ARENA
ANIMATION

PROGRAM NOTE
2023
VFX Film Making

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

NEW TRENDS IN VFX INDUSTRY

1. **Enhance your imagination with special effects:** It's where live action footage is mixed with computer generated elements, characters or effects seamlessly.

2. **Increased use of virtual production:** The use of virtual reality (VR) and other technologies to create and capture material in a virtual environment rather than on a physical set is referred to as virtual production. This provides more flexibility and cost savings since modifications and tweaks may be done in the virtual world before committing to film. We should anticipate seeing more virtual production in the entertainment sector in the next years, particularly for animation and VFX-heavy films

3. Artificial intelligence (AI) and machine learning technologies are increasingly being employed in the animation and visual effects (VFX) sectors. These technologies may be used to automate operations like character animation and face expressions, as well as to produce new material. More companies and artists will use AI and machine learning to generate more realistic and complicated animation and VFX projects in 2023.

4. Real-time rendering refers to the capacity to produce and show 3D visuals in real-time, as opposed to traditional rendering approaches, which need substantial pre-processing time. Real-time rendering enables more participatory and immersive experiences and is already being utilised in a number of applications such as video games, virtual reality, and live events. We should anticipate seeing greater usage of real-time rendering in animation and VFX for cinema and television in the next years, since it allows for more efficient and flexible processes. More studios and artists will be adopting real-time rendering techniques to create more realistic and interactive experiences in 2023.

ABOUT COURSE

The VFX Film Making course helps to gain the understanding of VFX film-making production pipeline & the skills needed to be successful as a VFX professional working in Hollywood, Bollywood, and the Regional film industry. The visual effects courses enable to contribute to the process of storytelling in films with a complete knowledge of VFX. The modules cover everything from VFX pre-production to 3D & VFX Production and VFX Post Production

COURSE STRUCTURE

VFX Film Making-2023					
VFX Design & Visualisation	Preferred Training Tools	Theory hours	Lab hours	Total hours	HomeWork
History of Visual Effects in Films		4	0	4	
Concepts of Graphics and Illustrations	-	10	0	10	6
Concepts of Cinematography & Photography	-	4	0	4	2
Lights, Colour & Perspectives		8	10	18	10
Magic with Images	Adobe Photoshop CC	14	14	28	12
Anatomy Study	-	8	0	8	6
Character Design	-	4	0	4	8
Visual Scripting with Film Language		6	10	16	10
Digital Sound Track	Adobe Audition CC	8	4	12	4
Editing Digital Video	Adobe Premier Pro CC	18	10	28	4
Storyboarding and Animatics	Adobe Premier Pro CC	10	10	20	4
Digital Art and Animation	Adobe Animate CC	12	12	24	10
Design Portfolio	Project	2	0	2	
Total		108	70	178	76

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

3D Design & VFX Basics	Tools	Theory hours	Lab hours	Total hrs	HomeWork
Fundamentals of VFX and 3D Basics	-	8	0	8	
Modeling 3D Objects with Maya	Autodesk MAYA	14	14	28	
Character Sculpting with Zbrush	Pixologic ZBrush	12	12	24	
Texturing 3D Objects with Maya	Autodesk MAYA	14	14	28	
Lighting and Rendering 3D Objects with Maya	Autodesk MAYA	16	16	32	
Rigging 3D Objects with MAYA	Autodesk MAYA	12	12	24	
Character Animation with Maya	Autodesk MAYA	14	14	28	
Paint Fx and Dynamics using Maya	Autodesk MAYA	20	20	40	
Matchmoving and Camera Tracking	3D Equalizer	8	8	16	
Crowd Simulation	Golaem Crowd	8	8	16	2
Creating Motion Graphics	Adobe After Effects CC	12	12	24	8
3D Design Portfolio	Project	2	0	2	
	Total	140	130	270	10

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

Visual Effects for Films	Tools	Theory hrs	Lab hrs	Total hrs	HomeWork
VFX Film making - Pre to Post Production	-	6	0	6	
Pre-visualization & VFX Video Shoot	Autodesk MAYA	4	4	8	4
Introduction to Nuke Compositing	Nuke Foundry	12	10	22	
Introduction to Silhoutte Rotoscopy	Silhouette	6	6	12	2
Wire removal Techniques	Nuke Foundry	4	4	8	10
The Art of color grading	Nuke Foundry	12	12	24	2
Green and Blue screen compositing	Nuke Foundry	12	12	24	10
Digital Matte Painting	Nuke Foundry	12	12	24	10
Time Remapping	Nuke Foundry	4	4	8	
Channels and Multi-Pass Rendering	Nuke Foundry	12	12	24	
Advanced Compositing with Nuke	Nuke Foundry	12	12	24	2
Visual Fx with Houdini	Houdini	12	12	24	
Compositing Z-depth & Multipass	Nuke Foundry	12	12	24	10
Virtual Production Basics		10	0	10	
Digital Portfolio Development with Nuke Specialisation	Project	2	0	2	
Total		132	112	244	50

Practical Hours to be communicated as suggested additional practice sessions

Course SUMMARY

VFX Film Making Summary			
Term		Hours	Months
Term 1		178	4
Term 2		270	6
Term 3		244	5
Grand Total		692	14

PROGRAM DETAILS

VFX FILM MAKING

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
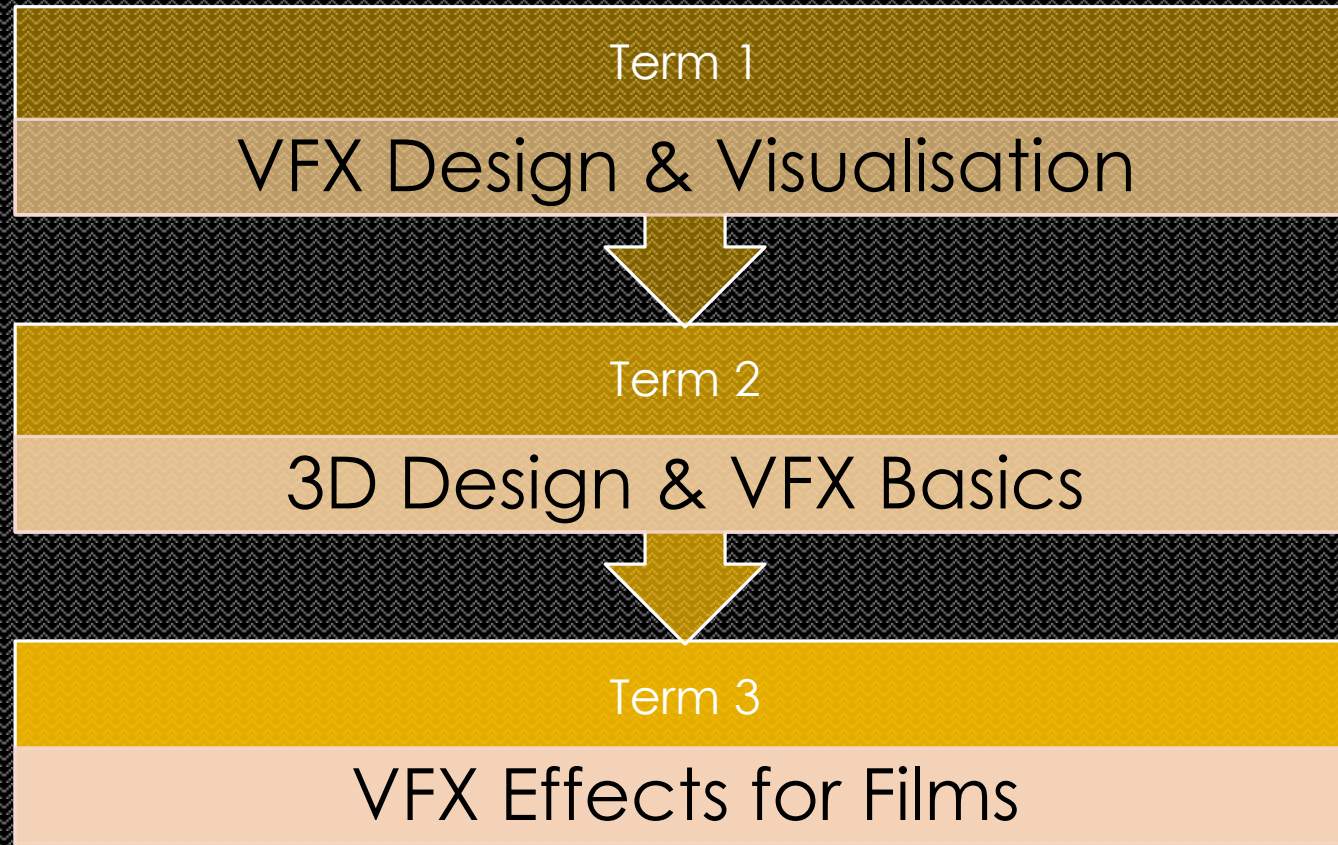
DELIVERY DETAILS

Delivery Pattern :

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

Certificate Type :

Certificate of Accomplishment (COA)

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

ARENA
ANIMATION

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
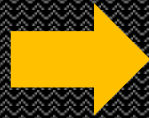
Course Family	Course Code	Course Name
OV-VFXFM-3158	OV-3158-VFXDV	ACS-VFX Design and Visualisation

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3158-VFXDV)

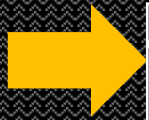# AVAILABILITY IN PORTAL

Course Family	Course Code	Course Name
OV-VFXFM-3158	OV-3158-3DDVFX	ACS-3D Design and VFX Basics

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3158-3DCVFX)

AVAILABILITY IN PORTAL

Course Family	Course Code	Course Name
OV-VFXFM-3158	OV-3158-CGIVFX	ACS-CGI and VFX for Films

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-3158-CGIVFX)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
VFX Film Making	OV-VFXFM-3158	Available	April	April

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
VFX Film Making	OV-3158-VFXDV OV-3158-3DDVFX OV-3158-CGIVFX	To be released on 5th April 2023	To be released on 5th April 2023

PRICE LIST AVAILABILITY DATES

TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
VFX Film Making	OV-3158-DV-Term 1	NA	History of Visual Effects in Films	Will be released by 5th April 2023
		OV-GRA0007D	Concepts of Graphics and Illustrations(D)	
		RDNNCINPH10718E000	Concepts of Cinematography and Photography	
		OV-LCPKIT01D	Lights Color & Perspectives(D)	
		RDNNMGIMG10422E000	Magic with Images	
		OV-AST0002D	Anatomy Study(D)	
		RDNNCHADE10718E000	Character Design	
		RDNNVSFLA11219E000	Visual Scripting with Film Language	
		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
VFX Film Making	OV-3158-3DVFX-Term 2	RDNNFV3DB11118E000	Fundamentals of VFX and 3D Basics	Will be available by 5th April
		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	
		RDNNCMGRP10422E000	Creating Motion Graphics	
		OV-PRGKIT61	Project Guide IV	

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
VFX Film Making	OV-3158-VEF-Term 3	RDNNVFXPP11219E000	VFX Film Making - Pre to Post Production	Will be available by 5th April
		RDNNPVVVS10422E000	Pre-Visualization and VFX Video Shoot	
		RDNNINUKC10422E000	Introduction to Nuke Compositing	
		RDNNISILR10422E000	Introduction to Silhoutte Rotoscopy	
		RDNNWIRRT10422E000	Wire Removal Techniques	
		RDNNTACGR10422E000	The Art of Color Grading	
		RDNNGBSCM10422E000	Green and Blue Screen Compositing	
		RDNNDMPAT10422E000	Digital Matte Painting	
		RDNNTIMER10422E000	Time Remapping	
		RDNNCMPRE10422E000	Channels and Multi-Pass Rendering	
		RDNNACNUK10422E000	Advanced Compositing with Nuke	
		RDNNVFXHN10422E000	Visual Fx with Houdini	
		RDNNCZDTM10422E000	Compositing Z-depth & Multipass	
		RDNNVPRBS10422E000	Virtual Production Basics	
		NA	Digital Portfolio Development with Nuke Specialisation	

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
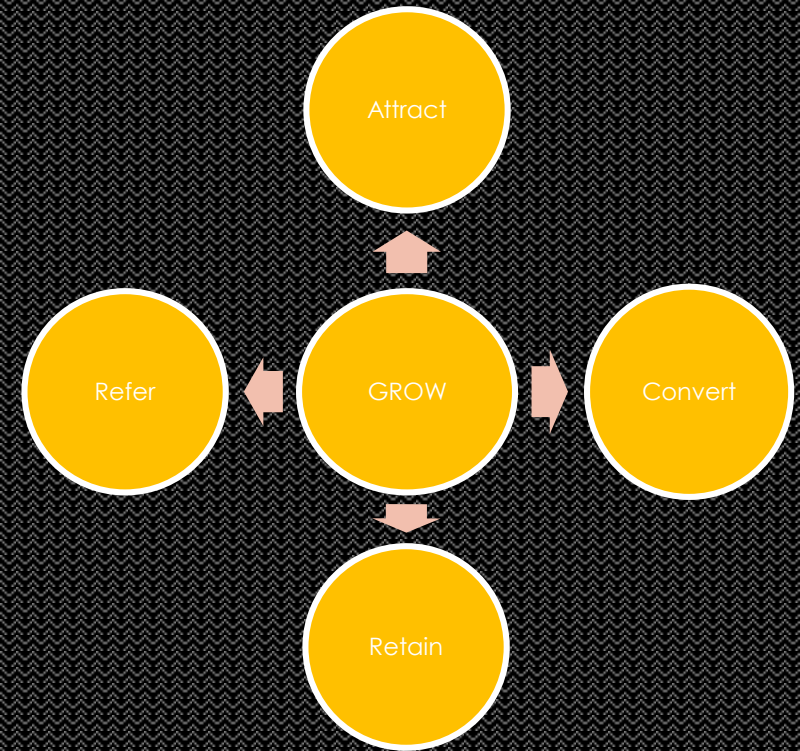
Creosouls

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

ARENA
ANIMATION

- ✓ 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