

# **ANIMATION-VFX PRIME**

## **PROGRAM NOTE 2020**

**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.

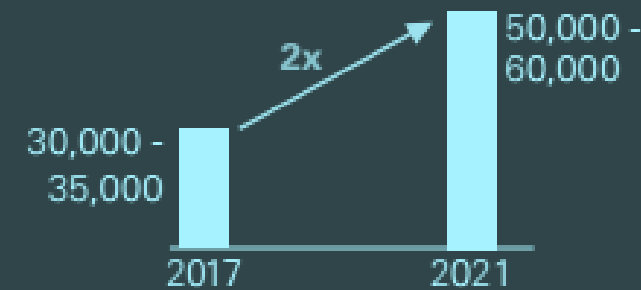


## VFX becoming a mainstay of films

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.

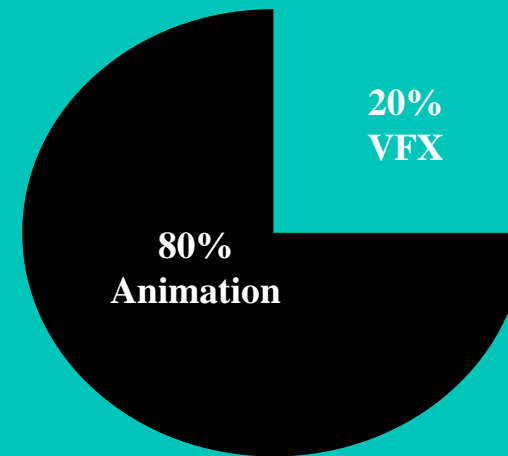
## Roto Artist

- 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.**

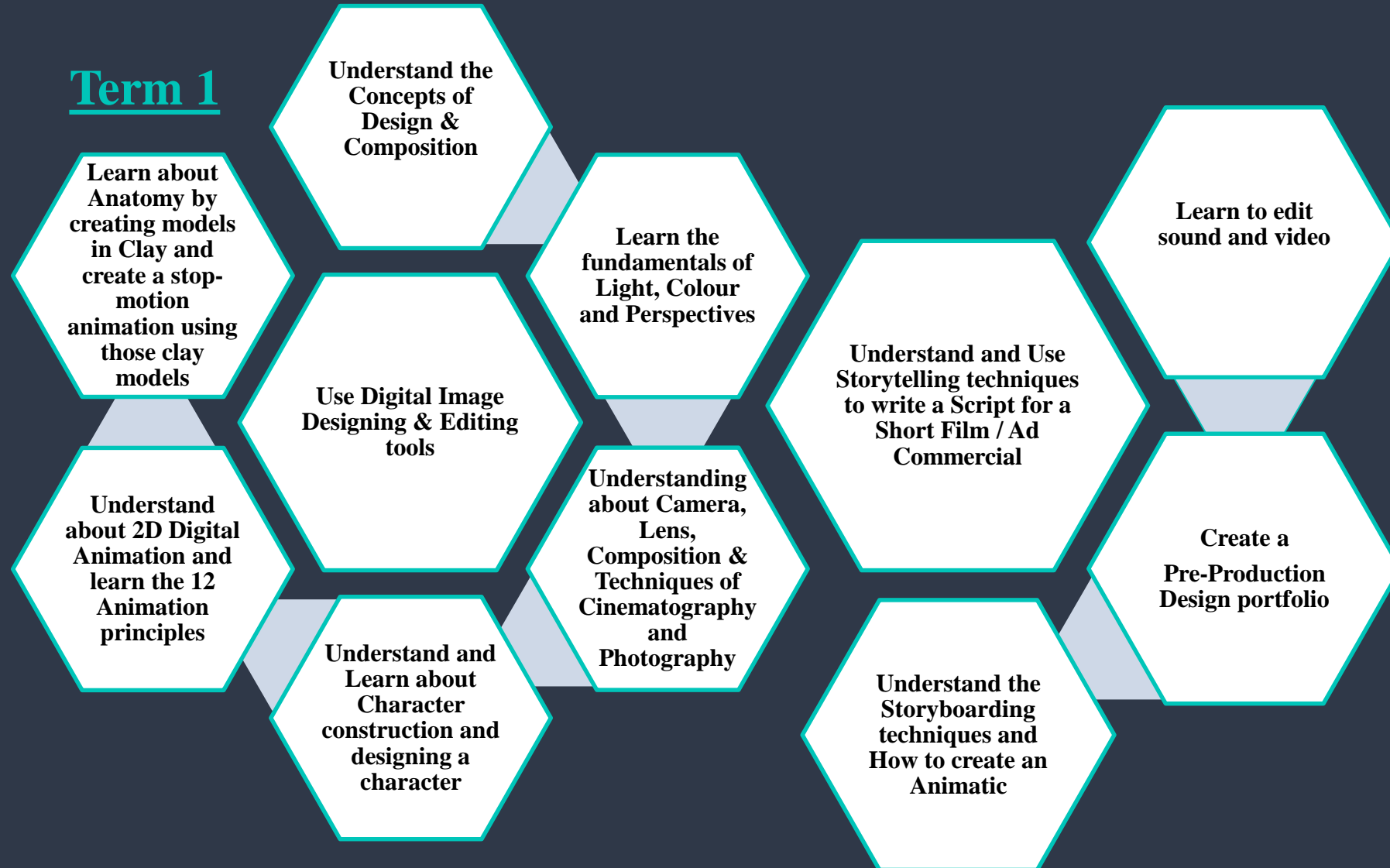
# COURSE STRUCTURE: TERM 1



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

# LEARNING OUTCOMES

## Term 1



# 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
<b>Total</b>		<b>134</b>	<b>136</b>	<b>270</b>	<b>90</b>

# LEARNING OUTCOMES

## Term 2



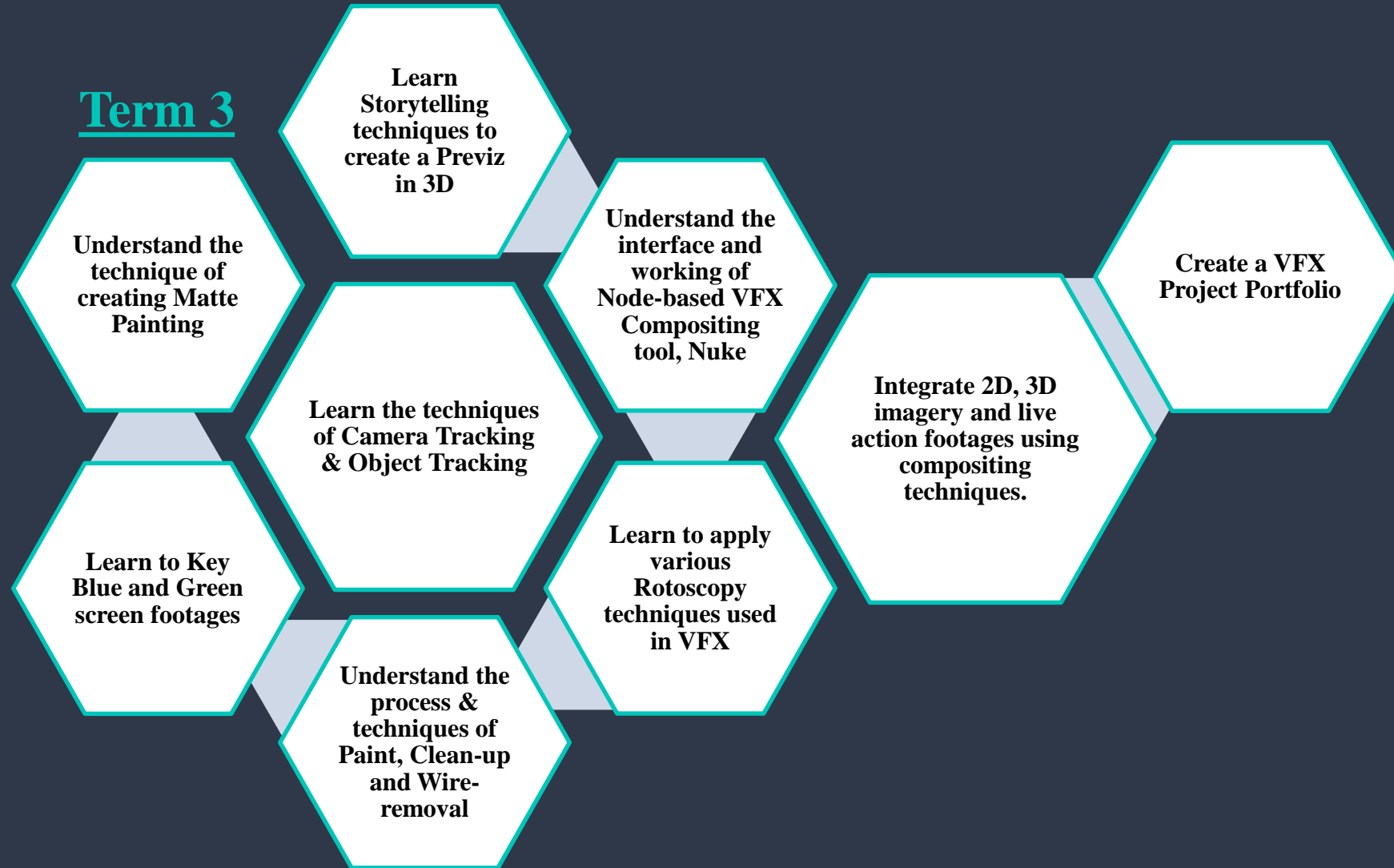
# COURSE STRUCTURE: TERM 3



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

# 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 :**

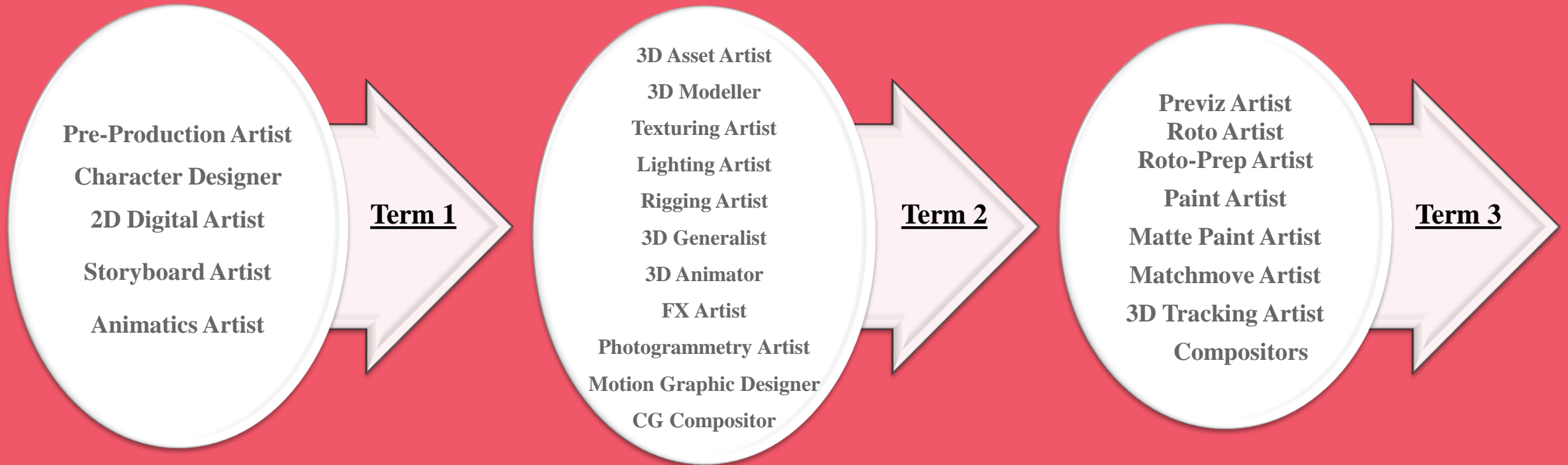
Normal Track - 2 Hrs. a Day x 3 Days a week

### **Certificate Type :Certificate of Accomplishment (COA)**

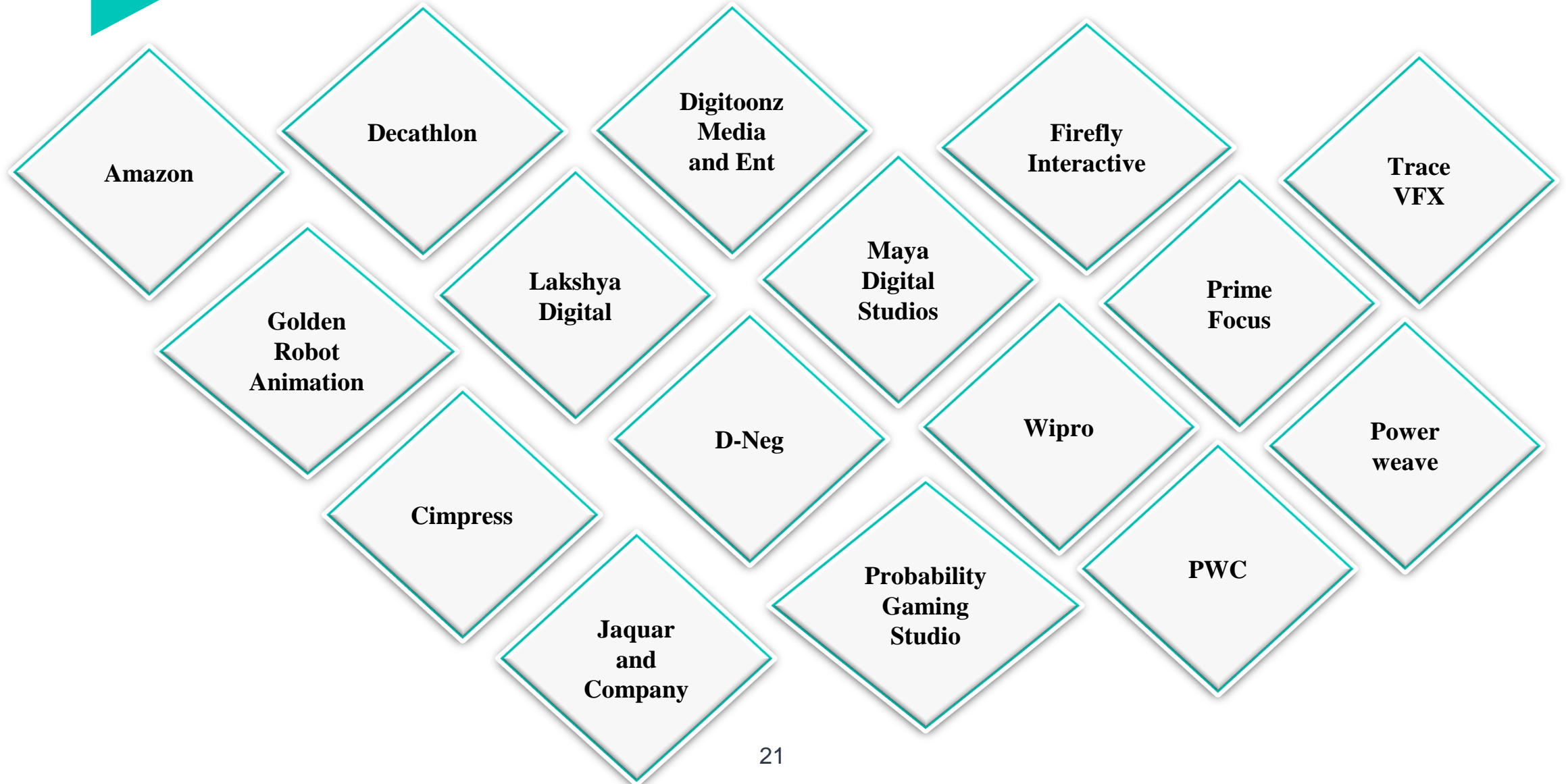


<b>3D Animation (Term1+Term 2)</b>	<b>Arena Certified Professional in 3D Animation</b>
<b>VFX Compositing (Term1+Term2+Term3)</b>	<b>Arena Certified Professional in Animation and VFX</b>

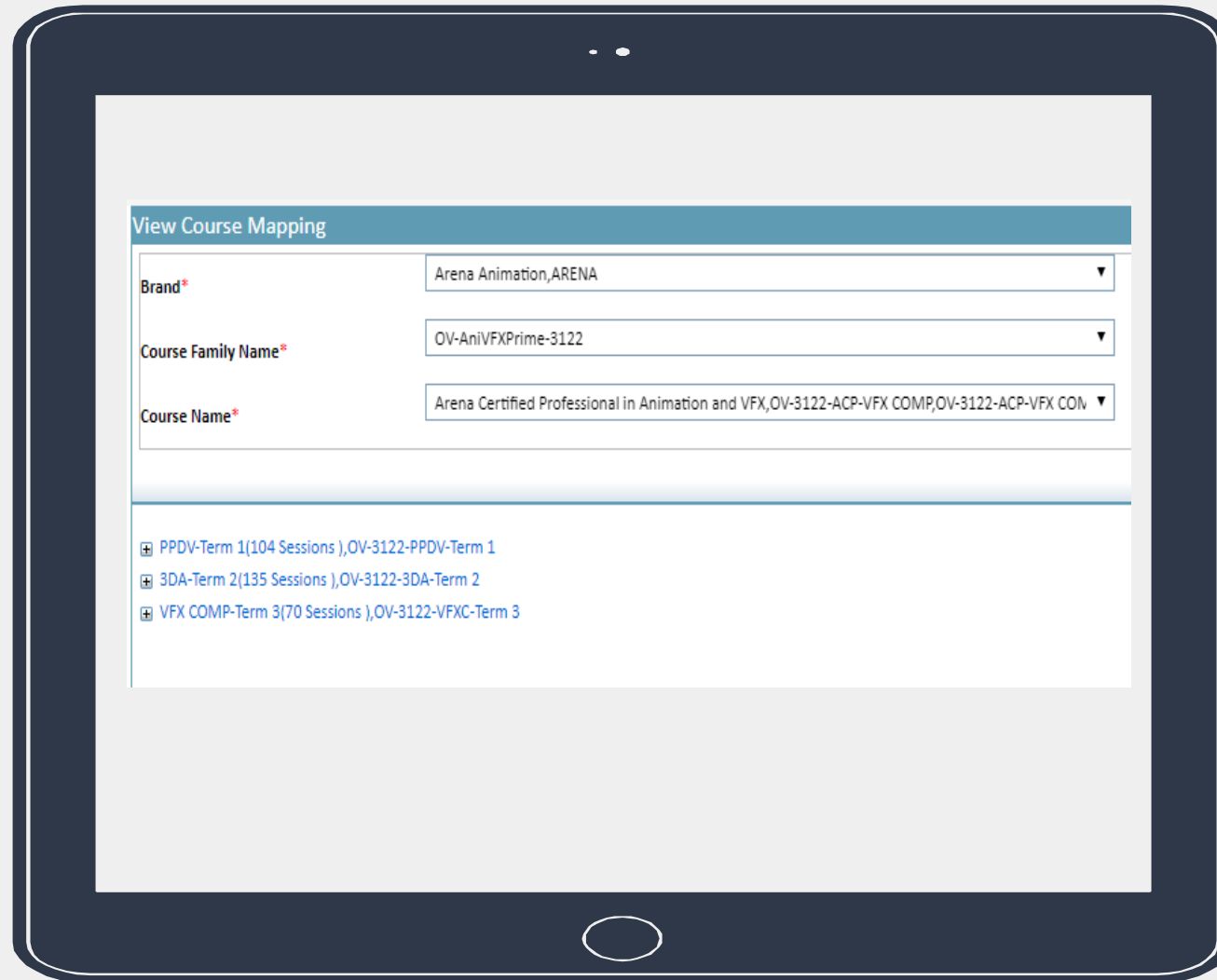
# EXIT PROFILES



# PLACEMENT COMPANIES



# AVAILABILITY IN PORTAL



# FEE AVAILABILITY DATES



<b>Program</b>	<b>Course Code</b>	<b>Fee Plan Released to Regions</b>	<b>Fee Plan Availability in Portal</b>
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

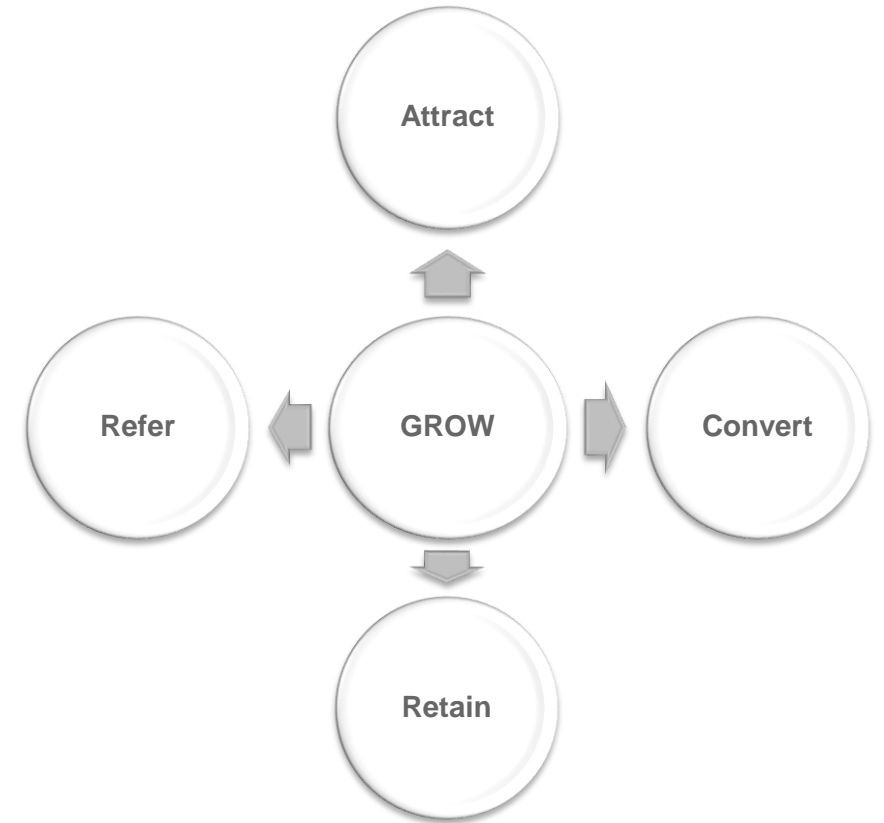
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Customer Experience means different things to different people, it is generally about the sum of all interaction a customer has with a brand. That's a significant difference from:

- 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