



# ARENA GAMING™

**Product Note**

**Mobile Games  
Professional**



**Course code: OV-3149-MGP**

# 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



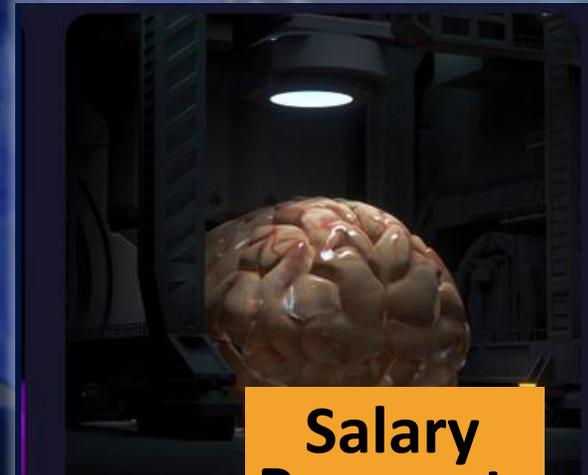
**40,000**

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



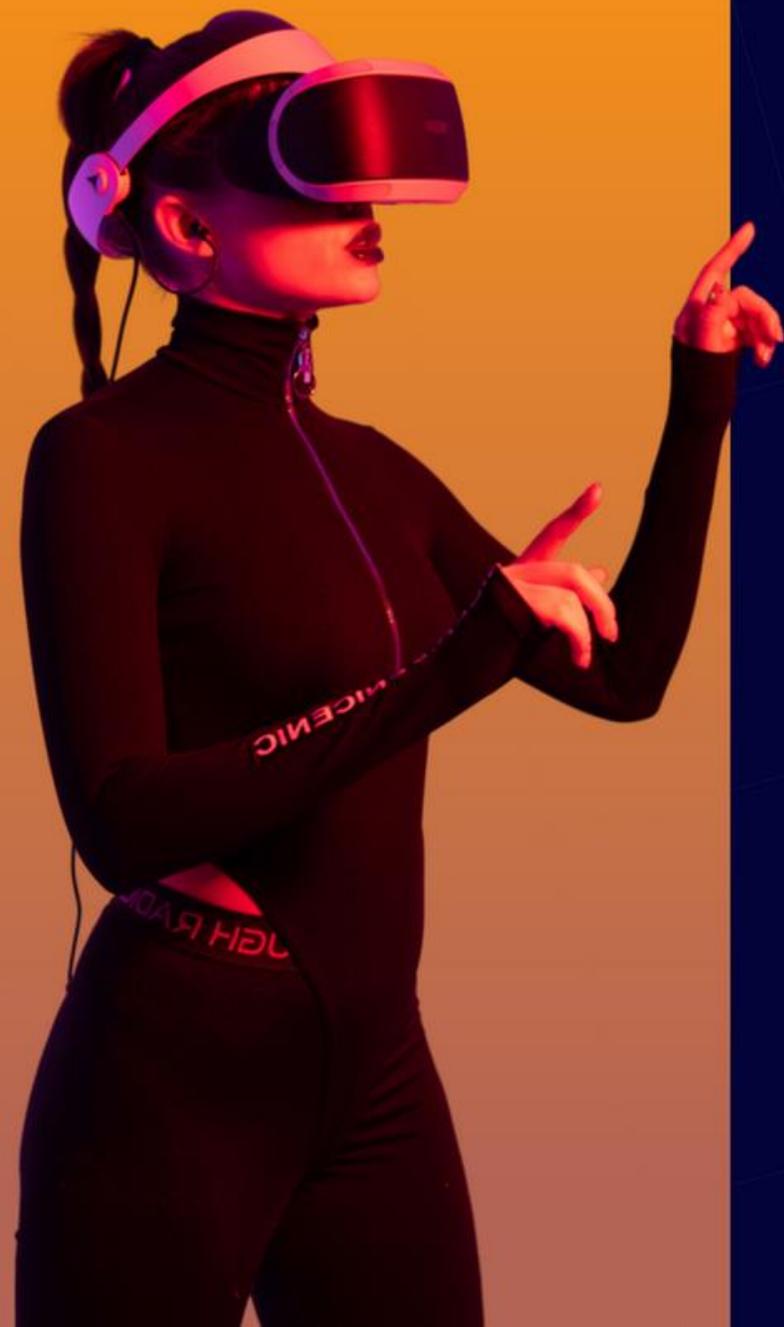
Content



Audio



Management





## ABOUT MOBILE GAMES PROFESSIONAL

Mobile Games Professional program will equip our student with a range of designing skills that will help to become a successful Professional.

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

Further students will learn the advance techniques involved in Mobile games through modeling, rigging and animating 3D-modeled characters for use in mobile games with the help of tools like Blender, Photoshop and Unity Interface.



# 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
- 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 Aptrack
- 

### Lab Hours :

- Lab Hours Are Mandatory To Be Delivered As Per The Program And Will Be Tracked In Aptrack
- 

### Additional Practice Hours :

- Additional Practice Hours Are Not Mandatory For Program Delivery And Will Not Be Considered Under Aptrack 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>Advanced Program in Game Design</b>	<b>Hours</b>	<b>Months</b>
Game Art & Design	118	5
Mobile Game Design	192	8
<b>Total</b>	<b>310</b>	<b>13</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

# 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.

## DELIVERY PATTERN

### Delivery Pattern :

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

### Certificate Type :

Certificate of Accomplishment (COA)

### Certificate :

Mobile Games Professional	Mobile Games Professional
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## EXIT PROFILES

- Mobile Game Designers
- Level Designers
- Technical Artists
- 2D/3D Asset Artists
- Texture Artist
- 2D / 3D Game Animators
- Mobile Game UI|UX Designer



# 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\*

Mobile Games Professional,OV-3149-MGP,OV-3149-MGP

[-] OV-3149-Game Art and Design-Term 1(59 Sessions ),OV-3149-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-3149-Mobile Game Design-Term 2(96 Sessions ),OV-3149-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

# FEES AVAILABILITY DATES



Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability to Regions
Mobile Games Professional	OV-3149-MGP	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
Mobile Games Professional	OV-3149-MGP	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:

# PRICE LIST AVAILABILITY DATES



## Term 1: Game Art & Design

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
		Game Production and Design Documents	RDNNGPDDC10522E000	
		Game Art Fundamental	RDNNGMARF10522E000	
		Visual Development for Games	RDNNVDVGM10522E000	
Mobile Games Professional	OV-3149-MGP	Game Art using Photoshop	RDNNGMARP10522E000	1 <sup>st</sup> week June
		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
Mobile Games Professional	OV-3149-MGP	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	

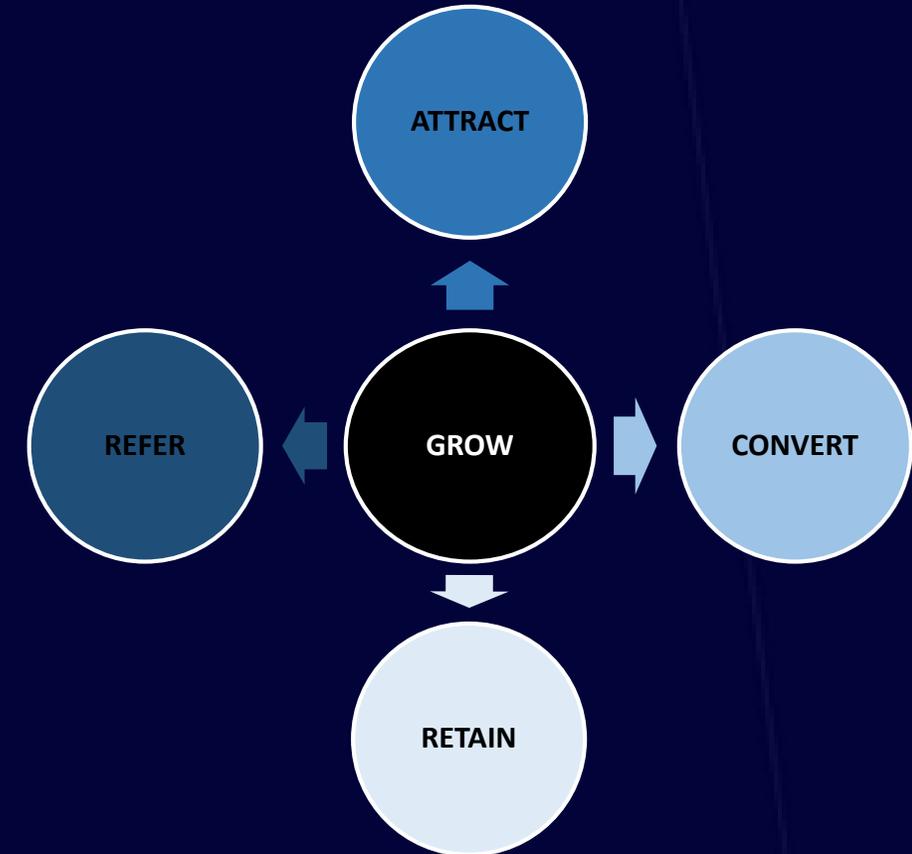
# CUSTOMER ENGAGEMENT

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