



**YOUR GUIDE TO  
A GREAT  
CAREER  
IN MEDIA &  
ENTERTAINMENT.**



# IS THE QUESTION OF YOUR CAREER AFTER 12TH STILL UP IN THE AIR?



## CONFUSED WHAT TO CHOOSE FROM?

MEDIA & ENTERTAINMENT

ENGINEERING

MEDICINE

ARCHITECTURE

CHARTERED ACCOUNTANCY

COMPANY SECRETARY

B.COM

MBA

BBA

LAW

- Are these questions running through your mind?
- Is a degree enough?
- Will I require any specific skills?  
Will any company hire me?

# DO YOU WANT TO BE JUST ANOTHER GRADUATE?



**8.5%**

India's unemployment  
rate in October 2019.\*

\*Source: Centre for Monitoring Indian Economy (CMIE)

An estimated  
**404.9** million people  
employed in India  
during May-August 2019.\*

\*Source: economicstimes.indiatimes.com

In **2017/18**  
India's unemployment  
rate – highest in  
at least 45 years.\*

\*Source: indiatoday.in

# PURSUE A CAREER IN MEDIA & ENTERTAINMENT, THE GROWING INDUSTRY WITH MULTIPLE OPPORTUNITIES

## 65 Lakh Jobs

Including direct, indirect and induced employment that the Media and Entertainment industry offers\*\*

## ₹2 Lakh Crores

Projected growth of Media and Entertainment industry by 2020\*

## ₹11,360 Crores

Indian Animation & VFX industry by 2020\*

## ₹6,830 Crores

Online Gaming segment by 2020\*

## REASONS FOR GROWTH



ROBUST  
DEMAND



POLICY  
SUPPORT



ATTRACTIVE  
OPPORTUNITIES



CONTENT  
CONSUMPTION  
ACROSS PLATFORMS



MOBILE  
INTERNET  
BOOM



VERSATILE  
JOB PROFILES



## **WHAT IS THE SCOPE OF OPPORTUNITIES IN MEDIA & ENTERTAINMENT?**

Advertising, Print, Television, Outdoor, Film Making, Graphic Design, Web Design & Development and Gaming are some of the booming sectors of the Media & Entertainment industry, promising thousands of job opportunities.

## **WHAT WOULD YOU LIKE TO MAKE A CAREER IN?**

- » ANIMATION
- » VISUAL EFFECTS
- » GAMING
- » BROADCAST DESIGN
- » DIGITAL ADVERTISING, MARKETING
- » UX-UI DESIGN
- » GRAPHIC & WEB DESIGN
- » AUGMENTED REALITY & VIRTUAL REALITY

# ANIMATION



## Animate your imagination

Animation happens when a series of still images in rapid succession create an illusion of movement. It's classified as Stop Motion, 2D Classical, Traditional 2D, 2D Digital, and 3D.

### Trending Skills

- Character Animation
- Character Designing
- Layout & Storyboarding
- Assets Artist
- Character FX

### Trending Softwares & Tools

- Autodesk 3ds Max
- Autodesk Maya
- Blender

Average Salary Range: ₹18,000 - ₹32,000



# VISUAL EFFECTS



## Enhance your imagination with special effects

It's where live action footage is mixed with computer generated elements, characters or effects seamlessly.

### Trending Skills

- Concepts of Design & Composition, Light, Colour and Perspectives
- Photography & Cinematography
- Storytelling • Film Language

### Trending Softwares & Tools

- Foundry's Nuke • Silhouette • 3D Equalizer • Houdini

Average Salary Range: ₹15,000 - ₹23,000

# GAMING

## Be game for success

Globally, the Gaming industry earns over ₹7138 billion and the maximum revenue over other categories in the Entertainment industry.

### Trending Skills

- Game Artist (Drawing, Design Concepts and 3D Visualization)
- Game Designer (Art and Visualization) • Game Developer (Logic and Art)
- Game Tester (Logic and Effort)

### Trending Softwares & Tools

- 2D Software: Adobe Photoshop, Gimp, Spine, Adobe Animate, Toon Boom Harmony, Blender (2D Games)
- 3D Software: Autodesk 3DS Max, Autodesk Maya, Blender, Zbrush, Substance Painter
- Game Engine: Unity Engine, Unreal Engine

Average Salary Range: ₹15,000 - ₹28,000

# BROADCAST DESIGN

## Channel your creativity

Noticed the motion graphic designs for TV channels and shows? Creating them is the job of a Broadcast Designer.



### Trending Skills

- Graphic Design
- Typography & Colour Theory
- Animation Principles • 3D Design

### Trending Softwares & Tools

- Cinema 4D • Adobe After Effects
- Adobe Premiere • Unity
- Unreal Engine

Average Salary Range: ₹15,000 - ₹18,000



## Light up the digital world

A company can benefit from the best search engine optimization (SEO), social media, and content strategy. And, if its website is user-friendly and optimized for conversion, it can increase the company's return on investment drastically.

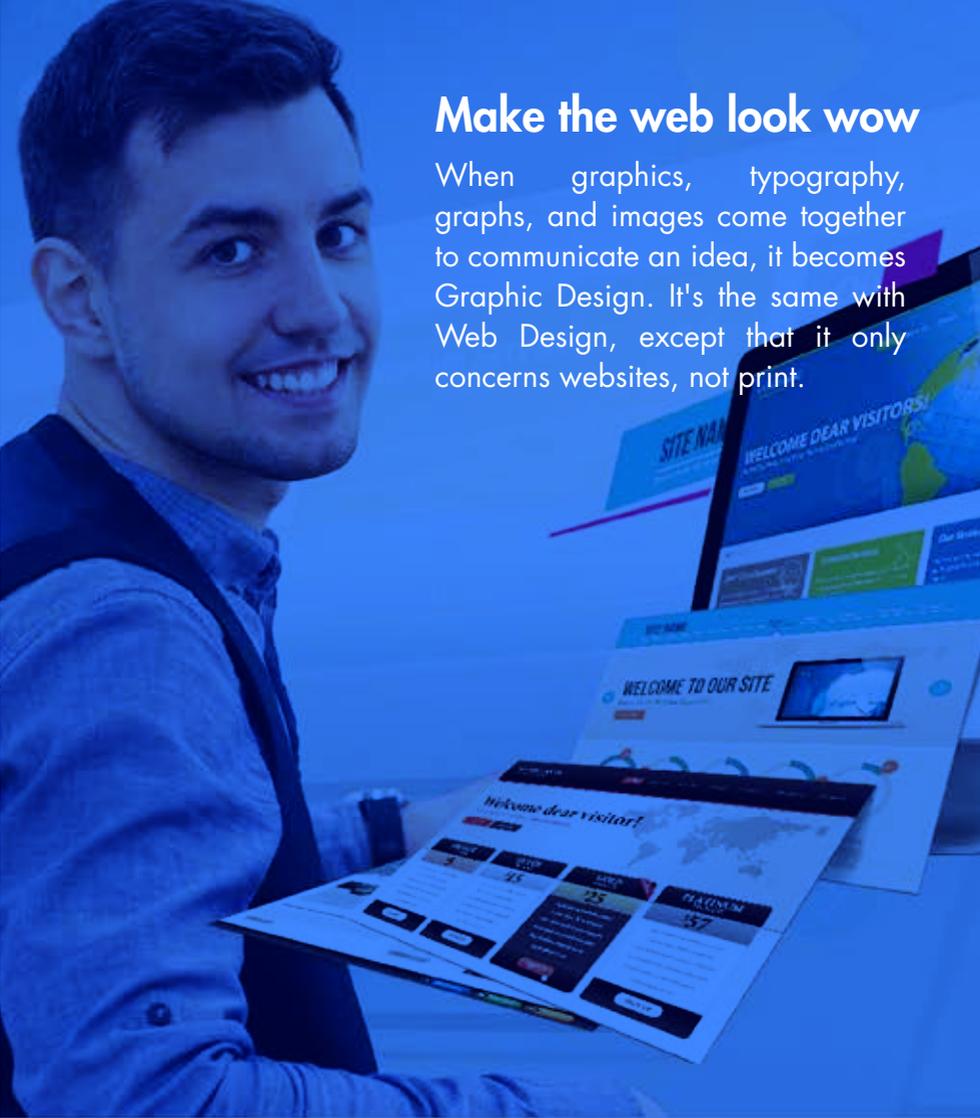
### Trending Skills

- Paid social media advertising
- Sales
- Specific marketing channel expertise (Email, SEO, SEM, social, etc.)
- UX Research and UX Writing
- Visual Communication

### Trending Softwares & Tools

- Canva: A graphic web-based tool for marketers and bloggers
- Balsamiq: For creating mockups, wireframes and websites
- Adobe XD: All-in-one UX Design solution for designing websites, mobile apps, voice interfaces, games & more

Average Salary Range: ₹15,000 - ₹25,000



## Make the web look wow

When graphics, typography, graphs, and images come together to communicate an idea, it becomes Graphic Design. It's the same with Web Design, except that it only concerns websites, not print.

### Trending Skills

- Clarity in communication
- Creative thinking with ability to convey ideas through design
- Photoshop, Illustrator, and InDesign
- Basic HTML knowledge for Graphic Design
- HTML 5, Node Js, React Js, CSS3, PHP for Web Design

### Trending Softwares & Tools

- For Graphic Designers: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Corel PaintShop Pro, Gimp
- For Web Designers: WordPress, WooCommerce, BigCommerce, Shopify, Adobe Dreamweaver

Average Salary Range: ₹12,000 - ₹30,000





## Enter a revolutionary virtual world

AR/VR technology is the next big thing. It has the potential to impact all possible industry verticals. According to reports, Augmented Reality and Virtual Reality markets are expected to grow at an estimate of ₹6.5 crore by 2022.\*

### Trending Skills

For AR Developers:

- Augmented Reality SDK
- C#, C, C++ and Java
- Working Knowledge of Unity or Unreal

For VR Developers:

- C# and Javascript
- Sound Design
- Current VR UX trends and best practices

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### Trending Softwares & Tools

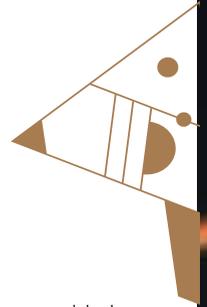
- C#, C / C++ Programming Language
- Swift Programming Language  
(For iPhone App Developer)
- Java, JavaScript, Python
- Vuforia, ARKit, Wikitude, ARCore
- Unity or Unreal

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Average Salary Range:

₹12,000 - 22,000

# SOME TIPS ON HOW TO LAND YOUR DREAM JOB



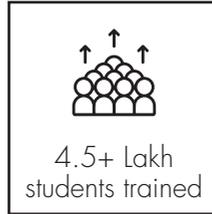
- Research about the company / studio before applying.
- Prepare a simple yet comprehensive resume, which includes your demo reel link.
- Understand the recruiting company's process and prepare demo reel accordingly.
- Besides demo reel, be well-prepared to give a studio test at the studio premises.
- Dress neat and proper for the interview, to make the best first impression.
- Communicate well during the interview to showcase your communication skills.
- Be prepared to be evaluated on punctuality, teamwork, work ethics, and a willing attitude to take up additional responsibilities when required.

## PORTFOLIO / SHOWREEL TIPS

- Showcase your original work and not copied from others.
- Showcase your best work in the beginning. Include artworks, sketches or breakdown of your final work in your demo reel to showcase your ideas & concept development.
- If you are applying for a specific profile or role, then include only that body of work in your show reel.
- Do not add any music to your demo reel.
- Do not add title animation at the start of your demo reel, unless you are applying for a Motion Graphics profile.
- Make sure you carry a neat print copy of your resume.
- Prepare your best works carefully and get it reviewed by your teacher or any professional before sending.

# ARENA ANIMATION

A pioneer and trendsetter in Media & Entertainment education with a great track record of success.



## HERE'S WHAT YOU GET



Training Methodology



Certified Faculty



Job-oriented, Industry-  
centric Curriculum



Placement Assistance



Seminars, Workshops  
Industry Interaction, etc.



Portfolio Creation



Career Guidance



Loan Facility



Latest Tools & Softwares



1:10 Faculty-Student Ratio



Infrastructure



3 Jobs Available\*

\*3 jobs will be offered to all students who complete a course from Arena Animation

## ARENA ANIMATION OFFERS PROGRAMS IN THE FOLLOWING CATEGORIES:

### CAREER PREMIUM PROGRAMS

Recommended to be done along with graduation.

### PREMIUM PROGRAMS

For those who want to gain expertise in particular skills.

### PROFESSIONAL PROGRAMS

For students who have completed graduation or are nearing completion.

### SHORT-TERM PROGRAMS

For those who want to upgrade skills in one or more tools/software.

## Industry student partnerships

Arena Animation creates various creative platforms for students to engage with industry professionals.



Arena students can connect with peers, experience hands-on workshops, and meet industry experts at National Student Meet, their biggest meet ever.



It's our internationally acclaimed festival where students interact with the global masters of Media and Entertainment.



Kalakari is a tribute to India's rich cultural heritage, celebrating its traditional art and craft.



It is an exclusive forum for students of Arena Animation all over India. It gives them an opportunity to compete with peers, test their knowledge, apply their skills, be mentored by and gain insights from a jury of industry experts.



A series of free insightful workshops and demo classes held at our centres for our students.



A live platform where industry stalwarts share insights and experiences on some of their best creative work done worldwide.

# ALL-ROUND LEARNING

## Learning beyond the classroom

Arena Animation offers enriching experiences, including a blend of concepts, industry-relevant tools & techniques, online resources and live forums.



## Onlinevarsity

It's a unique learning portal providing Arena students access to 24x7, anywhere, anytime learning.

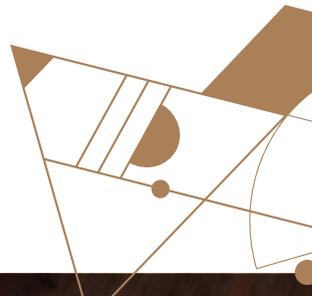
## Creosouls

It's a one-stop online portfolio management & social networking platform for Arena Animation students.



## ENHANCED LEARNING WITH AUGMENTED BOOKS

Augmented Books help our students enhance their learning experience, and understand & apply the concepts better.



# TOP COMPANIES HIRING ARENA STUDENTS

Amazon.in

Ananta Games

Cimpress

Double Negative

Exigent 3D

FutureWorks

Golden Robot Animation

HH7 Webtech Private Limited

Jaquar and Company

Lakshya Digital

Motion Picture Company

NextGen Shopping

Prime Focus

Technicolor

Wipro

As on...

## STUDENT SPEAK



"Joining Arena Animation helped me in having a great start to my career as a design lead and I would suggest students to join Arena to fulfil their career dreams."

- Akanksha Madaan



"Arena Animation has given me a wonderful opportunity to grow in my life and reach a great professional level."

- Kulwant Singh



"Joining Arena Animation has changed my life and career. Leading a team of designers is giving me great job satisfaction. I am proud to be associated with Arena Animation."

- Rohit Kumar



"I have learnt a lot from Arena Animation, which has helped me become a trained professional. The faculty at Arena is extremely supportive and has helped me build great confidence to face the professional world."

- Jyoti Barola

# HALL OF FAME

Here's a list of our students who have made their mark by working in Hollywood and Bollywood movies, inspiring a whole new generation of students.

## VINAY TIWARI

*Lighting Artist*  
Prime Focus

- Ml:6
- Aquaman
- Zero
- Jungle Book

## AMIT PRAJAPATI

*Animator*  
Prime Focus

- Motu Patlu  
(Cartoon Animated Series)

## AYUSH CHARINIYA

*Art Director*  
Viacom 18

- MTV Roadies 2

## BHAKTI RAJGOR

*Compositor & Matchmoving Artist*  
Fluid Mask

- 2.0
- Gold
- Kesari

## SHADAB ALI

*VFX Artist*  
Double Negative

- Aladdin
- MIB: International

## IQBAL KHATAT

*Stereo Compositor*  
DNEG India Media Services Limited

- Avengers Infinity  
(Depth Department)
- Tanhaji

And many more...

## AWARDS

OUR STUDENTS HAVE ALSO WON AWARDS AND RECOGNITION ON VARIOUS NATIONAL AND INTERNATIONAL EVENTS AND PLATFORMS.

AWARDS/CREDITS	RECOGNITION	SHORT FILM/MOVIE/ WINNER
» FICCI BAF AWARDS	Best Animated Short Film - Winner (Student)	JOY RIDE
» ASIFA INDIA IAD: AWARDS OF EXCELLENCE	Best 3D Animation Short Film	TWISTED
» Logo designed for Maharashtra State Commission - Right to Service	Felicitated by Maharashtra's Chief Minister, Mr. Devendra Fadnavis	NARESH AGRAWAL
» Chandigarh University Animation Film Festival (CUAFF) 2018	Best Animation Film (Winner)	TOILET - AB SE KHULE ME KHULASA NAHI
» Global Taj International Film Festival (Agra, India) 2019	Best Animation Story	MY DAUGHTER IS MY SON
» Chambal International Film Festival Kota, Rajasthan 2020	Festival Special Mention - 2D Animation (Student Category)	ZERO
» Chambal International Film Festival Kota, Rajasthan 2020	Best Animation Concept (Student Category)	THE LEGEND OF FOREST

And many more...

# LEGENDS OF MEDIA & ENTERTAINMENT INDUSTRY



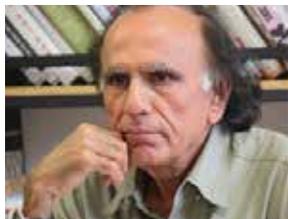
Popularly known as the Father of Indian Animation, Late Ram Mohan started his career at the Cartoon Films Unit of Films Division of India in 1956. He has won the National Film Award twice and was also awarded the Padma Shri in 2014.

Source: <http://www.indiaeducation.net/5-talented-indian-animators-to-get-inspiration-from.html>

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## LATE RAM MOHAN

Animator, Title Designer and Design Educator



Ishu Patel is an acclaimed animation film director/producer and educator whose films have received theatrical and television distribution worldwide.

Source: <https://ishupatel.com>

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## ISHU PATEL

Independent Animation  
Film Producer - Director - Educator



Vaibhav More is a BFA graduate from prestigious Sir J. J. Institute of Applied Art with a specialisation in Illustration. After working with top companies in different industries, he started on his own with Vaibhav More Films, producing numerous award-winning projects. Vaibhav is also the Honorary President of The Animation Society of India since 2019.

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## VAIBHAV MORE

Founder & Director,  
Vaibhav More Films, Mumbai



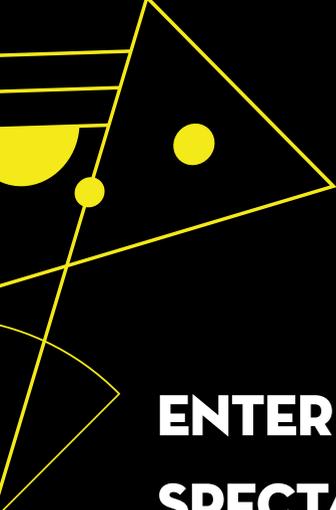
She is an independent animator who has had the rare distinction of doing an internship at Walt Disney Studios, Florida, sponsored by UNICEF.

Source: <https://www.animationsummit.in>

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## GAYATRI RAO

Animator and Film Maker



**ENTER THE  
SPECTACULAR WORLD OF  
MEDIA & ENTERTAINMENT.**

**ENROL WITH  
ARENA ANIMATION.**



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[www.arena-multimedia.com](http://www.arena-multimedia.com)

\*Arena Animation reserves the right to upgrade and modify the modules, software delivery of program based on latest trends and industry requirements. Availability of courses is decided by the centre.