DESIGN THE FUTURE OF
VISUAL STORYTELLING
Animation | VFX | Game Art Design | Graphic Design | UI/UX
ZICA
ZEE INSTITUTE
OF CREATIVE ART
ZEELEARN
ZeeInstituteofCreativeArts
zeeinstituteofcreativeart
zicaindia.com
ZEELEARN

THE CREATIVE ECONOMY IS BOOMING NOW

- India's Animation, Visual Effects, Gaming, and Comics (AVGC) sector is witnessing rapid growth, with the Union Budget 2026–27 projecting that the industry will need 20 lakh (2 million) skilled professionals by 2030

- India’s Animation and VFX segment alone is expected to grow from US $1.3 billion in 2023 to US $2.2 billion by 2026, reflecting strong demand from films, OTT, and advertising.
(Source: The Economic Times, AVGC industry analysis)

- According to Precedence Research, the global animation market size is valued at USD 462.32 billion in 2025 and is expected to grow from USD 492.14 billion in 2026 to USD 953.31 billion by 2035.
(Source: Precedence Research animation market forecast))

- There are over 3.4 billion active gamers worldwide, making gaming one of the largest entertainment industries globally.
(Source: 360 Research Reports, Global Gaming Market Study)

- India’s Media and Entertainment industry continues steady expansion, with digital media as one of the fastest-growing segments, driven by OTT platforms and digital content consumption.
(Source: FICCI–EY Media & Entertainment Report, 2024)

PIONEERING CREATIVE EDUCATION

With a legacy spanning over 30 years, Zee Institute of Creative Art (ZICA) is one of the top creative institutes in India, renowned for producing world-class talent. Recognised as the best creative institute, ZICA combines creative innovation with technical expertise to prepare students for global careers.

ZICA offers diverse specialisations in animation, VFX, game art design, graphic design, and more. We offer an industry-leading curriculum, delivered by expert faculty with real-world experience. ZICA equips students with both technical expertise and creative vision. Its practical and hands-on training environment ensures learners gain real-world exposure and are industry-ready from day one. ZICA's unique teaching method identifies students' goals and follows a structured learning process to help them build a strong foundation and an excellent career.

In collaboration with Zee Media, ZICA offers unparalleled exposure through live projects, internships, and film festivals, enabling students to showcase their work to top studios and industry leaders. With several successful placements, ZICA supports students in launching their careers across animation studios, VFX houses, and game companies worldwide.

By combining innovation, creativity, and career-oriented training, ZICA continues to be a pioneer in creative education, inspiring and preparing the next generation of storytellers and digital artists.

THE VISIONARY BEHIND THE CREATIVE REVOLUTION

DR. SUBHASH CHANDRA, FOUNDER, ZEE LEARN

Dr. Subhash Chandra is the driving force behind India's media revolution, reshaping both the entertainment and education sectors with his bold ideas and transformative leadership. Widely regarded as the father of private television in India, he transformed the way the nation consumes content by launching Zee TV, the country's first private satellite channel.

With his unwavering belief in India's creative potential, Dr. Chandra established the Zee Institute of Creative Art (ZICA) to empower young minds with industry-relevant skills in animation, VFX, graphic design, game art design, and more. His mission is simple yet powerful: to nurture a new generation of artists who are not only creatively brilliant but also technically proficient and globally competitive.

Under his guidance, ZICA has become a launchpad for careers, a hub for imagination, and a movement for creative excellence.

ZICA CORE STRENGTH

- PLACEMENT ASSISTANCE WITH TOP STUDIOS
- STUDIO VISIT AND INTERNSHIP OPPORTUNITIES
- 30 YEARS OF LEGACY OF EXCELLENCE
- ALUMNI INDUSTRY STALWARTS
- EXPERT FACULTY WITH EXTENSIVE INDUSTRY EXPERIENCE
- PROJECT-BASED LEARNING AND PROFESSIONAL PORTFOLIO DEVELOPMENT
- MASTERCLASSES BY INDUSTRY PROFESSIONALS
- COLLABORATION WITH INHOUSE ZEE MEDIA
- DIVERSE SPECIALIZATIONS ACROSS CREATIVE DOMAINS
- INTERVIEW PREPARATION AND PRESENTATION SKILL ENHANCEMENT
- E-STUDIO ACCESS FOR STUDENTS
- EDUCATION LOAN FACILITY
- IMPLEMENTATION OF GOAL SETTING FRAMEWORK
- METAMORPHOSIS LEARNING PROCESS IMPLEMENTATION AND KINESTHETIC METHODOLOGY
- NATIONAL COMPETITION – "AESTHETICS" AND "ARTIST OF THE MONTH"

Skill India
कौशल भारत - कुशल भारत

Media & Entertainment Skills Council

MESC COLLABORATION

ZICA IS A CERTIFIED AND RECOGNIZED TRAINING PROVIDER OF MEDIA AND ENTERTAINMENT SKILLS COUNCIL (MESC)

PROFESSIONAL CAREER DEVELOPMENT PROGRAMME IN

3D ANIMATION AND VISUAL EFFECTS

36 MONTHS

This comprehensive 36-month programme is designed to equip students with the skills and expertise required to excel in the dynamic field of animation and visual effects. It covers a wide range of topics, from fundamental art and design principles to advanced techniques in 3D modelling, texturing, rigging, animation, and visual effects. Students will gain hands-on experience with industry-standard software and tools, preparing them for successful careers in the animation and VFX industry.

FUNDAMENTALS OF ART, DESIGN, AND COMPUTER GRAPHICS (6 MONTHS)

- History of Animation and VFX
- Drawing and sketching techniques
- Colour theory and painting
- Storytelling and scriptwriting
- Character design and digital illustration
- Storyboarding
- Computer Graphics
- Video and audio editing

SOFTWARE

- Photoshop
- Illustrator
- Premiere
- Audition

3D DIGITAL ART (6 MONTHS)

- 3D modelling
- Environmental modelling
- Advanced modelling and sculpting
- Node based texturing

SOFTWARE

- Maya
- SpeedTree
- ZBrush
- Substance Designer

RIGGING AND CHARACTER ANIMATION (6 MONTHS)

- Advanced texturing
- Rendering and look development
- Lighting
- Rigging
- 3D character animation

SOFTWARE

- Substance Painter
- Marmoset Toolbag
- Maya
- Arnold

CHARACTER ANIMATION, AND PARTICLE DYNAMICS (6 MONTHS

- Advanced character animation
- Dynamics
- Cloth simulation
- Fluid simulations

SOFTWARE

- Maya
- XGen
- Bullet
- MASH
- Marvelous Designer
- Bifrost
- RealFlow

MOTION GRAPHICS AND VISUAL EFFECTS (6 MONTHS)

- Digital compositing 1
- Digital compositing 2
- Advanced lighting

SOFTWARE

- After Effect
- Nuke
- Maya
- Arnold

ADVANCED VISUAL EFFECTS (6 MONTHS)

- Digital compositing 3
- Digital tracking
- Advanced effects

SOFTWARE

- SilhouetteFX
- 3DEqualizer
- Houdini

Emerging Student Profile

Certified students emerge as highly skilled professionals ready to take on diverse roles in the animation and visual effects industry. They demonstrate strong artistic foundations, technical expertise, creative storytelling ability, and problem-solving skills. Their journey culminates in a diverse and compelling portfolio that showcases their capabilities across projects and real-world assignments.

PROFESSIONAL DEVELOPMENT PROGRAMME IN

3D ANIMATION AND VISUAL EFFECTS

27 MONTHS

This 27-month intensive programme provides students with the skills and expertise required to excel in the field of animation and visual effects. It covers a wide range of topics, from fundamental art and design principles to advanced techniques in 3D modelling, texturing, rigging, animation, and visual effects. Students will gain hands-on experience with industry-standard software and tools, preparing them for successful careers in the animation and VFX industry.

FUNDAMENTALS OF ART, DESIGN, AND COMPUTER GRAPHICS (6 MONTHS)

- History of Animation and VFX
- Drawing basics and sketching techniques
- Colour theory and painting
- Storytelling and scriptwriting
- Character design and digital illustration
- Storyboarding
- Computer Graphics
- Video and audio editing

SOFTWARE

- Photoshop
- Illustrator
- Premiere
- Audition

3D DIGITAL ART (6 MONTHS)

- 3D modelling using Maya
- Environmental modelling
- Advanced texturing
- Rendering and look development

SOFTWARE

- Maya
- SpeedTree
- Substance Painter
- Marmoset Toolbag

LIGHTING, ANIMATION, AND DYNAMICS (6 MONTHS)

- Lighting techniques
- Rigging techniques
- 3D character animation
- Dynamics
- Motion graphics

SOFTWARE

- Maya
- Arnold
- XGen
- Bullet
- MASH

ADVANCED DYNAMICS, AND VISUAL EFFECTS (6 MONTHS)

- Advanced dynamics
- Fire and smoke simulations
- Digital compositing

SOFTWARE

- Bifrost
- RealFlow
- FumeFX
- Adobe After Effects
- Nuke

ELECTIVE SPECIALISATION (ANY ONE) (3 MONTHS)

- Modelling and texturing specialisation
- Lighting and shading specialisation
- Character animation specialisation
- Visual Effects specialisation

SOFTWARE

- ZBrush
- Substance Painter
- Maya
- Arnold
- Nuke
- SilhouetteFX
- 3DEqualizer
- Trapcode
- Red Giant

Emerging Student Profile

Certified students emerge as highly skilled professionals ready to excel in the animation and visual effects industry. They demonstrate strong artistic foundations in drawing, sketching, and digital illustration, complemented by technical proficiency in industry-standard software for 3D modelling, texturing, rigging, animation, and visual effects. With a solid understanding of storytelling principles and scriptwriting, they craft compelling narratives and memorable characters.

PROFESSIONAL PROGRAMME IN

3D ANIMATION

12 MONTHS

This 12-month intensive programme provides students with the essential skills and knowledge required to excel in the field of 3D animation. It covers a wide range of topics, from fundamental art and design principles to advanced techniques in 3D modelling, texturing, rigging, animation, and dynamics. Students must choose one of four specialisations to focus on, aligning their skills and portfolio with their desired career path.

FUNDAMENTALS OF ART AND COMPUTER GRAPHICS (2 MONTHS)

- History of Animation
- Fundamentals of art and design
- Principles of design and visual communication
- Computer graphics
- Digital painting and matte painting

SOFTWARE

- Photoshop

3D ANIMATION USING MAYA (7 MONTHS)

- 3D modelling and texturing
- Lighting techniques
- Rigging techniques
- 3D character animation

SOFTWARE

- Maya
- Arnold

ELECTIVE SPECIALISATION (ANY ONE) (3 MONTHS)

- Modelling and texturing specialisation
- Lighting and shading specialisation
- Character animation specialisation
- Dynamics specialisation

SOFTWARE

- ZBrush
- Substance Painter
- Maya
- Arnold
- After Effects
- Bifrost
- RealFlow
- FumeFX

Emerging Student Profile

Certified students emerge as highly skilled professionals ready to excel in the 3D animation industry. They demonstrate strong artistic foundations in drawing, sketching, and digital painting, complemented by technical proficiency in industry-standard software for 3D modelling, texturing, rigging, animation, and dynamics. With a thorough understanding of animation principles and character design, they create compelling animations and visual stories.

BLENDER

10 MONTHS

This programme offers a comprehensive learning journey in 3D modelling and animation. It begins with fundamental techniques such as creating and transforming mesh objects and applying modifiers for symmetrical forms, and progresses to advanced operations like Boolean operations and UV mapping. Students explore rigging for character and mechanical animation, work with particle systems, dynamics, and simulations, and master animation principles using tools like keyframing, graph editor, and pose libraries. The curriculum concludes with advanced workflows including non-linear animation editing and audio integration, preparing students to create professional-quality 3D animations and visual content.

- Interface and modelling
- Unwrap and texture
- Materials
- Lighting and rendering
- Rigging
- Dynamics and FX
- Animation

Emerging Student Profile

This programme is designed for aspiring 3D artists and animators seeking a comprehensive mastery of Blender. It guides beginners through fundamental concepts like mesh editing and object manipulation, while enabling intermediate users to tackle advanced topics such as rigging, particle systems, lighting, and animation principles. The curriculum offers complete education in 3D modelling, animation, and rendering, equipping students to create engaging digital content.

PROFESSIONAL DEVELOPMENT PROGRAMME IN

FILM-MAKING AND VISUAL EFFECTS

24 MONTHS

This comprehensive 24-month programme equips students with the skills and knowledge required to excel in the film-making and visual effects industry. It covers a wide range of topics, from fundamental art and design principles to advanced techniques in 3D modelling, texturing, rigging, animation, and visual effects. Students will gain hands-on experience with industry-standard software and tools, preparing them for successful careers in film-making and VFX.

FUNDAMENTALS OF ART, DESIGN, AND FILM-MAKING (6 MONTHS)

- Introduction to Animation and VFX Industry
- Fundamentals of art and design
- Computer graphics
- Digital painting and matte painting
- Principles of design and frame Composition
- Storyboarding
- Fundamentals of photography
- Photo editing essentials
- Foundation of film-making
- Scriptwriting and cinematography
- Video and audio editing

SOFTWARE

- Photoshop
- Lightroom
- Premiere
- Audition

3D ANIMATION (6 MONTHS)

- 3D modelling and texturing
- Lighting techniques
- Rigging techniques

SOFTWARE

- Maya
- Arnold

DYNAMICS AND MOTION GRAPHICS (6 MONTHS)

- 3D character animation
- Advanced dynamics
- Motion graphics

SOFTWARE

- Maya
- XGen
- Bullet
- MASH
- Bifrost
- RealFlow
- After Effects

ADVANCED VISUAL EFFECTS (6 MONTHS)

- Animating 3D models
- Advanced rotoscopy
- Digital 2D tracking
- Digital compositing
- 3D camera tracking
- Advanced effects
- Energy-based effects
- Portfolio development

SOFTWARE

- Element 3D
- SilhouetteFX
- Mocha
- Nuke
- 3DEqualizer
- Trapcode
- Red Giant
- Saber

Emerging Student Profile

Certified students emerge as highly skilled professionals ready to excel in the film-making and visual effects industry. They demonstrate strong artistic skills along with technical expertise in industry-standard software for 3D modelling, texturing, rigging, animation, and visual effects. With a solid understanding of film-making principles and visual storytelling, they create compelling cinematic experiences, solve complex creative challenges, and deliver high-quality, industry-ready work.

PROFESSIONAL PROGRAMME IN

FILM-MAKING AND VISUAL EFFECTS

12 MONTHS

This is a career-focused course designed to train students in the complete process of film production and VFX creation. It covers storytelling, cinematography, editing, compositing, and visual effects workflows used in the film and OTT industries. Students gain hands-on training in industry tools, real production techniques, and portfolio-building projects, enabling them to develop job-ready skills for the media and entertainment industry.

FILM-MAKING FUNDAMENTALS (3.5 MONTHS)

- Introduction to Film-Making and Visual Storytelling
- Scriptwriting and screenplay development
- Storyboarding and shot planning
- Direction and production techniques
- Cinematography and camera handling
- Lighting and audio recording basics

SOFTWARE

- Final Draft

POST-PRODUCTION AND MOTION GRAPHICS (5.5 MONTHS)

- Video editing techniques
- Colour correction and color grading
- Sound editing and background scoring
- Title design and motion graphics

SOFTWARE

- Premiere
- Audition
- Celtx
- Photoshop
- After Effects

VISUAL EFFECTS PIPELINE (2 MONTHS)

- Introduction to VFX and production workflow
- Green screen/chroma keying
- Rotoscopy and paint
- Matchmoving and camera tracking
- Compositing techniques
- Visual enhancement and special effects

SOFTWARE

- Nuke

PORTFOLIO AND INDUSTRY PROJECT (1 MONTH)

- Film/VFX showreel creation
- Final project and portfolio presentation
- Industry-standard output and submission

Emerging Student Profile

Students are equipped for careers as Video Editors, Assistant Directors, VFX Artists, Compositors, Roto Artists, and Motion Graphics Artists. They gain hands-on expertise in film-making workflows, post-production, and VFX pipelines across movies, OTT platforms, and advertising. The programme also guides them in building a professional showreel and portfolio, preparing them to secure entry-level roles in studios and production houses.

PROFESSIONAL PROGRAMME IN

VISUAL EFFECTS

12 MONTHS

This advanced 12-month programme provides students with the skills and knowledge required to excel in the visual effects industry. It covers a wide range of topics, from fundamental design principles to advanced techniques in 3D modelling, texturing, lighting, dynamics, and digital compositing. Students will gain hands-on experience with industry-standard software and tools, preparing them for successful careers in visual effects and post-production.

FUNDAMENTALS OF DESIGN, COMPUTER GRAPHICS, AND FILM-MAKING (3 MONTHS)

- Introduction to Visual Effects
- Principles of design and visual communication
- Computer graphics
- Digital painting and matte painting
- Video and audio editing

SOFTWARE

- Photoshop
- Premiere
- Audition

INTRODUCTION TO 3D DIGITAL ART USING MAYA (3 MONTHS)

- 3D modelling
- Texturing
- Lighting techniques

SOFTWARE

- Maya

DYNAMICS AND FLUID EFFECTS (1.5 MONTHS)

- Dynamics
- Fluid effects
- Crowd animation

SOFTWARE

- Maya
- XGen
- Bullet
- MASH

VISUAL EFFECTS AND TRACKING (4.5 MONTHS)

- Digital compositing
- Advanced compositing techniques
- Rotoscopy
- 3D Camera tracking

SOFTWARE

- After Effects
- Nuke
- SilhouetteFX
- 3DEqualizer

Emerging Student Profile

Certified students emerge as highly skilled professionals ready to excel in the visual effects industry. They demonstrate strong expertise in dynamics and digital compositing, and with a solid understanding of visual storytelling and film-making principles, they create compelling visual effects and professional post-production work.

PROGRAMME IN

VISUAL EFFECTS

6 MONTHS

This intensive 6-month course provides students with the essential skills and knowledge required to excel in the field of visual effects and compositing. It covers a comprehensive range of topics, from the fundamentals of VFX to advanced techniques in digital compositing using industry-standard software. Students will gain hands-on experience with industry-standard tools, preparing them to create seamless and visually stunning compositions. The curriculum is structured to promote creativity, technical proficiency, and a deep understanding of the VFX pipeline, ensuring the students are well-prepared to meet the demands of the visual effects industry.

- Introduction to Compositing
- Overview of the VFX pipeline
- Computer graphics
- Basics of compositing and production pipeline
- Creating motion graphics animations
- Particle systems and simulations
- Advanced compositing techniques
- Rotoscoping and advanced keying
- Complex wire removal and set extension
- 3D environment and camera projections
- Post-production and cleanup
- Specialised compositing

SOFTWARE

- Photoshop
- After Effects
- Element 3D
- Nuke
- SilhouetteFX

Emerging Student Profile

Certified students are highly skilled and innovative compositors ready to excel in the visual effects industry. With a strong understanding of the VFX pipeline, technical proficiency, and creative problem-solving abilities, they become valuable assets to any visual effects team. Their diverse portfolio showcases their expertise and prepares them to tackle complex compositing challenges while contributing meaningfully to high-quality visual effects projects.

HOUDINI

6 MONTHS

This 6-month programme offers an in-depth exploration of procedural 3D content creation. Designed for aspiring VFX artists and technical directors, it covers core areas including procedural modelling, UV mapping, texturing, lighting, rendering, particle simulations, Pyro FX, and dynamic effects such as rain, chocolate simulations, oceans, and destruction. Through real-world projects, students develop both technical expertise and creative problem-solving skills, building a strong foundation in Houdini's powerful node-based workflow.

- Modelling
- UV and material
- Lighting
- Render
- Pyro FX and particle effects
- Special effects
- Advanced projects

Emerging Student Profile

Certified students emerge as highly skilled technical artists, proficient in procedural 3D modelling, particle and fluid simulations, dynamic effects, and cinematic lighting. They demonstrate expertise in Houdini's node-based environment, handling complex VFX and simulation tasks with precision. With a strong portfolio showcasing real-world projects, they are prepared for roles across film, television, gaming, and advertising, contributing confidently to professional VFX pipelines and creative studios.

PROFESSIONAL CAREER DEVELOPMENT PROGRAMME IN

ADVANCED GAME ART AND DESIGN

36 MONTHS

This extensive 36-month programme provides students with the essential skills and knowledge required to excel in the game art and design industry. It covers a wide range of topics from fundamental drawing and design principles to advanced techniques in 3D modelling, texturing, rigging, animation, and game development. Students will gain hands-on experience with industry-standard software and tools, preparing them for successful careers in game art and design.

FUNDAMENTALS OF GAME ART AND DESIGN (6 MONTHS)

- History of Gaming and Game Design Theory
- Drawing basics and perspective
- Props design
- Advanced drawing and character anatomy (Human and Creature)
- Digital painting techniques
- UI/UX design
- Prototyping
- 2D assets design for games
- 2D character design

SOFTWARE

- Photoshop
- XD
- Illustrator

VISUAL DESIGN AND COMPOSITING (6 MONTHS)

- Fundamentals of Photography
- Game logo design
- Game play poster design
- Digital compositing 1
- Digital compositing 2

SOFTWARE

- Illustrator
- Photoshop
- After Effects
- Nuke

ASSET CREATION (6 MONTHS)

- Modelling
- Texturing
- Advanced texturing
- Environment design and asset creation
- Advanced character modelling

SOFTWARE

- Blender
- Unreal

RIGGING AND ANIMATION (6 MONTHS)

- Rigging and Skinning
- Advanced rigging
- Animation

SOFTWARE

- Blender
- Unreal

ADVANCED LIGHTING AND DYNAMICS (6 MONTHS)

- Advanced lighting
- Dynamics
- Complex particles
- Basic Blueprint creation

SOFTWARE

- Unreal
- Niagara Particles

ADVANCED ANIMATION AND BLUEPRINT (6 MONTHS)

- Animation
- Advanced Blueprint

SOFTWARE

- Unreal

Emerging Student Profile

Certified students emerge as highly skilled professionals ready to excel in the game art and design industry. They demonstrate strong artistic skills in drawing, sketching, and digital painting, complemented by technical proficiency in industry-standard software for 3D modelling, texturing, rigging, animation, and game development. With a solid understanding of game design principles and UI/UX concepts, they create compelling game assets, characters, and immersive environments. Their problem-solving abilities, supported by a professional portfolio, reflect their readiness to tackle complex challenges and deliver high-quality work.

PROFESSIONAL DEVELOPMENT PROGRAMME IN

GAME ART AND DESIGN

27 MONTHS

This 27-month programme is designed for aspiring game designers, programmers, and interactive media creators. Students learn the core principles of game design, art, storytelling, and production using industry-standard software and emerging technologies. They develop the skills to create immersive gaming experiences and prepare for successful careers in the industry.

FUNDAMENTALS OF GAME ART AND DESIGN (6 MONTHS)

- History of Gaming and Game Design
- Drawing basics and perspective
- Props and character anatomy
- Digital painting
- Game UI/UX design
- 2D asset design
- Character design and final polishing

SOFTWARE

- Photoshop
- XD
- Illustrator

COMPOSITING AND GAME ASSET CREATION (6 MONTHS)

- Digital compositing 1
- Digital compositing 2
- Modelling
- Environment design and asset creation

SOFTWARE

- After Effects
- Nuke
- Blender

TEXTURING, RIGGING, AND ANIMATION (6 MONTHS)

- Texturing
- Rigging and skinning
- Advanced rigging
- Animation

SOFTWARE

- Blender
- Substance Painter
- Mixamo
- Unreal

ADVANCED LIGHTING, PARTICLES, AND ANIMATION (6 MONTHS)

- Advanced lighting
- Particle system
- Basic blueprint creation
- Advanced animation

SOFTWARE

- Unreal Engine (Niagara, Cascade Particle System, Blueprint, Animation Blueprint, and Sequencer)

ADVANCED BLUEPRINT AND PROJECT (3 MONTHS)

- Advanced blueprint with assignment
- Project

SOFTWARE

- Unreal

Emerging Student Profile

Certified students emerge as versatile digital artists and technical creators, proficient in digital compositing, 3D modelling, rigging, animation, lighting, and real-time engine workflows. They demonstrate expertise in industry-standard tools such as Adobe After Effects, Blender, Substance Painter, and Unreal Engine, enabling them to craft cinematic visuals, game-ready assets, and interactive experiences. Their capabilities extend to motion graphics, procedural texturing, character rigging, dynamic lighting, particle systems, and blueprint scripting, preparing them for roles in VFX, game design, and immersive media production.

PROFESSIONAL PROGRAMME IN

GAME ART AND DESIGN

12 MONTHS

This dynamic 12-month programme immerses students in the world of game art and design. The comprehensive curriculum spans foundational game design principles to advanced techniques in digital painting, 3D modelling, and animation. Through hands-on training with industry-standard software, students develop the expertise to create visually compelling game environments and characters. The programme equips them with the creative and technical skills required to thrive in today's competitive gaming industry.

FUNDAMENTALS OF GAME ART AND DESIGN

- Introduction to Game Design
- Drawing basics and perspective
- Props design
- Advanced drawing and character anatomy
- Digital painting techniques
- Introduction to Character Design
- Digital compositing

SOFTWARE

- Photoshop
- Illustrator
- After Effects

3D MODELLING AND ANIMATION

- Basic and advanced modelling techniques
- PBR workflow and texture painting
- Environment design and asset creation
- Bone structures and constraints
- Key frame animation and graph editor
- Lighting principles and techniques
- Blueprint creation and level design

SOFTWARE

- Blender
- Substance Painter
- Mixamo
- Unreal Engine

Emerging Student Profile

Certified students emerge as versatile and industry-ready professionals, prepared to make their mark in the game art and design sector. With a strong foundation in game design principles and advanced expertise in digital painting, 3D modelling, and animation, they bring both creative vision and technical mastery to their work. Hands-on experience with industry-standard software enables them to craft detailed game assets, immersive environments, and dynamic characters. Their portfolios showcase a seamless blend of creativity and precision, positioning them as valuable contributors to any game development team.

UNREAL

10 MONTHS

This 10-month programme provides an extensive foundation for beginners to design and develop interactive game environments. Students master core game design concepts, including level creation, blueprint scripting, character and enemy implementation, collision systems, and final packaging for distribution. Through hands-on tutorials spanning basic navigation to advanced audio integration, students acquire the technical expertise and creative confidence to bring their game ideas to life.

- Foundations of Unreal Engine and Level Design Basics
- World Building and Environment Design
- Advanced Materials and Lighting Techniques
- Niagara Particle System
- Blueprint Basics and Interactivity
- Creating a Playable Game
- Audio Editing
- Polish and Optimization
- Capstone Project and Portfolio

Emerging Student Profile

Certified students are aspiring game developers proficient in Unreal Engine, equipped with expertise in level design, blueprint scripting, asset integration, and audio implementation. With a strong grasp of gameplay mechanics — from foundational navigation to advanced systems — they demonstrate the ability to create immersive, interactive gaming experiences. Their training reflects both technical precision and creative excellence, positioning them confidently within the game development industry.

PROFESSIONAL PROGRAMME IN

VISUAL PROMOTION AND AD DESIGN

12 MONTHS

This 12-month programme delivers specialised expertise in product and advertisement visual design. It covers the core principles of promotional design, with a strong focus on both conceptualisation and visual execution. Through exposure to diverse platforms of visual promotion, students develop a deep understanding of cross-sector marketing dynamics. The programme also offers elective specialisations, enabling students to refine their skills and build advanced expertise in areas aligned with their creative interests.

FUNDAMENTALS OF MEDIA AND VISUAL DESIGN (3 MONTHS)

- Theory of media and art of promotion
- Principle of product promotion
- Cinematography of product presentation
- Fundamentals of perspective drawing
- Colour theory
- Introduction to product-level design
- Logo design
- Fundamentals of static visual design

SOFTWARE

- Photoshop
- Illustrator
- After Effects

3D PRODUCT MODELLING AND ANIMATION (5 MONTHS)

- 3D product and industrial modelling
- Texture and light baking
- Shading and lighting
- Rigging for animation
- FX for product presentation
- Fundamentals of product display animation
- Camera movement and depth
- Fundamentals of object and light rendering
- 2.5 D projection mapping
- Fundamentals of anamorphic video

SOFTWARE

- Blender

MOTION GRAPHICS AND COMPOSITING (3 MONTHS)

- 2D motion graphics
- 3D motion graphics
- Fundamentals of motion visual design
- 3D camera tracking and matchmove
- Compositing with CGI
- Colour grading
- Audio and video editing

SOFTWARE

- Unreal
- 3D Equalizer
- After Effects
- Blender
- Premiere
- Audition

SPECIALISATION (ANY ONE) (1 MONTH)

- 2D product visual presentation
  (Graphics, print, and 2D motion graphics)
- 3D product visual presentation
  (3D motion graphics, 3D CGI videos, and anamorphic video)

Emerging Student Profile

Certified students command expertise in visual promotional design, transforming marketing concepts into high-impact print and motion creatives. With rigorous, hands-on exposure to product and advertising design, they operate with industry-ready precision and creative confidence. Their capabilities extend across roles such as Ad Developers, Visual Communicators, CGI Artists, 2D Designers, and Graphic Designers — contributing meaningfully to leading multinational companies and top-tier advertising and design teams.

PROFESSIONAL PROGRAMME IN

GRAPHIC DESIGN

12 MONTHS

This meticulously crafted 12-month programme nurtures creative talent and transforms them into proficient graphic designers. It explores the core principles of design, digital illustration, and computer graphics, equipping students with the expertise to create visually compelling and strategically effective work. Through intensive hands-on projects and real-world applications, students gain mastery over industry-standard software and build a robust portfolio that reflects both creative distinction and technical prowess.

FUNDAMENTALS OF ART, DESIGN, ILLUSTRATION, AND COMPUTER GRAPHICS (6 MONTHS)

- Visual design concepts
- Colour theory
- Computer graphics
- Digital illustrations 1
- Design techniques and photo effects

SOFTWARE

- Photoshop
- Illustrator
- Canva
- Premiere
- Audition

LAYOUT DESIGN, UI, MOTION GRAPHICS, AND 3D PHOTOREALISTIC DESIGN (6 MONTHS)

- Digital illustrations 2
- Motion graphics
- Prototype mobile app design
- Photorealistic 3D design

SOFTWARE

- CorelDRAW
- After Effects
- XD
- Figma
- Dimension

Emerging Student Profile

Certified students emerge as innovative and accomplished graphic designers, equipped to excel in the creative industry. They possess a deep understanding of design principles, colour theory, and digital illustration, complemented by advanced proficiency in industry-standard software. Their expertise spans branding, packaging, motion graphics, and UI design, enabling them to create compelling visual narratives that elevate brands and businesses. Backed by a diverse portfolio that reflects versatility and creative distinction, they confidently address complex design challenges and contribute meaningfully to dynamic creative teams.

PROGRAMME IN

GRAPHIC DESIGN

6 MONTHS

This intensive 6-month programme equips students with the essential skills and expertise to excel in graphic design. It spans foundational design principles to advanced techniques in digital illustration and layout design, ensuring comprehensive creative development. Through rigorous hands-on training in industry-standard software, students develop the ability to produce visually compelling and strategically effective designs.

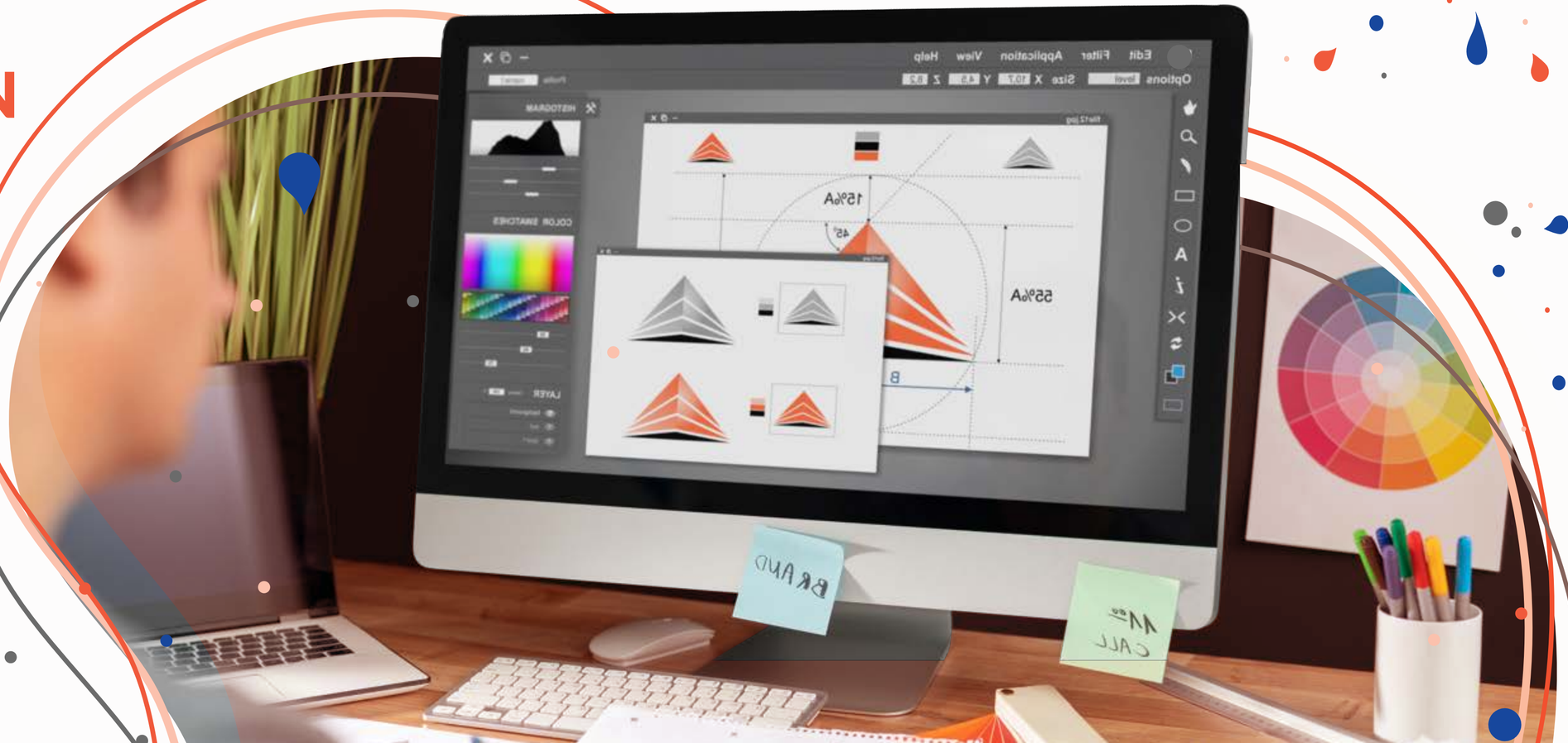
- Computer graphics
- Digital illustrations 1
- Digital illustrations 2
- Layout design

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Canva
- CorelDRAW

Emerging Student Profile

Certified students emerge as skilled graphic designers, ready to excel in the industry. Their ability to craft compelling visual content — from branding and packaging to digital illustrations — positions them as valuable assets to any creative team. Backed by a diverse portfolio that reflects both creativity and technical proficiency, they confidently tackle complex design challenges and contribute meaningfully to the visual storytelling of brands and businesses.



PROGRAMME IN

ADVANCED MOTION GRAPHICS

6 MONTHS

This specialised 6-month programme equips students with the skills required to excel in the field of motion graphics. It covers a wide range of topics, from the fundamentals of motion graphics to advanced techniques in digital illustration, video editing, and 3D object-based particle animation. The curriculum is designed to strengthen creativity and technical proficiency while building a strong understanding of motion graphics principles, preparing students to meet the evolving demands of the industry.

- Fundamentals of Motion Graphics
- Computer graphics
- Digital illustration for motion graphics
- Audio and video editing
- Motion graphics techniques
- 3D object-based particle

SOFTWARE

- Photoshop
- Illustrator
- Premiere
- Audition
- After Effects
- Element 3D

Emerging Student Profile

Certified students emerge as highly skilled and innovative motion graphics designers ready to excel in the industry. They demonstrate a strong understanding of motion graphics principles, digital illustration, and video editing, supported by advanced proficiency in industry-standard software. Their ability to work within professional production pipelines, combined with technical expertise and creative problem-solving skills, makes them valuable assets to any creative team.

PROGRAMME IN

MOTION GRAPHICS AND EDITING

4 MONTHS

This focused 4-month programme equips students with the skills required to excel in motion graphics and video editing. The curriculum covers a wide range of topics, from the fundamentals of editing to advanced techniques in motion graphics and audio editing. Through hands-on training with industry-standard software, students develop the ability to create visually compelling and technically refined motion graphics and video content.

- Overview of editing and post-production process
- Aesthetics of editing and the role of the editor
- Computer graphics
- Video and audio editing
- Colour correction and grading
- Working with effects and motion
- Speed control and time remapping
- Keying and background replacement
- Motion graphics animation
- Particle systems and simulations

SOFTWARE

- Photoshop
- Premiere
- Audition
- After Effects

Emerging Student Profile

Certified students emerge as proficient and innovative motion graphics designers and video editors ready to excel in the industry. They demonstrate a strong understanding of editing principles, motion graphics, and audio editing, supported by advanced proficiency in industry-standard software. Their ability to work within professional editing pipelines, combined with technical expertise and creative problem-solving skills, makes them valuable assets to any motion graphics and editing team.

PROFESSIONAL PROGRAMME IN

UI AND UX

12 MONTHS

This intensive 12-month programme equips students with the skills required to excel in user interface and user experience design. The curriculum encompasses a broad range of topics, from fundamental principles of UI/UX to advanced techniques in wireframing, prototyping, and usability testing. Through hands-on training with industry-standard tools and methodologies, students develop the ability to create intuitive and engaging digital experiences. The programme also fosters creativity, critical thinking, and technical proficiency, preparing students to meet the demands of the rapidly evolving digital landscape.

FUNDAMENTALS OF UI/UX DESIGN

- Fundamental principles of UI and UX design
- Understanding and applying design principles
- Colour theory
- Using typography effectively in design
- Computer graphics
- Laws of UX Design
- Problem defining documentation
- Defining research data

SOFTWARE

- Photoshop
- Notion
- Miro

ADVANCED UI/UX TECHNIQUES

- Digital illustrations
- Creating prototypes and content grids
- Collaborative ideation
- Advanced prototyping and interaction design
- Design System and UI Design

SOFTWARE

- Illustrator
- XD
- FigJam
- Farmer
- Figma

Emerging Student Profile

Certified students emerge as proficient and innovative UI/UX designers ready to excel in the digital design industry. With hands-on experience in industry-standard tools, they create intuitive and engaging digital experiences. Their ability to conduct user research, define problem statements, and collaborate effectively makes them valuable assets to any design team. Supported by a diverse portfolio that reflects their creativity and technical proficiency, they are well-prepared to tackle complex design challenges and contribute to the success of digital products and services.

PROGRAMME IN

UI AND UX

6 MONTHS

This intensive 6-month programme equips students with the skills required to excel in user interface and user experience design. The curriculum covers a wide range of topics, from the fundamentals of UI/UX design to advanced techniques in wireframing, prototyping, and usability testing. Through hands-on training with industry-standard tools and methodologies, students develop the ability to create intuitive and engaging digital experiences.

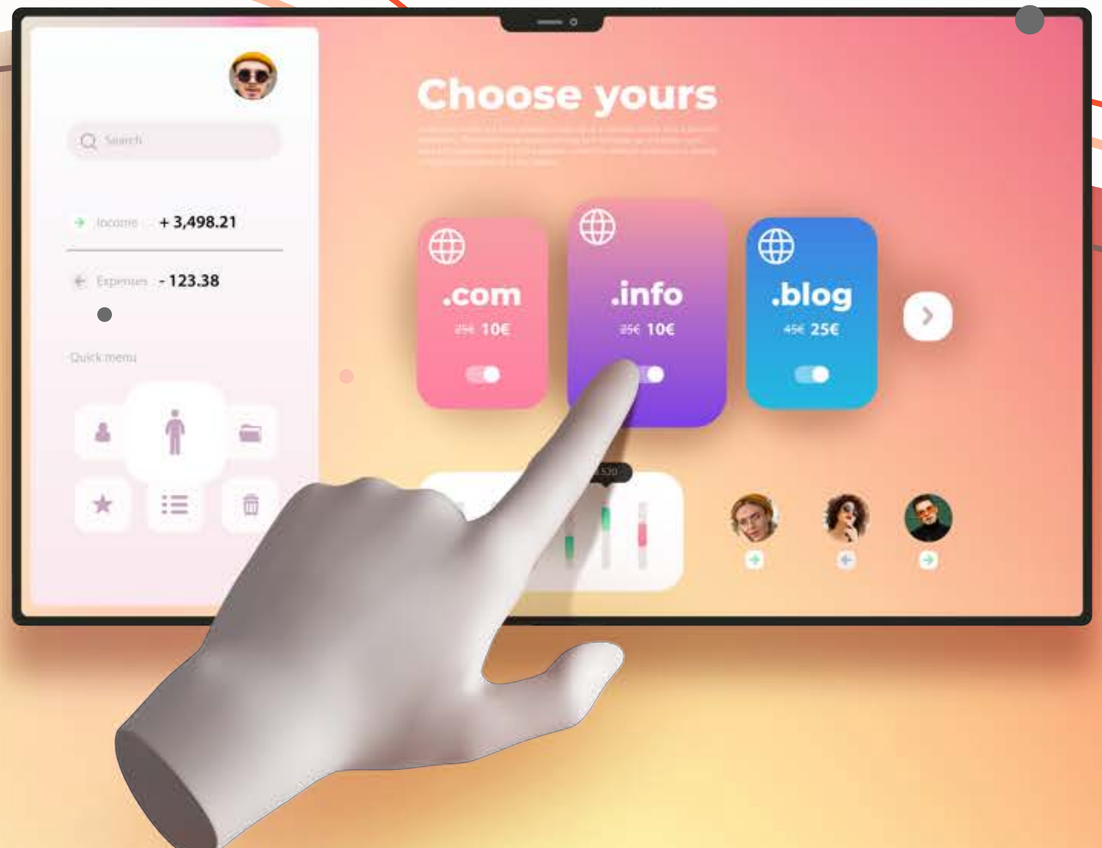
- Fundamental Principles of UI and UX Design
- Laws of UX Design
- Colour theory and typography
- Introduction to Computer Graphics
- UI Design techniques
- Documentation and UX workf
- Design System and UI Design

SOFTWARE

- Photoshop
- XD
- Notion
- Figma

Emerging Student Profile

Certified students emerge as proficient and innovative UI/UX designers, ready to excel in the digital design industry. Their ability to conduct user research, define problem statements, and collaborate effectively makes them valuable assets to any design team. With a diverse portfolio showcasing their creativity and technical proficiency, they are well-prepared to tackle complex design challenges and contribute to the success of digital products and services.



PROFESSIONAL PROGRAMME IN

DIGITAL DESIGN AND MARKETING

12 MONTHS

This dynamic 12-month programme equips students with the essential skills and knowledge required to excel in digital design and marketing. It offers a comprehensive curriculum that spans from the foundational principles of design to advanced digital marketing techniques. Students gain hands-on experience with industry-standard software and tools, enabling them to create visually compelling designs and effective marketing strategies. The programme is designed to foster creativity, technical proficiency, and strategic thinking, ensuring that students are well-prepared to thrive in the competitive digital landscape.

DIGITAL DESIGN (6 MONTHS)

- Principles of Design
- Colour theory
- Digital illustrations 1
- Computer graphics
- Video and audio editing

SOFTWARE

- Illustrator
- Photoshop
- Premiere
- Audition

DIGITAL MARKETING (6 MONTHS)

- Digital illustrations 2
- Introduction to Digital Marketing
- Social media marketing and platforms
- Website and Google Suite
- Analytics and tracking
- Search and paid advertising
- Advanced advertising
- Email, Automation, and CRO
- Specialised marketing channels
- Business strategy and planning
- Advanced content and optimisation
- Project and portfolio development

SOFTWARE

- CorelDRAW
- Google Suite
- Microsoft Clarity
- HubSpot CRM
- Ai Tools

Emerging Student Profile

Certified students emerge as versatile and skilled professionals ready to excel in digital design and marketing. Their ability to create compelling visual content and effective marketing strategies makes them valuable assets to any organisation. With hands-on experience in digital marketing tools and techniques, they are adept at driving engagement and conversions. A diverse portfolio that highlights creativity, technical proficiency, and strategic thinking positions them to tackle complex challenges and drive successful digital campaigns.

PROGRAMME IN

DIGITAL MARKETING

6 MONTHS

This intensive 6-month programme provides students with the essential skills and knowledge required to excel in the field of digital marketing. It covers a comprehensive range of topics, from the fundamentals of digital marketing to advanced techniques in SEO, social media marketing, and content creation. The curriculum is designed to foster creativity, analytical thinking, and technical proficiency, ensuring that certified students are well-prepared to meet the demands of the digital marketing industry.

- Introduction to Digital Marketing
- Social media marketing and platforms
- Website and Google Suite
- Search and paid advertising
- Email, Automation, and CRO
- Specialised marketing channels
- Business strategy and planning
- AI tools in digital marketing
- Advanced content and optimisation
- Computer graphics
- Design ideas and colour theory

SOFTWARE

- Various AI tools
- Google Suite
- HubSpot CRM
- Photoshop
- Canva

Emerging Student Profile

Certified students emerge as proficient and innovative digital marketers ready to excel in the industry. Their ability to analyse data, optimise content, and engage audiences makes them valuable assets to any marketing team. With a diverse portfolio showcasing their expertise, they are well-prepared to tackle complex marketing challenges and contribute to the success of impactful digital campaigns.

PROGRAMME IN

ARCHITECTURAL DESIGN AND ANIMATION

6 MONTHS

This specialised 6-month programme equips students with the skills and knowledge required to excel in architectural visualisation. It covers key areas from the fundamentals of architectural design to advanced techniques in 3D modelling, rendering, and animation. Students gain hands-on experience with industry-standard software to create visually compelling and technically accurate architectural presentations, preparing them for the evolving demands of the industry.

- Introduction to Architectural Design
- Computer graphics
- 2D drafting using AutoCAD
- 3D modelling and animation '
- Render settings and image samplers
- Lighting and materials
- Rendering techniques
- Video and audio editing

SOFTWARE

- Photoshop
- AutoCAD
- 3ds Max
- V-Ray
- Premiere
- Audition

Emerging Student Profile

Certified students emerge as proficient and innovative architectural visualisers, ready to excel in the industry. They are skilled at creating visually compelling and technically accurate architectural presentations. With strong technical proficiency, creative problem-solving abilities, and the capability to work within the architectural design pipeline, they become valuable assets to architectural visualisation teams. Supported by a diverse portfolio showcasing their expertise, they are well-prepared to take on complex visualisation challenges and contribute to successful architectural projects.

PROGRAMME IN

DIGITAL PHOTOGRAPHY

5 MONTHS

This intensive 5-month course equips students with the skills and knowledge required to excel in digital photography. It covers a wide range of topics, from the history and fundamentals of photography to advanced techniques in digital editing and photo manipulation. Students gain hands-on experience with industry-standard tools and methodologies, preparing them to create visually compelling and technically proficient photographs.

- Fundamentals of Photography
- Basics of digital cameras and accessories
- Range and exposures
- Camera lenses and optics
- Photography techniques and styles
- Digital exposure techniques
- Macro photography and night photography
- Bit depth, sharpness, and image noise
- Composition and lighting
- Action and motion in photography
- Digital photo editing
- Presentation and assessment

SOFTWARE

- Photoshop
- Lightroom

Emerging Student Profile

Certified students emerge as skilled and innovative digital photographers, prepared to excel in the photography industry. They develop a strong understanding of photographic principles, camera operations, and digital editing techniques, along with advanced proficiency in industry-standard software. With hands-on experience in tools such as Adobe Photoshop and Lightroom, they create visually compelling and technically sound photographs, making them valuable contributors to professional photography teams.

PROGRAMME IN

CREATIVE GEN AI

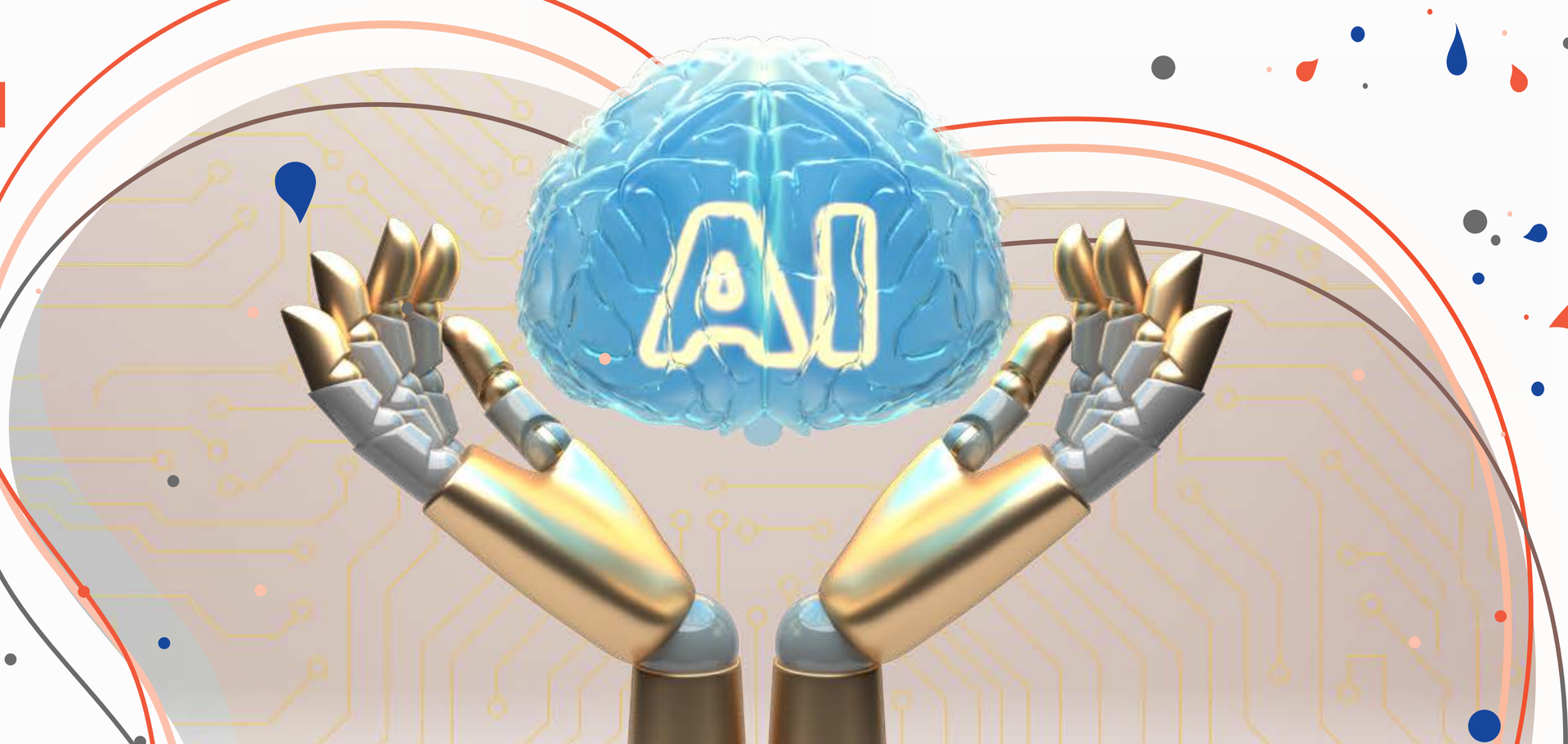
2 MONTHS

This short-term, industry-oriented 2-month programme trains students in modern AI-powered creative workflows using Adobe tools. Students learn generative AI techniques for image editing, design, branding, and content creation through hands-on practical sessions. The programme also enables them to build a strong portfolio and develop skills required for careers in digital design, media, and marketing.

- AI foundations in Adobe
- Lightroom AI mastery
- Photoshop AI and visual production
- Illustrator AI and branding design
- AI in motion and video creation
- Portfolio and creative output building

Emerging Student Profile

Certified students are equipped with in-demand skills to work as AI Creative Designers, Digital Content Creators, Graphic Designers, and Social Media Executives. They create AI-enhanced visuals, branding creatives, marketing designs, and professional-quality content using Adobe AI tools. With confidence in faster production workflows and a strong portfolio, they are well-prepared for entry-level roles in design, advertising, media, and content industries.



AESTHETICS YOUTH CONCLAVE

Aesthetics is an annual youth conclave celebrating creativity in Animation, VFX, and Filmmaking. The event bridges the gap between students and the industry by bringing together professionals, production studios, film houses, and gaming companies. It serves as a dynamic platform for aspiring artists to engage with experts, gain industry insights, and explore emerging trends. Aesthetics offers students a platform to showcase their creativity, connect with industry mentors, and lay the groundwork for successful careers in the creative arts.

OUR INDUSTRY PARTNERS

STAR ALUMNI

KRISHNA MOHANN CHINTAPATLA
HEAD OF ANIMATION DEPARTMENT - 3D
GREEN GOLD ANIMATION

SIDDHARTH VASUDEVA
HEAD OF CREATIVE OPERATIONS
POWERKIDS ENTERTAINMENT

INDRAJIT CHANDRA
OWNER
POPCORN ANIMATION STUDIOS

AASHISH MALL
CO-FOUNDER AND DIRECTOR
PAPERBOAT DESIGN STUDIOS | OCCULT VFX

ANKIT DEY
FOUNDER & CEO
PARICHAY ANIMATION STUDIO

SHUBHAM TIJARE
VFX COMPOSITORVFX COMPOSITOR
YRF-YASH RAJ FILMS

RUBUL DAS
SR. SUPERVISOR -3D ANIMATION
MIKROS

ARIJIT GHOSH
VFX SUPERVISOR
REDEFINE / DOUBLE NEGATIVE

ANIMESH MAITY
ANIMATION SUPERVISOR
REDEFINE / DOUBLE NEGATIVE

SOMNATH DAS
ROTO-PREP SUPERVISOR
PRIME FOCUS

DEBABRATA MAITY
VFX SUPERVISOR
REDEFINE / DOUBLE NEGATIVE

DURGESH RANJITKAR
VIDEO PRODUCER / DOCUMENTARY MAKER
ENTREPRENEUR