

Arena Animation launches the revamped Animation Engineering Course

Arena Animation has launched the brand new version of the Animation Engineering programme - DAE, available at select centres across the country.

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Arena Animation, the global leader in hi-end Animation Training, has launched the brand new version of its 2.5 year comprehensive **Animation Engineering** programme - **DAE**. This prestigious programme is available only at select Arena Animation centres across the country.

Speaking at the course launch, **Mr. R Krishnan, Global Head - Arena Animation**, said 'To keep pace with the growing and constantly evolving needs of the industry, the animation companies are hunting for animators with the knowledge of every aspect of animation, including both 2D & 3D animation. **DAE** is a specialized program designed as per the industry demands & with the objective of making the student a complete Animation Professional. Designed with inputs from the industry, the Animation Engineering course serves as the perfect launch pad for students keen to pursue a rewarding career in animation.'

This program offers a unique blend of digital and analog art skills, as well as an understanding of the creative and technical processes involved. In this course students acquire a concrete foundation in art with drawing, storytelling and design skills. They learn to draw, visualize, and effectively apply colour principles. With the mastery of character drawing, principles of animation, texture mapping, motion capture and animation, students translate traditional art skills into the modeling of characters, objects, scenes, and virtual worlds. Skills in audio and video production are also covered, so that story continuity and believability become the hallmark of student productions.

The program greatly emphasizes on teaching the students to integrate both the processes of 2D as well as 3D, with a focus on skill development, right from ideation to execution.

However, an option of taking up a specialized DAE course focusing specifically on 2D or 3D Animation is also now available, with each of the streams having a duration of 1.5 years. This is meant for people who want to focus and specialize in one area only. **New Features of DAE 2008 :**

- *Concepts of Visualization, Illustration & Sketching*
- *Advanced Sketching with Sketchbook Pro*
- *Outdoor Sketching, Background & Layout Designing*
- *Visual Sketching & Story Weaving*
- *Concepts of 2D, Cel & Limited Animation*
- *Storyboarding with TBS*
- *Concept Design, Development & Storytelling Techniques*

- *Script Writing*
- *Pre-visualization & Concepts of Animatics*
- *Concepts of 3D*
- *Concepts of Rigging*
- *Character Design & Model Sheet*
- *Match Moving with Maya Live*
- *Concepts of Visual Fx*
- *Compositing with Fusion*

To develop the ability of students to understand the animation process and production, special **Knowledge Enhancers** have been added to DAE 2008 at various levels of the course. These **Knowledge Enhancers** are - **Photographic Techniques, Script Writing, Concepts of Animatics & Clean up and Puppet Making.**

DAE offers a dynamic career in the explosively expanding industry of computer animation - used extensively in television/films, animated simulation rides and walk-throughs, computer games, and digital environments. On completion of this course, students will be able to choose from an array of exciting career options such as 2D animator, 3D animator, computer animation effects specialist, technical directors, technical animators, effects animators, effects developers, graphics programmers, games developers etc.

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About Arena Animation :

Arena Animation is a Pioneer, Trendsetter and Global Leader in Animation education. Arena has an extensive network of centers & has trained over 2,00,000 students globally since it's inception in 1996.

Arena offers industry relevant courses on Animation & Multimedia to students aspiring for global careers in this New Age industry. It trains students as well as professionals in the latest industry relevant courses backed by alliances with world leaders, a world-class faculty and the latest technical educational tools.

Arena's students are placed as Graphic Designers, Web Designers, 2D/3D Animators, 2D/3D Designers, AV Editors, Technical Trainers, 3D Modelers, Multimedia Programmers, Compositors, Visualizers, Content Developers and Pre and Post Production executives in blue chip animation studios and entertainment companies like Prime Focus, Rhythm & Hues Studios, Crest Animation Studios, EFX, UTV Toons, Toonz Animation, Nipuna Services, Prasad Studio, Colour Chips, Ramoji Film City, Green Gold Animation, DQ Entertainment, Paprikaas Animation Studios, UshaKiron TV, Sony TV, Google India, NDTV, TOI, DD Sports, Discovery Channel, Divya Bhaskar, Asianet Satellite

Communications, ETV, NDTV, Zee Sports and Zee TV to name a few.

For further information please visit www.arena-multimedia.com

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You can also visit www.aptech-worldwide.com for more information.