



**Program Note:**  
**Motion Graphic Design**

**Course Code:**  
**OV-646-MGD**

**Course Category:**  
**Professional**

# INDUSTRY

- Today, everything is progressing towards digital. Companies across the world and across industries are taking the digital route, opening up a great number of career opportunities. While the projected job growth for the graphic design industry is predicted to grow 7% from 2015 to 2022\*.
- There are also a number of trends that are expected to take over the digital world. 2019 will be all about delivering on user experience: web design trends will prioritize speed and mobile design, eye-catching simple designs with asymmetrical layouts, immersive video backgrounds, and more.
- The Print industry grew from INR303 billion to INR 331 billion in 2018 and is expected to reach INR 369 billion in 2020 growing at a CAGR of 5.7 per cent. It is projected that the industry of graphic designing will continuously grow 7% more from 2015 to 2022 The major turnover will possibly happen for graphic designers in the publishing, newspaper, and book sector.

## GRAPHIC DESIGN TRENDS 2019:-

01. Smashing stereotypes
02. Colour gradients
03. Striving for simplicity
04. Super-functional logos
05. Disruptive typography
06. Motion graphics in branding

## ABOUT COURSE

Motion Graphic Design is a comprehensive program that trains students in all aspects of Design - Print Design, Motion Graphic Design etc. which makes you a complete design professional. This program exposes you to the fundamentals, techniques and trends in Digital Media required to succeed in the industry.

It uses industry-endorsed techniques to make the student an in demand new media creative professional for rich multimedia content, visually appealing Motion graphic content, logos for advertisements, concepts of digital graphics, image editing for print & publishing, etc.

# WHY ARENA ANIMATION ?



**Job  
Oriented  
Program**



**Latest  
Tools and  
Software**



**Hands-on  
Training**



**Placement  
Assistance**



**Projects**



**Certified  
Faculty**



**Advanced  
Learning**



**Employment  
Driven  
Education  
(EDE)**



**Online Varsity  
Exclusive E-  
Learning  
Platform**



**Creosouls:  
Online  
Platform to  
Showcase Portfolio**



**Industry  
Relevant  
Curriculum**



**Loan  
Facility  
Available**

# PROGRAM DETAILS

## Motion Graphic Design

### Abbreviations

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**

# COURSE STRUCTURE : MOTION GRAPHIC DESIGN

Modules	Tools	Theory hours	Lab hours	Total hours
Concepts of Graphics and Illustrations	-	10	6	16
Typography Techniques	-	6	6	12
Illustrations for Print	Adobe Illustrator CC	8	10	18
Image Magic with Photoshop CC	Adobe Photoshop CC	14	20	34
Design for Print and Advertising	-	6	4	10
Page Design	Adobe Indesign CC / Incopy CC	20	16	36
Concepts of Cinematography & Photography	-	4	2	6
Working with Audio	Adobe Audition	8	8	16
Digital Video Editing, Color Grading & Finishing	Adobe Premiere Pro and Adobe Prelude	18	14	32
Digital Compositing	Adobe After Effects Professional CC / Natron	12	20	32
Portfolio Project	Project	2	0	2
<b>Total</b>		<b>108</b>	<b>106</b>	<b>214</b>

Practical Hours to be communicated as suggested additional practice sessions

# COURSE STRUCTURE : MOTION GRAPHIC DESIGN

Summary	Hours	Months
Term 1	214	9
<b>Grand Total</b>	<b>214</b>	<b>9</b>

Practical Hours to be communicated as suggested additional practice sessions

# LEARNING OUTCOMES : MOTION GRAPHIC DESIGN

## TERM 1

- Explain various visualization and imagery techniques
- Explain the fundamentals of Graphics and various aspects of drawings
- Explain the fundamentals of typography and its scope and application in contemporary society
- Create Artworks/Illustrations
- Use Image Editing tools and retouch images
- Understand functional aspects of Print & Digital Advertising
- Learn to create Motion Graphics for Online & E-Learning projects
- Understanding Camera Angles & Film Grammar Create storyboards and Animatics
- Understand Audio & Video editing
- Understand & Apply Video Editing Grammar & Techniques to create Motion Graphics & Compositing for Videos



## DELIVERY PATTERN

Delivery Pattern :  
Normal Track - 2 Hrs. a Day x 3 Days a week

Certificate Type :  
Certificate of Accomplishment (COA)

## CERTIFICATE :

Motion Graphic Design	Arena Certified Expert in Motion Graphic Design
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## EXIT PROFILES

- ❖ Graphic Designer
- ❖ Illustrator
- ❖ Layout Designer
- ❖ Visualizer
- ❖ Motion Graphics Artist
- ❖ Motion Graphics Designer
- ❖ Video Editor
- ❖ Composer



# COMPANIES IN WHICH ARENA STUDENTS PLACED

- ❖ AMAZON
- ❖ TECHNICOLOR
- ❖ MPC
- ❖ DOUBLE NEGATIVE
- ❖ PRIME FOCUS
- ❖ MAYA DIGITAL STUDIOS
- ❖ MAKUTA VISUAL EFFECTS
- ❖ BYJU'S
- ❖ XENTRIX STUDIOS
- ❖ RED CHILLIES
- ❖ GREEN GOLD ANIMATION
- ❖ EXIGENT 3D
- ❖ INNOVATIVE ANIMATION
- ❖ ROCKSTAR
- ❖ ADNET GLOBAL
- ❖ HERE TECHNOLOGIES
- ❖ FIREFLY CREATIVE STUDIO
- ❖ CIMPRESS VISTA PRINT
- ❖ GEOSHOTT TECHNOLOGIES
- ❖ SPARROW INTERACTIVE
- ❖ ASSEMBLAGE ENTERTAINMENT
- ❖ DQ ENTERTAINMENT
- ❖ PRANA STUDIOS
- ❖ TRACE VFX
- ❖ L&T
- ❖ PRISMART PRODUCTIONS
- ❖ SUPERDNA
- ❖ 88 PICTURES
- ❖ BIOREV STUDIOS
- ❖ TRANSPIXEL STUDIOS
- ❖ GOLDEN ROBOTS
- ❖ RESONANCE DIGITAL
- ❖ LAKSHYA DIGITAL

# TG AND SELLING POINTS

## Target Audience :

The TG can be further defined as follows:

- 10+2 students (Any stream)
- Under Graduates - Fine Arts, Commerce, Science or Arts students (Any stream)
- Students with a creative bent of mind and have Passion for design and animation

## Selling Points :

- New Students and Referrals from existing students

# AVAILABILITY IN PORTAL

View Course Mapping

Brand*	Arena Animation ARENA
Course Family Name*	OV-ETCa & Professional courses
Course Name*	Web- Graphics Design,OV-648-IVDD,OV-648-IVDD

MID-Term 1(107 Sessions )OV-648-Term 1

- Concepts of Graphics and Illustrations,OV-CaGrI
- Typography Design,OV-TyD
- Illustrations for Print,OV-IIP
- Image Magic with Photoshop CC,OV-IMMP
- Design for Print and Advertising,OV-DMAJ
- Page Design,OV-PageD
- Concepts of Cinematography and Photography,OV-CCP
- Working with Audio ,OV-WorkA
- Video Editing,OV-VIEE
- Digital Compositing,OV-DpCo
- Portfolio Project,OV-PProject

Note: The Arrow indicates the availability of the course in portal (Course Code : OV-618-VCPSM)

# CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
Motion Graphic Design	OV-646-MGD	Available	Available	-

# FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
Motion Graphic Design	OV-646-MGD	10 <sup>th</sup> Feb 2021	10 <sup>th</sup> Feb 2021

# PRICE LIST AVAILABILITY DATES

Program	Course Code	Price List Availability
Motion Graphic Design	OV-646-MGD	10 <sup>th</sup> Feb 2021

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)



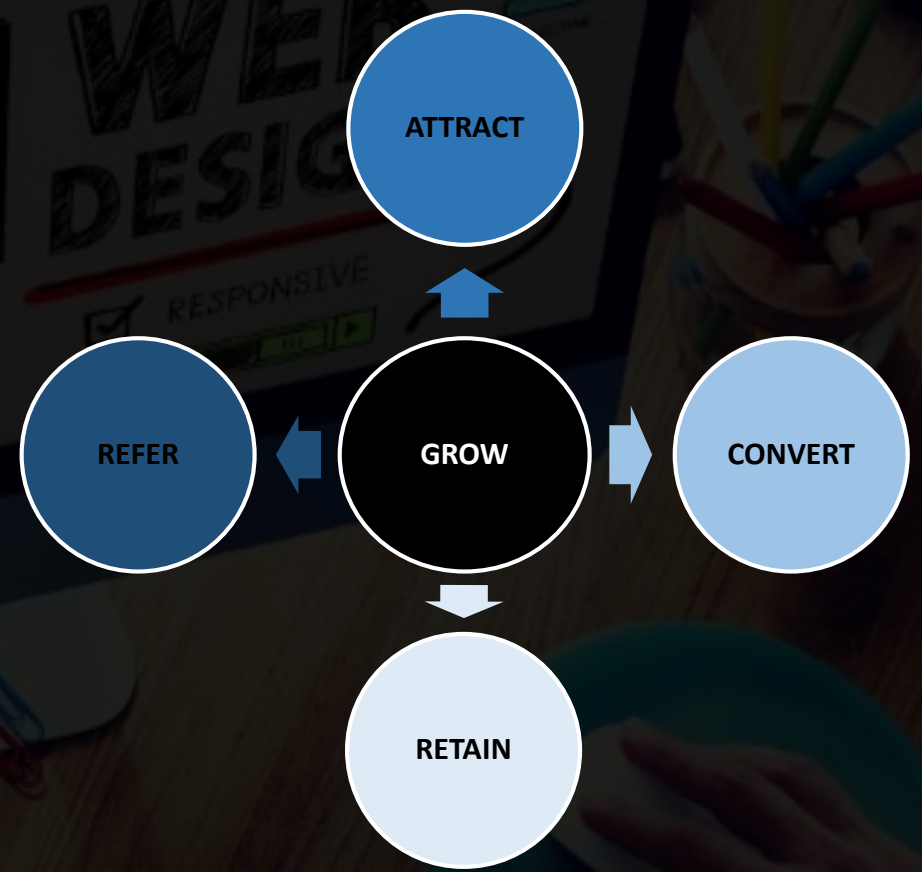
# CUSTOMER ENGAGEMENT

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



# 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

# Thank You

For any further clarity, pls contact you Regional Sales Head or write to me at [meghana.w@aptech.ac.in](mailto:meghana.w@aptech.ac.in)