PORTAL

View Course Mapping

Brand* : Arena Animation,ARENA

Course Family Name* : OV-3DDGA-3125

Course Name* : 3D Digital Game Art,OV-3125-3DDGA,OV-3125-3DDGA

⊞ GADF-Term 1(93 Sessions),OV-3125-GADF-Term 1
⊞ 3DGACI-Term 2(101 Sessions),OV-3125-3DGAC-Term 2

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
3D Digital Game Art & Design	OV-3DDGA-3125	Released	Available

CONTENT AVAILABILITY DATES

| Program	Course Code	Content Availability	PM Released to Regions
3D Digital Game Art & Design	OV-3DDGA-3125	Sem 1 – 3/3/2020 Sem 2 – Currently not available	Sem 1 –5/2/2020 Sem 2 –Currently not available

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

Attract

Refer — **GROW** — **Convert**

Retain
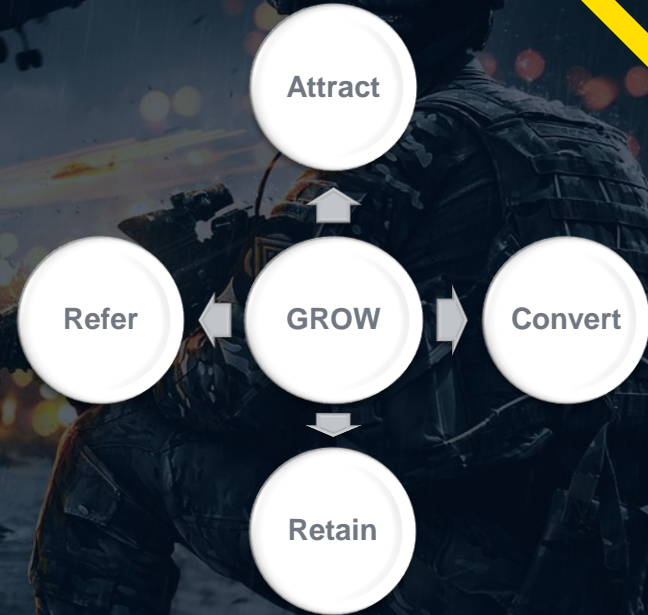
ABOUT CREOSOULS

➡ 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 |