



The world learns  
**Multimedia  
& Animation**  
from



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

**ARENA ANIMATION**

**13 Years  
15 Countries  
Over 2.5 Lakh  
Students  
Trained**

# Arena Advantage

100%\* Placement Assistance

Industry Interactions

Studio Tours\*\*

Seminars

Portfolio Development\*\*

Industry-relevant Curriculum

Certified Faculty

Latest Technologies

High-end Infrastructure

State-of-the-art Arena Studio#

External Invigilator



# Animation

## A whole new world of Opportunities!

### Some Amazing Stats

The Global Animation industry is estimated to reach **Rs.1530 billion by 2010.**\*\*

India's Animation industry was estimated at **Rs.17.4 billion in 2008** and has been growing rapidly with an estimated **CAGR of 20.1% in 2006-08.**\*\*

The Indian Animation market is just around **1% of the Global Animation market.**\*\*

India's Animation industry is estimated to reach a size of about **Rs.39.4 billion by 2013.**\*\*

\*\*Source : Media and Entertainment Industry Report 2009 by FICCI and KPMG.

This means, Animation today is one of the fastest growing industries in the world and India is poised on the threshold of a new growth story.

**Excited?** Read on...

## Gigantic demand for skilled Animation Professionals

The stats say it all! With explosive growth projections, the industry needs skilled animation professionals to keep it on the growth path. This means there are infinite career prospects for Animation Professionals. Here's a quick look at the wide spectrum of career opportunities it throws open for you:

- **Movies (Films) • Television • Internet • Gaming • e-Learning**
- **Advertising • Architecture • Science • Medical...** to name a few

## The Best in the World

Wondering how you can be a part of this exciting new world?  
We have the answers.

To build a successful career in the Animation industry, you need more than conventional training, you need **comprehensive training** coupled with **industry knowledge. That's where Arena steps in.**

With a presence in **15 countries, 13 years of experience** and having **trained 2.5 lakh students**, Arena Animation is a leader in animation education.

Does a career in Multimedia & Animation sound exciting?  
Read on to explore exciting career opportunities in this industry...



Explore multiple  
career opportunities  
with  
**Arena  
Animation**

### PRINT & ADVERTISING

The Indian Advertising & Print industry is extremely fast-paced and competitive.

**Industry Growth:** 2008 – Rs.172.6 billion\*\*

**Predicted Industry Growth:** 2009-2013 – CAGR rate of 9%\*\*

**Career Opportunities:** Graphic Artists, Illustrators and Visualizers

### WEB & MULTIMEDIA

The Web & Multimedia industry is flourishing & booming in India.

**Industry Growth:** 2008 – Rs.6.2 billion\*\*

**Predicted Industry Growth:** 2009-2013 – CAGR rate of 27.9%\*\*

**Career Opportunities:** Web Designers, Graphic Designers, Flash Animators, Multimedia Designers, 2D Flash Artists and Rich Media Developers

### ANIMATION

The Animation industry in India has been growing at an incredible rate and has been providing animated content for Advertising, Television and Films.

**Industry Growth:** 2008 – Rs.17.4 billion\*\*

**Predicted Industry Growth:** 2009-2013 – CAGR rate of 17.8%\*\*

**Career Opportunities:** 3D Modellers, Rigging Artists, Lighting Artists, Texturing Artists, 3D Character Animators, Rendering Artists, 2D Animators, Layout Artists, Matte Paint Artists, Compositors and Visual Effects Artists

### TELEVISION

The Television industry is one of the largest content producers in the Indian Media & Entertainment industry.

**Industry Growth:** 2008 – Rs.240.5 billion\*\*

**Predicted Industry Growth:** 2009-2013 – CAGR rate of 14.5%\*\*

**Career Opportunities:** Video Editors, Promo Designers, Channel Packaging Artists, 3D Graphic Artists and 3D Animators

### FILM

Production Studios today provide most feature films with Animation and Visual Effects to enhance visual experience and be cost-effective for Film Producers.

**Industry Growth:** 2008 – Rs.109.3 billion\*\*

**Predicted Industry Growth:** 2009-2013 – CAGR rate of 9.1%\*\*

**Career Opportunities:** 3D Modellers, Rigging Artists, Lighting & Texturing Artists, Rendering Artists, 3D Character Animators, Matte Paint Artists, Compositors and Visual Effects Artists

### GAMING

The Indian Gaming industry has been designing and developing games for Online, Mobile, Console or PC platforms and is growing at an incredible rate.

**Industry Growth:** 2008 – Rs.6.5 billion\*\*

**Predicted Industry Growth:** 2009-2013 – CAGR rate of 33.3%\*\*

**Career Opportunities:** Game Modellers, Rigging Artists, Game Animators, Level Designers, Environment Modellers and Mobile Game Designers

Read on to know more about Arena's programs...



# Arena's Multimedia & Animation Training Programs



## GRADUATE PROGRAM

The B.Sc. Degree Program is a 3-year, full-time program from Arena Animation in alliance with Manonmaniam Sundaranar University. Recognised by both the Tamil Nadu State Government as well as the UGC, the program has an intensive course curriculum that focuses on collaborative and experiential learning.

The program offers training in the latest industry-relevant techniques using technical education tools to give you a competitive edge and build a rewarding career in the field of Animation.

**Eligibility Criteria:** For 10+2 and above. Candidates awaiting final results can obtain provisional admission\*\*

## CAREER COURSES

From comprehensive programs that train students in everything to do with Animation – *Fundamentals & Design for Animation, Pre-production, Production & Post-production* – to high-end intensive programs that offer training in 2D & 3D Character Animation & Specialization, Arena's Career Programs give students an edge over competition in this exciting industry.

Training in the latest industry-relevant curriculum, extensive projects, practice/assignment sessions, creation of portfolios\*\* & show-reels\*\* enable students to gain an in-depth knowledge of Animation. The program duration ranges from approx. 20-31 months.

**Eligibility Criteria:** For 10+2 and above.

## PROFESSIONAL COURSES

Brands, Advertising & Design elements surround us everywhere. Large or small, every company needs design to communicate with its end customer. Arena's Professional Programs train students in Animation & Multimedia including Graphic, Print & Web Design and various other in-demand & industry relevant Animation technologies. Training is offered using the latest software & technologies. Portfolio development\*\* & e-projects give students the benefit of show-casing their skills to prospective employers. The programs give students a strong head start in this exciting industry. The duration of the programs is approx. 12 months.

**Eligibility Criteria:** For 10+2 and above.

## SHORT-TERM COURSES

Want to learn a new skill or software? Then choose from 32 intensive, short-term programs from Arena. Learn how to illustrate or to publish, work in 2D Animation or Games Development. You can pick up basic and advanced concepts of 3D animation through Maya, or get trained in other applications such as Digital Architecture and Interior Design. Each Arena short-term program covers one or more animation/multimedia tools. The program duration ranges from approx. 16-160 hours, depending on what you choose to learn.

**Eligibility Criteria:** For 10+2 and above.

**So what are you waiting for? Rush to your nearest Arena Centre & ENROLL TODAY!**

**To know more about Arena's programs, log on to [www.arena-multimedia.com](http://www.arena-multimedia.com)**

**Free Career Counselling Helpline (Toll-Free): 1800-209-1444**

\*\*Admission as per norms of Manonmaniam Sundaranar University. \*\*On select courses.



**Learn from the Leader.**

**Walk into your nearest  
Arena Centre or log on to  
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