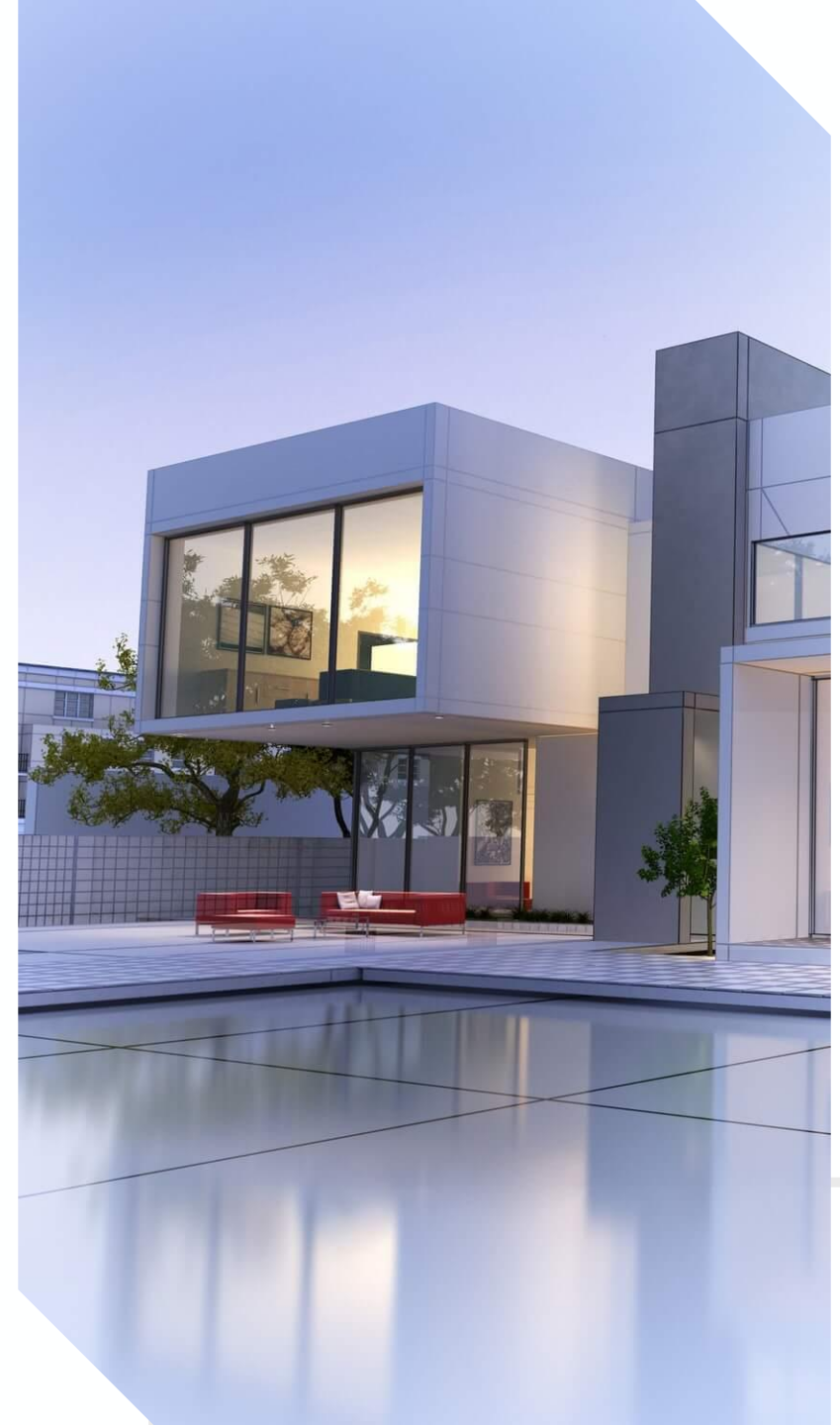


# Advanced Program in Arch Viz and Interior Design

Building the Future



**Learn from the Leader**





# Industry Insight

The architectural visualization (Arch Viz) industry continues to grow, driven by increasing demand from real estate developers, architects, and interior designers who require high-quality visual presentations for marketing and concept validation. Advancements in real-time rendering, AI-powered automation, and immersive technologies are reshaping the field, with tools like **Gen AI**, **Unreal Engine** and **Twinmotion** enabling interactive experiences.

Looking ahead, real-time visualization and interactive experiences will become the norm, AI will continue to assist rather than replace human creativity, and global collaboration will further expand opportunities in the field.



# About

The Advanced Program in Architectural Visualization & Interior Design is a career-focused course designed to prepare students for roles in architectural visualization, interior presentation, real estate marketing, and immersive digital environments. The program develops both creative and technical skills to transform architectural concepts into compelling visual experiences. Students work on real-world residential and commercial projects, creating walkthroughs, immersive presentations, and client-ready renders. By completion, learners are equipped to independently manage visualization projects from concept interpretation to final delivery, ready for studio or freelance careers.



## Course Highlight:

- Job-oriented, industry centric curriculum
- Hands-on practical training using latest tools and software
- Certified faculty
- Exposure to industry interaction and workshops
- Placement assistance
- Access to **Pro Connect**, a platform to showcase your portfolio

Course Duration : 548 Hours

Delivery Pattern :  
2 Hours, 3days / week

# Course Content

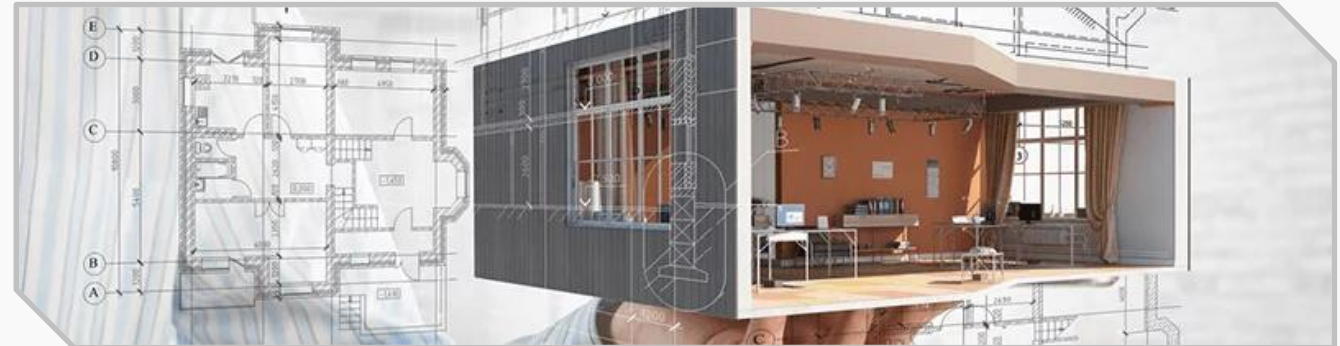


## Design & Visualization

Duration: 192 hrs

## Advanced 3D Visualisation

Duration: 164 hrs



## Advanced Immersive Visualisation

Duration: 192 hrs

5

# Course Structure

## Term 1: Design & Visualization

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Cinematography and Photography Basics	Conceptual	4	8	0	8	0
Color and Light Magic	Conceptual	4	8	0	8	0
Perspectives and Character Design	Conceptual	4	8	0	8	4
Pixel Perfect Painter	Adobe Photoshop CC	14	28	12	40	2
Storyboard Mastery	Storyboarder	4	8	6	14	2
Cinematic Edits	Adobe Premier Pro CC	10	20	6	26	4
Digital Sound Craft	Adobe Audition CC	4	8	2	10	2
2D Animation Mastery	Adobe Animate CC	10	20	6	26	10
Motion Graphics	Adobe After Effects CC	12	24	8	32	10
Ai Art Innovator	Gen Ai tools	6	12	4	16	10
Portfolio Powerhouse	NA	1	2	2	4	20
<b>Total</b>		<b>73</b>	<b>146</b>	<b>46</b>	<b>192</b>	<b>64</b>



# Course Structure

## Term 2: Advanced 3D Visualisation

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Understanding CG Pipeline	Theory / Conceptual	2	4	0	4	0
Introduction to AutoCAD	AutoCAD	4	8	4	12	0
Shaping World with 3ds Max	3ds Max	12	24	12	36	12
Mastering Texturing & Lighting with 3ds Max	3ds Max	6	12	8	20	4
Animating in 3ds Max	3ds Max	6	12	8	20	0
RenderCraft in 3ds Max	3ds Max with V-Ray	4	8	8	16	0
Realistic Surface Creation	Adobe Substance Painter	9	18	8	26	4
Introduction to SketchUp	SketchUp	5	10	8	18	0
Ai Powered 3D Workflow	Gen Ai Tools	3	6	2	8	10
Portfolio Powerhouse		1	2	2	4	20
<b>Total</b>		<b>52</b>	<b>104</b>	<b>60</b>	<b>164</b>	<b>50</b>



# Course Structure

## Term 3: Advanced Immersive Visualisation

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Introduction to Blender	Blender	3	6	6	12	0
Modeling Concepts and Techniques	Blender	9	18	18	36	0
UV Mapping and Texturing	Blender	5	10	10	20	0
Materials and Shading	Blender	5	10	10	20	0
Lighting Techniques	Blender	3	6	6	12	0
Animation Techniques	Blender	6	12	4	16	0
Rendering and Post Processing	Blender	3	6	6	12	0
Immersive Media with Unreal Engine	Unreal Engine	18	36	10	46	22
Archviz with Twin Motion	Twin Motion	4	8	4	12	0
Portfolio Powerhouse	NA	1	2	2	4	20
Career Launchpad	LinkedIn, Upwork (freemium)	1	2	0	2	10
<b>Total</b>		<b>58</b>	<b>116</b>	<b>76</b>	<b>192</b>	<b>52</b>

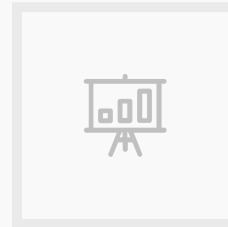


# Summary



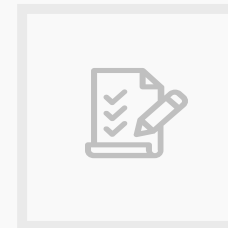
## Total Hours

548 hours



## Total Terms

3



## Software's Covered

Adobe Photoshop CC | Storyboarder | Adobe Premiere Pro CC | Adobe Audition CC | Adobe Animate CC | Adobe After Effects CC | Gen Ai Tools | Autodesk AutoCAD | Autodesk 3ds Max | V-Ray | Adobe Substance Painter | SketchUp | Blender | Unreal Engine | Twin Motion



## Course Code

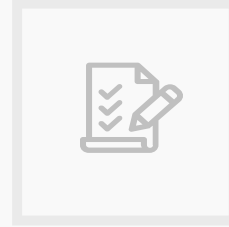
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# Course Outcome

Upon completing this program, students will master the art of transforming architectural and interior design concepts into immersive, photorealistic visual experiences. They will build a strong foundation in design principles, such as lighting, perspective, and spatial storytelling, while advancing to create detailed 3D models, textures, and animations using industry-leading tools. Learners will gain expertise in technical drafting, realistic material creation, and dynamic lighting techniques, enabling them to craft lifelike architectural renders and interactive walkthroughs. The curriculum integrates AI-driven workflows to optimize asset creation, automate repetitive tasks, and enhance creative problem-solving. Students will explore cutting-edge immersive technologies, including real-time rendering and virtual environments, to produce client-ready visualizations for residential, commercial, and industrial spaces. By blending technical precision with artistic flair, graduates will develop polished portfolios showcasing their ability to collaborate with architects, designers, and developers, delivering compelling visual narratives that bridge creativity with functionality.

# Career Opportunities



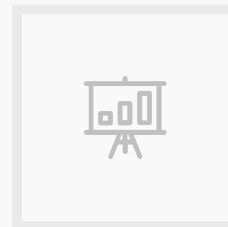
- Concept Artist
- 3D Artist
- Lighting Artist
- 3D Generalist
- 3D Designer
- 3D Product Designer
- Archviz Artist
- Interior Designer
- 3D Visualizer
- Unreal Engine Arch viz Specialist
- 3D Rendering Artist

# Eligibility



## Eligibility Criteria:

10th



**Certification: AAIPP-Advanced Program in ArchViz and Int Design**

Certificate Type: Certificate of Accomplishment

# Reason To Believe



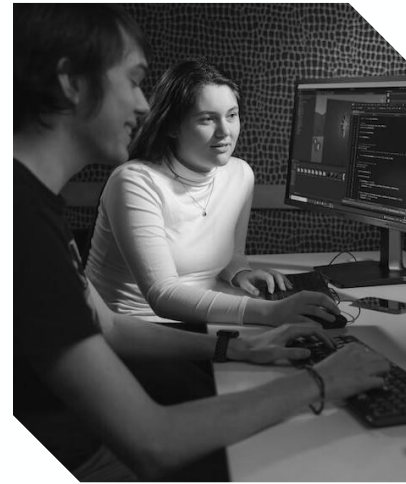
## Industry-Relevant Curriculum

Designed with cutting-edge tools and technologies like Gen AI, ensuring students are industry-ready.



## Diverse Career Opportunities

Graduates can explore roles in Animation, VFX, Gaming, UI/UX, Graphic Design, Digital Content creation and more, offering flexibility and growth.



## Practical Hands-On Industry Exposure & Training

Real-world projects, live assignments, and immersive learning experiences bridge the gap between theory and application.



## Placement Assistance

Get access to workshops, mentorship from industry leaders, and placement support through our vast recruiter network.



## Pro Connect

With a legacy of excellence, Arena Animation equips students with the skills, exposure, and expertise to thrive in the fast-evolving creative and digital industries.

# Brand Engagement



Industry Collaboration and Expert masterclass

Regular masterclasses and guest lectures from top industry professionals across animation, VFX, gaming, and design.



Immersive Experience Booths

Presenting student work at Comic-Con, industry expos, and recruitment summits.



On Ground engagement and Events

Creative Minds events where students showcase their projects to industry leaders.



Student centric Engagements

Internships & Industry Projects – Real-world learning opportunities with top brands and studios across all courses



Campus Workshops & Walk-Ins

Hands-on training sessions for prospective students to experience the program before enrolling.

# Thanks!

Reach out to us for any queries at:

[arenaanimation@aptech.co.in](mailto:arenaanimation@aptech.co.in)