PROGRAM NOTE
2023
Graphics Web Design & Development
(GWDD)

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

► 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

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ANIMATION

ABOUT COURSE

Graphics Web Design & Development (GWDD) is a comprehensive program that trains in all aspects of graphic designing, web designing and web development. The course uses industry-endorsed techniques to make Students in demand new media creative professional with skills in rich multimedia content, visually appealing websites, logos for advertisements, concepts of digital graphics, image editing for print & publishing, UI/UX, SEO, and content management

COURSE STRUCTURE : GWDD

Graphics Web Design and Development-2023

Term 1	Tools	Theory hours	Lab hours	Total hours	Home Work
Concepts of Graphics and Illustrations		10	0	10	6
Web Designing Concepts		10	0	10	
UI / UX for Responsive Design		20	0	20	
Typography Design	-	6	0	6	6
Digital Art for Web	Adobe Illustrator CC	10	18	28	2
Layout Design for Web	Adobe Photoshop CC	14	14	28	12
Web Animation	Adobe Animate CC	12	12	24	10
UI Design	Adobe XD	8	8	16	
Web Design Portfolio	-	2	0	2	
Total		92	52	144	36

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : GWDD

Term 2	Tools	Theory hours	Lab hours	Total hours	Home Work
Concepts of Programming		6	0	6	
Building Next Generation Websites	HTML5, CSS3 and Javascript ES7	12	12	24	8
Web Development using Angular Js	Angular JS	10	10	20	2
Bootstrap	Bootstrap 5	6	6	12	2
Design and Development using Programming Language	PHP	12	12	24	4
Content Management System	Drupal 9	10	10	20	
Search Engine Optimization		12	10	22	
Web Adwords		10	10	20	4
Web Analytics	-	10	10	20	4
Web Design & Development portfolio	-	2	0	2	
Total		90	80	170	24

Practical Hours to be communicated as suggested additional practice sessions

SUMMARY : GWDD

Graphics Web Design and Development Summary	Hours	Months
Term 1	144	6
Term 2	170	7
Grand Total	314	13

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COURSE STRUCTURE : WEB DESIGN

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Web Designing - 2023

Term 1	Tools	Theory hours	Lab hours	Total hours	Home Work
Concepts of Graphics and Illustrations		10	0	10	6
Web Designing Concepts		10	0	10	
UI / UX for Responsive Design		20	0	20	
Typography Design	-	6	0	6	6
Digital Art for Web	Adobe Illustrator CC	10	10	20	2
Layout Design for Web	Adobe Photoshop CC	14	14	28	12
Web Animation	Adobe Animate CC	12	12	24	10
Building Next Generation Websites	HTML5, CSS3 and Javascript ES7	12	12	24	8
Web Design Portfolio	-	2	0	2	
Total		**96**	**48**	**144**	**44**

Web Designing Summary	Hours	Months
Term 1	144	6
Grand Total	144	6

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE : PRINT & PUBLISHING

Print and Publishing-2023					
Modules	Tools	Theory hours	Lab hours	Total hours	Home Work
Design and Visualization Fundamentals	-	12	0	12	4
Graphics & Illustration Fundamentals	-	12	0	12	4
Typography Techniques	-	6	6	12	
Digital Art for Web	Adobe Illustrator CC	10	20	30	4
Magic with Images	Adobe Photoshop CC	14	14	28	12
Design for Print and Advertising	-	6	0	6	4
Publishing for the Media	Adobe Indesign CC & Incopy CC	20	16	36	
Print Portfolio	Project	2	0	2	
Total		**82**	**56**	**138**	**28**

Print and Publishing Summary	Hours	Months
Term 1	138	6
Grand Total	138	6

Practical Hours to be communicated as suggested additional practice sessions

PROGRAM DETAILS

Graphics Web Design & Development

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

EXIT DETAILS

Program	Course Description	Entry	Exit
Graphic, Web Design & Development (GWDD)	GWDD (Full Program)	Yes	Yes
Graphics & Web Design (GWD)	GWDD Term 1	Yes	Yes
Web Design & Development (WDD)	GWDD Term 2	Yes	Yes
Web Design (WD)	Web Design	Yes	Yes
Print & Publishing (PP)	Print and Publishing	Yes	Yes

DELIVERY DETAILS

Delivery Pattern :

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

Certificate Type :

Certificate of Accomplishment (COA)

JOB PROFILES

ARENA ANIMATION

TERM 1

Web Designer
UI Designer
Layout Designer
Graphic
Designer
Flash Animator

TERM 2

Web Developer
SEO Consultant
Content
Management
System
Specialist

Web Design

Web Designer
UI Designer
Layout Designer
Graphic
Designer
Flash Animator

**Print &
Publishing**

Graphic
Designer
Illustrator
Layout Designer
Visualizer

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

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-GWDD-3161	OV-3161-GWDD	Graphics, Web Design and Development
	OV-3161-WD	Web Design
	OV-3161-PP	Print and Publishing

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-GWDD-3161)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
Graphics Web Design & Development	OV-3161-GWDD	Available	April	April
	OV-3161-WD	Available	April	April
	OV-3161-PP	Available	April	April

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
Graphics Web Design & Development	OV-GWDD-3161	To be available on 5th April 2023	To be available on 5th April 2023

PRICE LIST AVAILABILITY DATES

TERM 1

Program	Course Code	Book Code	Book Title	Book Price Released to Regions
GWDD	OV-3161-Term 1	OV-GRA0007D	Concepts of Graphics and Illustrations(D)	To be available on 5th April 2023
		OV-WEB0096D	Web Designing Concepts(D)	
		RDNNUXIRD10918E000	UX and UI for Responsive Web Design	
		OV-TYP0002D	Typography Design(D)	
		RDNNDARTW10422E000	Digital Art for Web	
		RDNNLYDWB10422E000	Layout Design for Web	
		RDNNWEBAN10422E000	Web Animation	
		RDNNUIDSN10422E000	UI Design	
		OV-PRG0135D	Portfolio-Web Design using HTML(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 Code	Book Title	Book Price Released to Regions
GWDD	OV-3161-Term 2	OV-COP0001D	Concepts of Programming(D)	To be available on 5th April 2023
		RDNNBNGWB10422E000	Building Next Generation Websites	
		RDNNWDAJS10422E000	Web Development using Angular Js	
		RDNNBTSTP10422E000	Bootstrap	
		RDNNDDUPL10422E000	Design and Development using Programming Language	
		RDNNCMSTM10422E000	Content Management System	
		OV-SEO0003D	Search Engine Optimization(D)	
		RDNNWEBAD10422E000	Web Adwords	
		RDNNWEBAL10422E000	Web Analytics	
		OV-WDD0001D	Web Design and Development portfolio(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

GWDD (WEB DESIGNING): TERM 1

Program	Course Code	Book Code	Book Title	Book Price Released to Regions
GWDD (WEB DESIGNING)	OV-3161-WD-Term 1	OV-GRA0007D	Concepts of Graphics and Illustrations(D)	To be available on 5th April 2023
		OV-WEB0096D	Web Designing Concepts(D)	
		RDNNUXIRD10918E000	UX and UI for Responsive Web Design	
		OV-TYP0002D	Typography Design(D)	
		RDNNDARTW10422E000	Digital Art for Web	
		RDNNLYDWB10422E000	Layout Design for Web	
		RDNNWEBAN10422E000	Web Animation	
		RDNNBNGWB10422E000	Building Next Generation Websites	
		OV-PRG0135D	Portfolio-Web Design using HTML(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

GWDD (PRINT & PUBLISHIHNG) : TERM 1

Program	Course Code	Book Code	Book Title	Book Price Released to Regions
GWDD (PRINT & PUBLISHIHNG)	OV-3161-PP-Term 1	OV-DVFKIT01D	Design and Visualization Fundamentals(D)	To be available on 5th April 2023
		OV-GRFKIT01D	Graphics & Illustration Fundamentals(D)	
		OV-TYP0002D	Typography Design(D)	
		RDNNDARTW10422E000	Digital Art for Web	
		RDNNMGIMG10422E000	Magic with Images	
		OV-DPA0001D	Design for Print and Advertising(D)	
		RDNNPUBMD10422E000	Publishing for the Media	
		OV-PRG0006D	Print Portfolio(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)
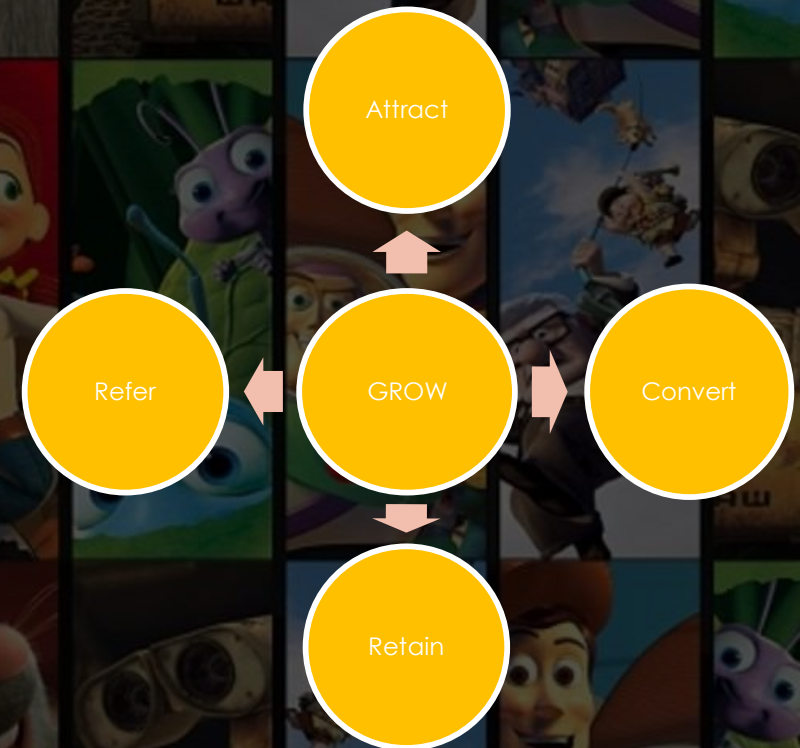
CUSTOMER ENGAGEMENT

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

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

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