



# ARENA GAMING™

**Product Note**

**Gaming-AR-VR Prime**



**Course code: OV-3146-GARVRP**

# The Rise Of The Indian Gaming Industry

- As per research conducted by KPMG, India will have around **190 million** gamers by 2021
- **75%** of the population in India is under the age of 45 which makes it the largest potential market for Gaming
- India has more than **560 million** internet users that makes it the second-largest online market across the globe. This number will go up to **650 million** users by 2023
- **THE COVID Effect.** Naturally, due to COVID-19, there has been a spike in online gaming traffic



# GAMING INDUSTRY

India Is Poised To Become One Of The World's Leading Markets In Gaming Sector.

The Growth Is Driven By :-

- Rising Younger Population
- Higher Disposable Incomes
- Introduction Of New Gaming Genres And
- The Increasing Number Of Smartphone And Tablet Users

## ADVANTAGES OF GAMING INDUSTRY IN INDIA :-

- World's Largest Youth Population
- World's Second Largest Internet Population
- Availability Of Creative Talent
- Huge Skills Base Across IT, Testing And Arts
- World-class Infrastructure And Advanced Technology
- Presence Of Big Development Centres Like Microsoft, Nvidia, UbiSoft, Zynga, Electronic Arts, Disney, Playdom, Sony, Etc.



# GAMING INDUSTRY

Games Have Now Become The Most Popular And Profitable Form Of Entertainment.

Over The Years, Gaming Has Evolved To Include Different Mediums. We Have Seen Consoles Becoming More Sophisticated, PC Games Becoming Multi-player And More Complex And An Entire Evolution Of NextGen Mobile Games On Smartphones.

## TYPES OF GAMES:



**PC Games**



**Console Games**



**Mobile Gaming**

# JOB OPPORTUNITIES



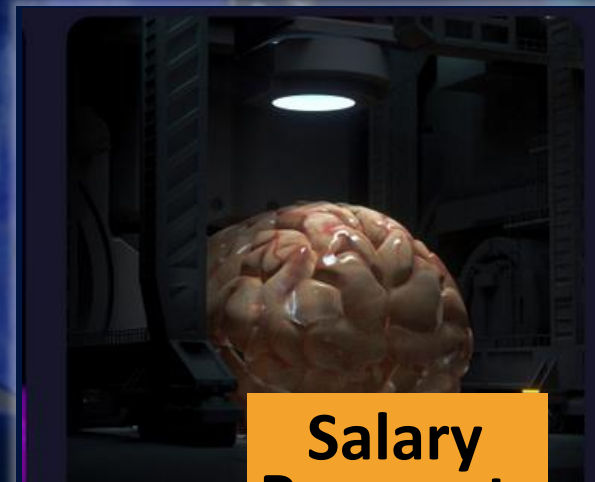
**40,000**

In 2022, the number of people employed in the gaming sector is estimated to reach across India.



**400**

**Around Game development companies in India**



**Salary Prospects**

Gaming industry - Game design and game engineering need higher-end skills and beginners can expect to start around 4.5 lakh per annum.



**Some reputed recruiters are:**

Dhruva Interactive ❁ digiKhel ❁ Games2win ❁ 2Pi Interactive ❁ 99 Games  
Zapak ❁ Zebu Games ❁ Yellow Monkey studios ❁ Synqua Games  
Rebel Fiction ❁ Electronic Arts (EA) ❁ Digital Chocolate ❁ Zynga  
Games2Win ❁ Hastag ❁ iEnergizer ❁ Ozura ❁ Rolocule ❁ Octane Tech

## Various Functions in Gaming Industry

- Game Design
- Game Production
- Game Programming
- Art
- Animation
- Sound & Audio
- Quality Assurance
- Software & Web Development
- Management
- Marketing
- Content
- IT
- Research
- Education
- Media
- Customer Service
- Administrative
- Events
- Talent
- Finance
- Legal
- Human Resource

# Job Roles in Gaming Industry



Game Design



Game Art



Animation



Game Programming



Game Production



Quality Assurance



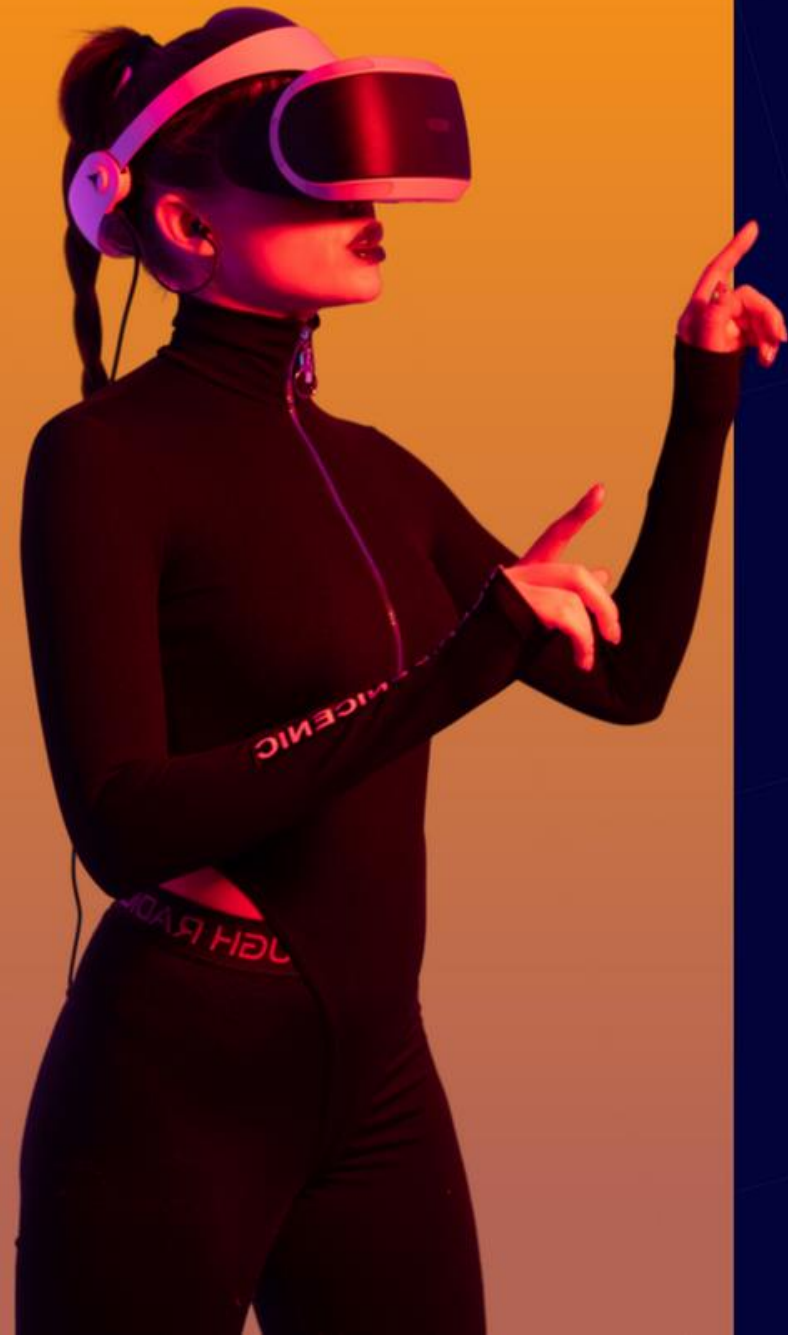
Content



Audio



Management



## ABOUT GAMING-AR-VR PRIME

Gaming-AR-VR Prime program is the comprehensive program that focus on design and immersive media combined.

Students will learn Game art and design for Mobile and Video games and Augmented reality and Virtual reality. Students will experience the blend of industry-standard practices and artistic methods with technological advancement of Metaverse

- Students will acquire skills to expand their career options in a variety of gaming segments.
- Expand their options for career opportunities.





# Target Audience

Gaming is a highly competitive sector where professionals are needed who have a good balance of creativity, fun and technology. The most important skills required in this field are creativity and passion.

- 10+2
- Graduates
- Engineers
- Working Professionals



# WHY ARENA GAMING ?



**Metaverse aligned  
course offerings**



**Industry Connect  
programs**



**Placement Assistance**



**Showcase Talent,  
Online Portfolio, etc.**



**Loan facility**



**State-of-the-art-  
infrastructure**

## PROGRAM DETAILS

### Abbreviations :

Below Are The Indications To Interpret Course Structures With Respective Mandatory /Non-mandatory Points

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### 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
- 

### Additional Practice Hours :

- Additional Practice Hours Are Not Mandatory For Program Delivery And Will Not Be Considered Under Atrack For Tracking And Program Duration
- 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
- These to be Communicated As Suggested Additional Practice Sessions To Strengthen Students Learning

**Note:** Course Monitoring Will Be Limited To Theory Hours And Lab Hours Sessions Only

# COURSE STRUCTURE



<b>Gaming-AR-VR Prime</b>	<b>Hours</b>	<b>Months</b>
Game Art & Design	118	5
Mobile Game Design	192	8
Video Game Design	340	14
Immersive Design- AR Specialization	104	4
Immersive Design- VR Specialization	100	4
<b>Total</b>	<b>854</b>	<b>36</b>

# COURSE STRUCTURE



## Term 1: Game Art & Design

Modules	Preferred Training Tools	Theory hours	Lab hours	Total hours	Additional Practice hours*
Game Production & Design Documents	-	16	0	16	
Game Art Fundamental	-	16	0	16	
Visual Development for Games	-	8	0	8	
Game Art using Photoshop	Adobe Photoshop CC 2021	24	12	36	12
Vector Illustrations for Games	Adobe Illustrator CC 2021	8	4	12	4
Animate for Game Art	Adobe Animate CC 2020/2021	8	4	12	4
UI/UX Design for Games	Adobe Photoshop CC 2021	10	8	18	4
<b>Total</b>		<b>90</b>	<b>28</b>	<b>118</b>	<b>24</b>

\*Additional Practice Hours - 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

# COURSE STRUCTURE



## Term 2: Mobile Gaming Design

Modules	Preferred Training Tools	Theory hours	Lab hours	Total hours	Additional Practice hours*
Mobile Game Pipeline	-	4	0	4	
Game Art for Mobile	Adobe Photoshop CC 2021	8	10	18	8
Introduction to 3D - Blender	Blender 3.0	96	24	120	24
Game Level Design	Blender 3.0	8	4	12	4
Essentials of Unity	Unity 2021	24	12	36	12
Mobile Gaming Portfolio (Mobile Game (2D/3D))	Unity/Blender/Photoshop	2	0	2	12
<b>Total</b>		<b>142</b>	<b>50</b>	<b>192</b>	<b>60</b>

\*Additional Practice Hours - 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

# COURSE STRUCTURE



## Term 3: Video Game Design

Modules	Preferred Training Tools	Theory hours	Lab hours	Total hours	Additional Practice hours*
PC/Console Game Pipeline & Architecture	-	8	0	8	4
Game Art for Video Games	Adobe Photoshop CC 2021	8	8	16	4
Maya Modeling for 3D Objects	MAYA 2022	20	10	30	16
Maya Texturing for 3D Objects	MAYA 2022	18	8	26	8
Maya Lighting and Rendering for 3D Objects	MAYA 2022	16	8	24	8
Rendering with Renderer	Arnold Renderer 4.2 for Maya	10	10	20	4
Maya Rigging for 3D Objects	MAYA 2022	16	12	28	8
Maya Animation	MAYA 2022	16	8	24	6
Game Assets Pipeline and Level Design	Maya latest	32	16	48	16
Character Sculpting with Zbrush	ZBrush 2021.6.4	24	12	36	12
PBR Workflow (Substance & Quixel)	Substance Painter & Quixel	20	10	30	10
Game Essentials with Unreal	Unreal	32	16	48	16
PC Game Portfolio (Prototype of Interactive Level Design)	Maya, Substance Painter, Quixel, Unreal	2	0	2	16
<b>Total</b>		<b>222</b>	<b>118</b>	<b>340</b>	<b>128</b>

\*Additional Practice Hours - 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

# COURSE STRUCTURE



## Term 4: Immersive Design- AR Specialization

Modules	Preferred Training Tools	Theory hours	Lab hours	Total hours	Additional Practice hours*
AR Design Documentation Concepts -		4	0	4	4
UI/UX Design for AR Application	Photoshop 2021	4	0	4	4
AR SDK with Unity	Unity 2021	12	6	18	6
Unity AR Foundation	Unity 2021	16	8	24	8
Projects - AR Educational App	Maya/Blender/Unity	12	6	18	6
Projects - AR Product App	Maya/Blender/Unity	12	6	18	6
Projects - AR Game	Maya/Blender/Unity	12	6	18	6
<b>Total</b>		<b>72</b>	<b>32</b>	<b>104</b>	<b>40</b>

\*Additional Practice Hours - 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



# COURSE STRUCTURE

## Term 5: Immersive Design- VR Specialization

Modules	Preferred Training Tools	Theory hours	Lab hours	Total hours	Additional Practice hours*
Concepts - VR Design Documentation	-	4	0	4	4
UI/UX Design for VR Application	Photoshop	4	0	4	4
Unity Google VR Application for Mobile	Unity AR	12	6	18	6
Unreal VR Application	Unreal	12	8	20	8
Projects - Interactive Archi Visualization	Maya/Blender/Unreal	12	6	18	6
Projects - VR Immersive Experience Application	Maya/Blender/Unreal	12	6	18	6
Projects - VR Game	Maya/Blender/Unreal	12	6	18	6
<b>Total</b>		<b>68</b>	<b>32</b>	<b>100</b>	<b>40</b>

\*Additional Practice Hours - 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

# LEARNING OUTCOMES



## Term 1: Game Art & Design

Understand the Game Design, Art Workflow & Fundamentals. Creating art, illustrations, animation and UI design for games

## Term 2: Mobile Gaming

Understand pipeline for Mobile game Design. Create UI/UX interface for Mobile Game design. Understand the 3D pipeline—modeling, rigging, animation, simulation, rendering, compositing and motion tracking, even video editing and game creation with Blender. Understand main components of the Unity interface and design a Mobile game.

## Term 3: Video Game Design

Understand fundamentals of modeling, rigging and animating 3D-modeled characters for use in video games. Creating games for mobile and console systems with rules for touch and motion controls. Integrating story into the game, writing the game script, putting together the game, creating the design document. Create dream video games with the help of the different tools of Maya, ZBrush, Substance Painter and Unreal Engine

# LEARNING OUTCOMES



## Term 4: Immersive Design- AR Specialization

Understanding virtual world applications. Learn aspects of AR applications. Explore Unity features such as URP rendering, XR Interaction Toolkit, and ProBuilder.

## Term 5: Immersive Design- VR Specialization

Understand the steps and best practices to begin VR development. Create UI and UX design. Explore Unity features such as URP rendering, XR Interaction Toolkit, and ProBuilder.

Build impressive VR-based apps and games that can be experienced using modern devices. Design and build a VR storytelling animation with a soundtrack and timelines.

## DELIVERY PATTERN

### Delivery Pattern :

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

### Certificate Type :

Certificate of Accomplishment (COA)

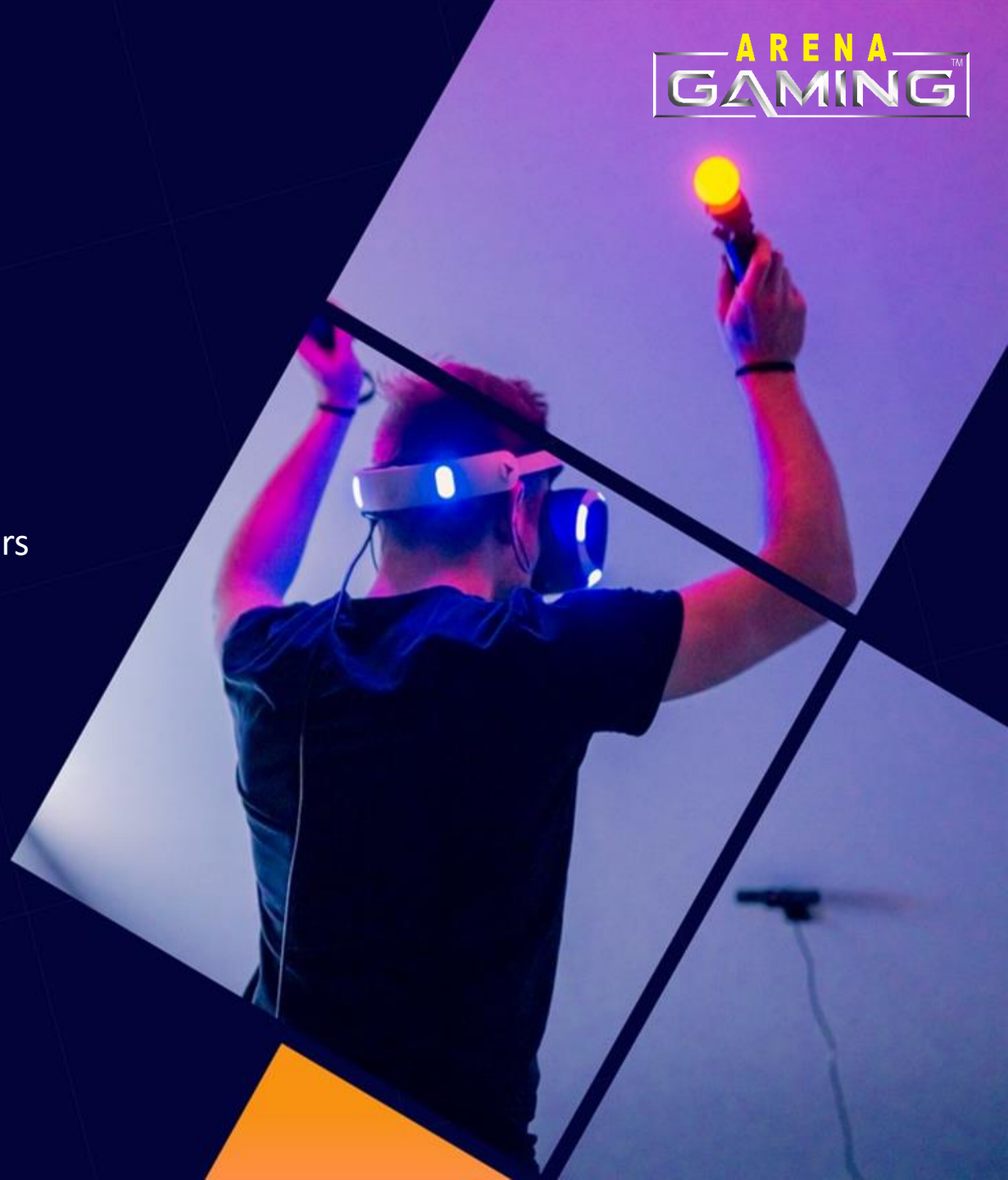
### Certificate :

Gaming-AR-VR-Prime

Arena Certified Expert in Gaming and Immersive Design

# EXIT PROFILES

- Game Designers
- Level Designers
- Technical Artists / 3D Asset Integration Artists
- 3D Asset Artists
- Texture Artist
- Game Animators
- Game UI|UX Designer
- Game Character Artists
- Game Concept Artists
- Digital Content Creators
- Metaverse Creators
- AR Content Creator
- VR Artist
- VR Developer
- World Building Artist
- Environment Artist
- 3D Generalist
- Virtual Fashion Artist



# TOP GAMING STUDIOS

**DHRUVA INTERACTIVE****NAZARA****99 GAMES****ROCKSTAR GAMES****MOONFROG LABS****LITTLE RED ZOMBIES****LAKSHYA DIGITAL****FLYING ROBOT STUDIOS****MINDBOX****YOOZOO GAMES****HOLY COW PRODUCTIONS****LUCID LABS****SUMO DIGITAL****OGRE HEAD STUDIOS****SMARTVIZX****NUKEBOX STUDIOS****APAR GAMES****NODDING HEADS GAMES**

# AVAILABILITY IN PORTAL



## View Course Mapping

Brand\*

Arena Animation,ARENA

Course Family Name\*

Gaming & Immersive Design

Course Name\*

Gaming-AR-VR Prime,OV-3146-GARVRP,OV-3146-GARVRP

### [-] OV-3146-Game Art and Design-Term 1(59 Sessions ),OV-3146-Term 1

- + Game Production and Design Documents,OV-GPDD
- + Game Art Fundamental ,OV-GAFUN
- + Visual Development for Games,OV-VDGAM
- + Game Art using Photoshop,OV-GAPHO
- + Vector Illustrations for Games,OV-VIGAM
- + Animate for Game Art,OV-AGART
- + UI/UX Design for Games,OV-UIXDGM

### [-] OV-3146-Mobile Game Design-Term 2(96 Sessions ),OV-3146-Term 2

- + Mobile Game Pipeline,OV-MBGP
- + Game Art for Mobile,OV-GAMBL
- + Introduction to 3D - Blender,OV-INT3DB
- + Game Level Design,OV-GMLD
- + Essentials of Unity,OV-ESSUN
- + Mobile Gaming Portfolio,OV-MGPRT

### [-] OV-3146-Video Game Design-Term 3(170 Sessions ),OV-3146-Term 3

- + PC/Console Game Pipeline and Architecture,OV-PCCGP
- + Game Art for Video Games,OV-GAVDG
- + Maya Modeling for 3D Objects,OV-MM3DO
- + Maya Texturing for 3D Objects,OV-MT3DO
- + Maya Lighting and Rendering for 3D Objects,OV-MLR3DO
- + Rendering with Renderer,OV-REWREN
- + Maya Rigging for 3D Objects,OV-MR3DO
- + Maya Animation ,OV-MANIM
- + Game Assets Pipeline and Level Design,OV-GMASSP
- + Character Sculpting with Zbrush,OV-CSZB
- + PBR Workflow,OV-PBRWRK
- + Game Essentials with Unreal,OV-GESSUN
- + PC Game Portfolio,OV-PCGPRT

### [-] OV-3146-Immersive Design- AR Specialization-Term 4(52 Sessions ),OV-3146-Term 4

- + AR Design Documentation Concepts,OV-ARDDC
- + UI/UX Design for AR Application,OV-UIUXDARA
- + AR SDK with Unity,OV-ARSDKU
- + Unity AR Foundation,OV-UARFN
- + Projects - AR Educational App,OV-PRJAREA
- + Projects - AR Product App,OV-PRJARPA
- + Projects - AR Game,OV-PRJARGM

### [-] OV-3146-Immersive Design- VR Specialization-Term 5(50 Sessions ),OV-3146-Term 5

- + Concepts - VR Design Documentation,OV-CVRDD
- + UI/UX Design for VR Application,OV-UIUXDVRA
- + Unity Google VR Application for Mobile,OV-UGVRAM
- + Unreal VR Application,OV-UNVRA
- + Projects - Interactive Archi Visualization,OV-PRJIARV
- + Projects - VR Immersive Experience Application,OV-PRJVRIEA
- + Projects - VR Game,OV-PRJVRGM

# FEE\$ AVAILABILITY DATES



Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability to Regions
Gaming-AR-VR Prime	OV-3146-GARVRP	16 <sup>th</sup> May 2022	16 <sup>th</sup> May 2022



# CONTENT AVAILABILITY DATES



Program	Course Code	Content Availability	PM Released to Regions	Batch start dates
Gaming-AR-VR Prime	OV-3146- GARVRP	Term 1: July 2022	Term 1: June 2022	Term 1: 20 <sup>th</sup> June 2022
		Term 2: Oct 2022	Term 2: Sept 2022	Term 2:
		Term 3: Oct 2022	Term 3: Sept 2022	Term 3:
		Term 4: Dec 2022	Term 4: Nov 2022	Term 4:
		Term 5: Dec 2022	Term 5: Nov 2022	Term 5:

# PRICE LIST AVAILABILITY DATES



## Term 1: Game Art & Design

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Gaming-AR-VR Prime	OV-3146-GARVRP	Game Production and Design Documents	RDNNGPDDC10522E000	1 <sup>st</sup> week June
		Game Art Fundamental	RDNNGMARF10522E000	
		Visual Development for Games	RDNNVDVGM10522E000	
		Game Art using Photoshop	RDNNGMARP10522E000	
		Vector Illustrations for Games	RDNNVILGM10522E000	
		Animate for Game Art	RDNNANGMA10522E000	
		UI/UX Design for Games	RDNNUIUXD10522E000	

# PRICE LIST AVAILABILITY DATES



## Term 2: Mobile Gaming Design

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Gaming-AR-VR Prime	OV-3146-GARVRP	Mobile Game Pipeline	RDNNMBGMP10522E000	
		Game Art for Mobile	RDNNGMAMB10522E000	
		Introduction to 3D - Blender	RDNNIN3DB10522E000	
		Game Level Design	RDNNGMLDS10522E000	
		Essentials of Unity	RDNNESSUN10522E000	
		Mobile Gaming Portfolio	RDNNMBGPR10522E000	

# PRICE LIST AVAILABILITY DATES



## Term 3: Video Game Design

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Gaming-AR-VR Prime	OV-3146- GARVRP	PC/Console Game Pipeline and Architecture	RDNNPCGPA10522E000	
		Game Art for Video Games	RDNNGMAVG10522E000	
		Maya Modeling for 3D Objects	RDNNMM3DO10522E000	
		Maya Texturing for 3D Objects	RDNNMT3DO10522E000	
		Maya Lighting and Rendering for 3D Objects	RDNNMLR3D10522E000	
		Rendering with Renderer	RDNNRNDRN10522E000	
		Maya Rigging for 3D Objects	RDNNMR3DO10522E000	
		Maya Animation	RDNNMAYAA10522E000	
		Game Assets Pipeline and Level Design	RDNNGAPLD10522E000	
		Character Sculpting with Zbrush	RDNNCHSZB10522E000	
PBR Workflow	RDNNPBRWR10522E000			
Game Essentials with Unreal	RDNNGESUN10522E000			
PC Game Portfolio	RDNNPCGMP10522E000			

# PRICE LIST AVAILABILITY DATES



## Term 4: Immersive Design- AR Specialization

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Gaming-AR-VR Prime	OV-3146-GARVRP	AR Design Documentation Concepts	RDNNARDDC10522E000	
		UI/UX Design for AR Application	RDNNUDARA10522E000	
		AR SDK with Unity	RDNNARSDK10522E000	
		Unity AR Foundation	RDNNUARFN10522E000	
		Projects - AR Educational App	RDNNPAREA10522E000	
		Projects - AR Product App	RDNNPARPA10522E000	
		Projects - AR Game	RDNNPARGM10522E000	

# PRICE LIST AVAILABILITY DATES



## Term 5: Immersive Design- VR Specialization

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
Gaming-AR-VR Prime	OV-3146-GARVRP	Concepts - VR Design Documentation	RDNNCVRDD10522E000	
		UI/UX Design for VR Application	RDNNUDVRA10522E000	
		Unity Google VR Application for Mobile	RDNNUGVRA10522E000	
		Unreal VR Application	RDNNUVRAP10522E000	
		Projects - Interactive Archi Visualization	RDNNPJIAV10522E000	
		Projects - VR Immersive Experience Application	RDNNPVRIE10522E000	
		Projects - VR Game	RDNNPVRGM10522E000	

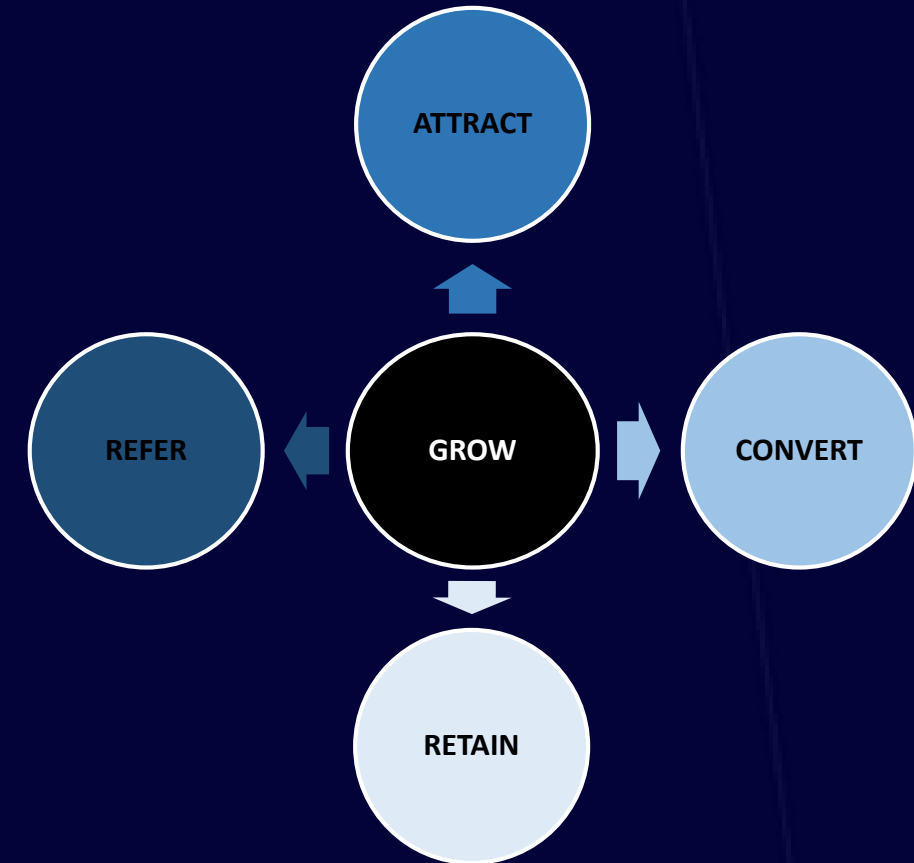
# CUSTOMER ENGAGEMENT

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

- 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