



A R E N A
ANIMATION

PROGRAM NOTE
2023 - 24
ANIMATION PRIME – R3D

ANIMATION 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



Animation grew 24%

- ▶ The growth of kids channels' viewership led to an increased demand for animated content
- ▶ 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 ANIMATION

1. 3D Forever: Cute Cartoon 3D Animations

In 2022 the 3D trend is focused on cute round shapes with vivid contrasting colors, making them look like clay figures come to life. The result is amazing for videos and movies dedicated to children's entertainment.

2. Hyper-Realistic CGI: More Real Than Real

The type of animation in AAA video games cinematics that makes people say "It looks more real than if it was real". The absurdly great detail allowing you to see the smallest pores on the skin of the character or the microscopic cracks on the armor can be a little bit uncanny, but very impressive nonetheless.

3. Psychedelic Animation: Surreal Fever Dreams

This trend rises like a counterculture to reflect the chaos of today and draw strength from within. The animated videos wake up our carefree spirit with incredible lucid visuals and entrancing design. Unfortunately, the trend might be too much for the wider public.

4. Flat Style Characters: The New Default for Marketing

The style works great for visualizing complex ideas in a simple and comprehensive way. Flat graphics are much easier to animate and look very professional as most people already associate it with the "corporate art style"

5. Custom Mascot Characters: Brand Ambassadors Strike Back

Second only to flat-style, custom brand mascots rise in full force for marketing videos, explainer videos, and advertising. Maybe not as complex as old-school mascots like the Duracell bunny, but definitely experimental and adorable. We can see the trend getting stronger especially for mobile applications that get more and more interactive each year.

ABOUT COURSE



Animation Prime – R3D is a comprehensive training program in the fundamentals and techniques of animation that provides comprehensive understanding of the latest software and tools used in the process of animation in the industry. The program readies the students for an animation career where they can set their imagination free.

The **Animation Prime – R3D** offers complete training in all aspects of Animation to make its students capable of employment and progress in the animation industry. This Program comprehensively trains students in three key aspects across duration of three terms:

Creative visualization which includes design basics, concepts, sketching and storyboards

2D animation concepts, graphics and editing

3D animation concepts, tools and techniques.

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**

COURSE STRUCTURE

Animation Prime-Realtime 3D					
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 2021	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 2021	14	14	28	12
Digital Sound Track	Adobe Audition CC 2021	8	4	12	4
Editing Digital Video	Adobe Premier Pro CC 2021	18	10	28	4
Storyboarding and Animatics	Adobe Premier Pro CC 2021	10	10	20	4
Digital Art and Animation	Adobe Animate CC 2020/2021	12	12	24	10
Design Portfolio	Project	2	0	2	
	Total	120	58	178	78

COURSE STRUCTURE

3D Animation	Preferred Training Tools	Theory hours	Lab hours	Total hrs	Home Work
Clay Modeling and Animation	Stop Motion Pro / MonkeyJam / Stop Motion Studio	8	0	8	
3D Basics - Modeling to Animation	-	8	0	8	
Modeling for 3D Artists	3ds Max 2021	24	24	48	
CG Lighting and Texturing	3ds Max 2021	12	12	24	10
3D Animation and FX	3ds Max 2021	12	8	20	4
3D Photorealistic Rendering	3ds Max 2021 with V-Ray 5	8	8	16	4
Creating Motion Graphics	Adobe After Effects CC 2021	12	12	24	8
3D Animation Portfolio	Project	2	0	2	
	Total	86	64	150	26

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

Advanced 3D Animation	Tools	Theory hours	Lab hours	Total hrs	Home Work
Introduction of Metaverse	-	12	0	12	
3D Basics - Modeling to Animation	-	8	0	8	
Modeling 3D Objects with Maya	MAYA 2022	14	14	28	
Character Sculpting with Zbrush	ZBrush 2021.6.4	12	12	24	
Texturing 3D Objects with Maya	MAYA 2022	14	14	28	
Lighting and Rendering 3D Objects with Maya	MAYA 2022	12	12	24	
Rendering with Arnold Renderer	Arnold Renderer 4.2 for Maya	10	10	20	4
Rigging 3D Objects with MAYA	MAYA 2022	12	12	24	
Character Animation with Maya	MAYA 2022	14	14	28	
Paint Fx and Dynamics using Maya	MAYA 2022	20	14	34	
Matchmoving and Camera Tracking	3D Equalizer	8	8	16	
Crowd Simulation	Golaem Crowd 8.0.3	8	8	16	2
Unreal – Realtime 3D	Unreal Engine	18	18	36	
Specialisation & Digital Portfolio Development (Choose 1 elective)	(1) Modelling & Texturing (2) Lighting & Rendering (3) Rigging & Animation (4) Compositing & VFX	2	0	2	
	Total	164	136	300	6

Practical Hours to be communicated as suggested additional practice sessions

ANIMATION Prime-R3D SUMMARY

Animation Prime Summary		
Term	Hours	Months
Term 1	178	7
Term 2	150	6
Term 3	300	13
Grand Total	628	26

PROGRAM DETAILS

Animation Prime – R3D

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 :

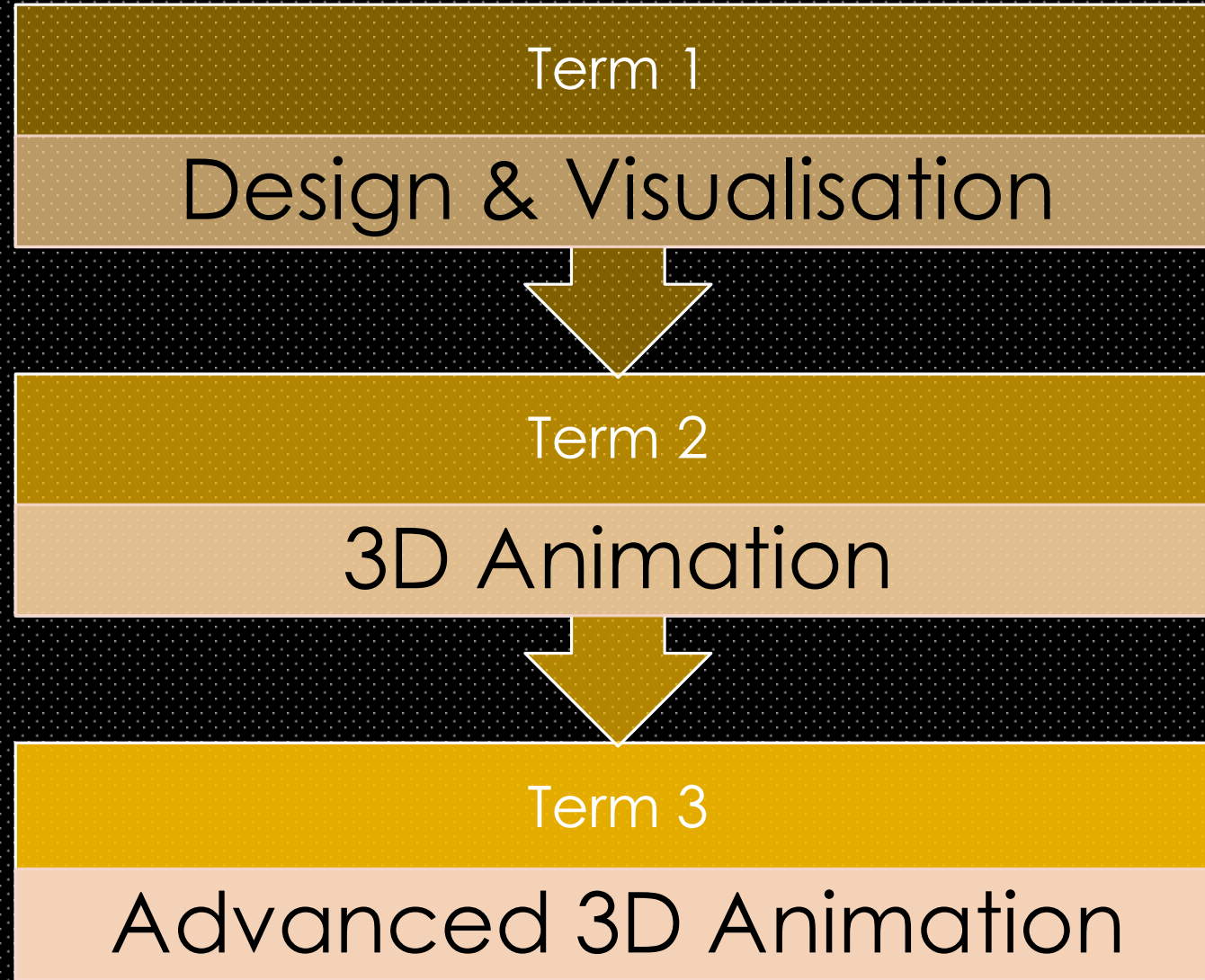
- LAB Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

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

EXIT DETAILS



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



- 3D Modeler
- 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

TG AND SELLING POINTS

Target Group

10+2 (Any stream), - Fine Arts, Commerce, Science or Arts students

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

Students with a creative bent of mind and have Passion for design and animation

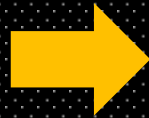


Selling Points :
New Students and Referrals from existing students

PROFILING OF WALK-INS

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

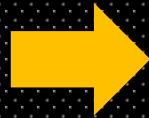
AVAILABILITY IN PORTAL



Course Family	Course Code	Course Name
OV-Animation Prime-3155	OV-3155-ACAP-DV	ACAP-Design and Visualisation

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3155-ACAP-DV)

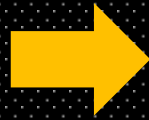
AVAILABILITY IN PORTAL



Course Family	Course Code	Course Name
OV-Animation Prime-3155	OV-3155-ACAP-3DA	ACAP-3D Animation

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3155-ACAP-3DA)

AVAILABILITY IN PORTAL



Course Family	Course Code	Course Name
OV-Animation Prime-3155	OV-3155-ACAP-A3DA	ACAP-Advanced 3D Animation

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3155-ACAP-A3DA)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
Animation Prime – R3D	OV-3155-ACAP-DV	Available	April	April
	OV-3155-ACAP-3DA	Available	July	
	OV-3155-ACAP-A3DA	Available	Oct	

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
	OV-3163-DV		
Animation Prime – 3RD	OV-3163-3DA	Will be available from 5 th April 2023	Will be available from 5 th April 2023
	OV-3163-A3DA		

PRICE LIST AVAILABILITY DATES



TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Animation Prime – R3D	OV-3163-DV-Term 1	OV-GRA0007D	Concepts of Graphics and Illustrations(D)	Will be available from 5 th April 2023
		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
Animation Prime – R3D	OV-3163-3DA-Term 2	OV-CLM0004D	Clay Modeling and Animation(D)	Available from 5 th April 2023
		OV-CMA0001D	3D Concepts - Modeling to Animation(D)	
		RDNNMD3DA10422E000	Modeling for 3D Artists	
		RDNNCGLTX10422E000	CG Lighting and Texturing	
		RDNN3DAFX10422E000	3D Animation and FX	
		RDNN3DPRE10422E000	3D Photorealistic Rendering	
		RDNNCMGRP10422E000	Creating Motion Graphics	
		OV-PRGKIT48D	Project Guide III(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 3

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Animation Prime – R3D	OV-3163-A3DA-Term 3	RDNNINTMT10422E000	Introduction of Metaverse	Available from 5 th April 2023
		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	
		RDNNUNR3D11122E000	Unreal - Realtime 3D	
		NA	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)

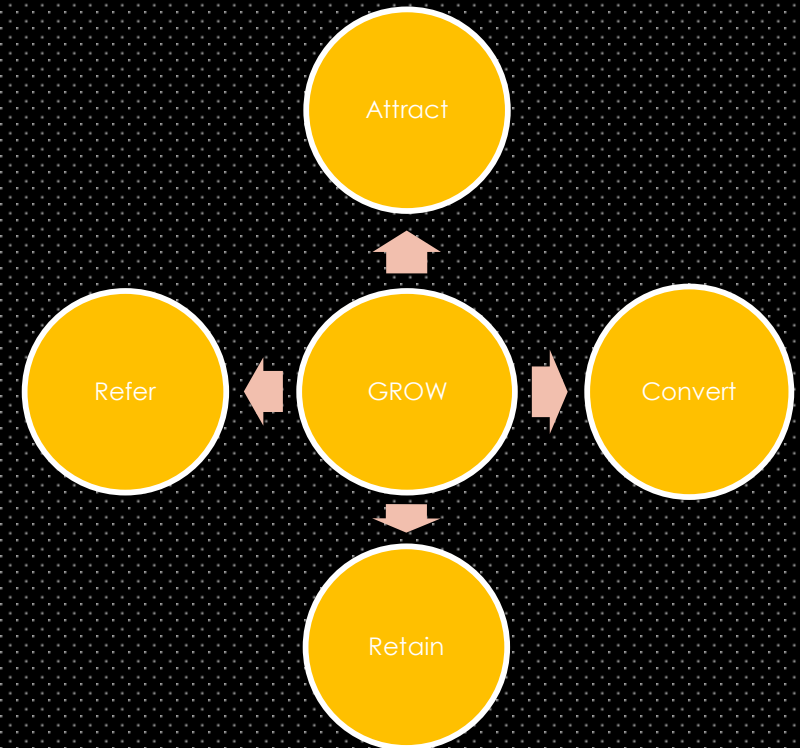
CUSTOMER ENGAGEMENT

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



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



Latest Tools & Software



Certified Faculty



Global Curriculum



Lab Sessions



Personal Attention



Practice and Application of theory in real time



Industry Interaction & exposure



Projects



Placement Assistance



Easy Installments & payment options