

# Advanced Program in Game Art & Design

Step into the Interactive World



Learn from the Leader



# Industry Insight

The gaming industry in India is experiencing explosive growth, driven by a tech-savvy youth demographic, affordable smartphones, and widespread internet access. Recognizing its potential, the Indian government has introduced initiatives like the AVGC (Animation, Visual Effects, Gaming, and Comics) Promotion Task Force (2022) to foster skill development and innovation, while states such as Karnataka offer incentives for gaming startups. Complementing these efforts, global players are investing in local talent. Sony India's "Hero Project" mentors indie developers, providing funding and PlayStation platform access to amplify homegrown titles globally. Similarly, South Korea's Krafton has launched a multi-million-dollar incubation program in India, supporting startups with resources and expertise. These collaborations are accelerating India's shift from a gaming consumer market to a creator hub, with the sector projected to reach \$7.5 billion by 2028. Together, policy support and corporate partnerships are positioning India as a pivotal player in the global gaming ecosystem.

The growth of India's gaming industry is driven by:

- A Highly Skilled Workforce in 3D modeling, game design, and immersive storytelling
- Rising Demand for AR/VR & XR Experiences in gaming, training, and simulations
- Cost-Effective Game Development Services attracting global studios and indie developers
- Government & AVGC (Animation, VFX, Gaming & Comics) Policy Support fostering innovation
- Growing Esports & Mobile Gaming Market expanding opportunities for developers and designers

Advantages of the Game Art, Design & Development Industry in India

- World-Class Game Studios working on AAA, indie, and mobile games for global markets
- Adoption of Advanced Technologies in real-time 3D, AI, and procedural game design
- Global Outsourcing Hub for game development, AR/VR applications, and 3D asset creation
- Strong IT & Digital Ecosystem supporting cloud gaming, blockchain gaming, and interactive media
- Expanding Demand Across Industries including gaming, education, healthcare, and virtual simulations



## About

The Advanced Program in Game Art & Design is a career-focused course designed to prepare artists for the modern game development pipeline. The program begins with fundamentals of game design, digital illustration, UI/UX for games, and 2D game creation. Students then progress into advanced 3D game art, learning asset creation, digital sculpting, texturing, lighting, character rigging, animation, and real-time cinematic production.



## 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 : 460 Hours

Delivery Pattern :  
2 Hours, 3days / week

# Course Content

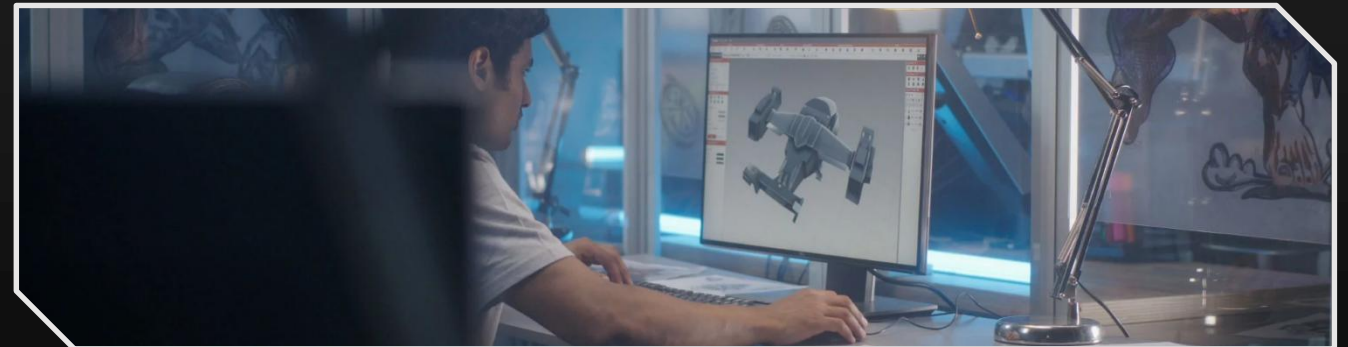


## Game Design & Art Essentials

Duration: 172 hrs

## Advanced Game Art

Duration: 288 hrs



5

# Course Structure

## Term 1: Game Design and Art Essentials

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Fundamentals of Game Art & Design	Conceptual	6	12	0	12	0
Mastering Digital Illustrations	Adobe Illustrator CC	10	20	8	28	0
Pixel Perfect Painter	Adobe Photoshop CC	14	28	12	40	2
UI UX Design for Games	Figma	5	10	8	18	8
Animate for Game Art	Adobe Animate CC	4	8	4	12	10
AI Art Innovator	Gen AI tools	6	12	4	16	10
Introduction to Game Engine	GDevelop.io	5	10	6	16	10
2D Game Project	GDevelop.io	10	20	10	30	10
<b>Total</b>		<b>60</b>	<b>120</b>	<b>52</b>	<b>172</b>	<b>50</b>



# Course Structure

## Term 2: Advanced Game Art

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Understanding Game Production Pipeline	Conceptual	2	4	0	4	0
Asset Creation for CGI & Games	Autodesk Maya	15	30	8	38	6
Mastering Digital Sculpting	Maxon ZBrush	10	20	10	30	8
Textures and Details	Autodesk Maya	6	12	8	20	6
Realistic Surface Creation	Adobe Substance Painter	9	18	8	26	4
Illuminating Assets	Autodesk Maya with Arnold	12	24	8	32	8
Bringing Characters to Life with Rigging	Autodesk Maya	6	12	10	22	4
Art of 3D Animation	Autodesk Maya	12	24	12	36	6
Understanding Mo-Cap Workflow for Animation	Autodesk Maya	3	6	2	8	6
Ai Powered 3D Workflow	Gen Ai tools	3	6	2	8	10
Cinematic Realism with Unreal	Unreal Engine	18	36	24	60	16
Portfolio Powerhouse	NA	1	2	2	4	20
<b>Total</b>		<b>97</b>	<b>194</b>	<b>94</b>	<b>288</b>	<b>94</b>



# Summary



## Total Hours

460 hours



## Total Terms

2



## Software's Covered

Adobe Photoshop CC | Adobe Illustrator CC | Figma | Adobe Animate CC | Gen Ai Tools | GDevelop.io | Autodesk Maya | Maxon ZBrush | Adobe Substance Painter | Unreal Engine |



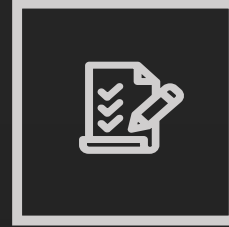
## Course Code

RD10014-APGAD

# Course Outcome

This program equips students with a robust skill set to excel in the gaming and immersive tech industries. Graduates will master game art fundamentals, including digital illustration, UI/UX design, and 2D/3D asset creation using tools like Adobe Photoshop, Maya, ZBrush, and Substance Painter. They will gain proficiency in game engines (Unreal Engine 5, GDevelop) to design, animate, and deploy interactive games and immersive AR/VR experiences. Advanced modules foster expertise in cinematic realism, procedural texturing, real-time rendering, and AI-driven workflows for asset creation and automation. Students will learn to rig characters, animate lifelike movements. The curriculum emphasizes portfolio development and freelancing readiness, enabling graduates to showcase polished projects and navigate platforms like Upwork. By integrating industry pipelines, collaborative projects, and emerging technologies, learners emerge as versatile creators capable of contributing to gaming ecosystem and global studios, prepared to innovate in game design.

# Career Opportunities



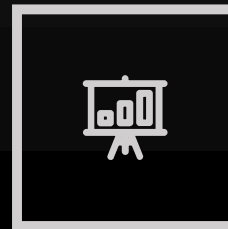
- Game Designer
- Game Producer
- Level Designer
- 2D Game Artist
- 3D Game Artist
- Technical Artist
- UI Artist for Games

## Eligibility



### Eligibility Criteria:

10th



**Certification: Advanced Program in Game Art & 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 Training

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



## Industry Exposure & 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.



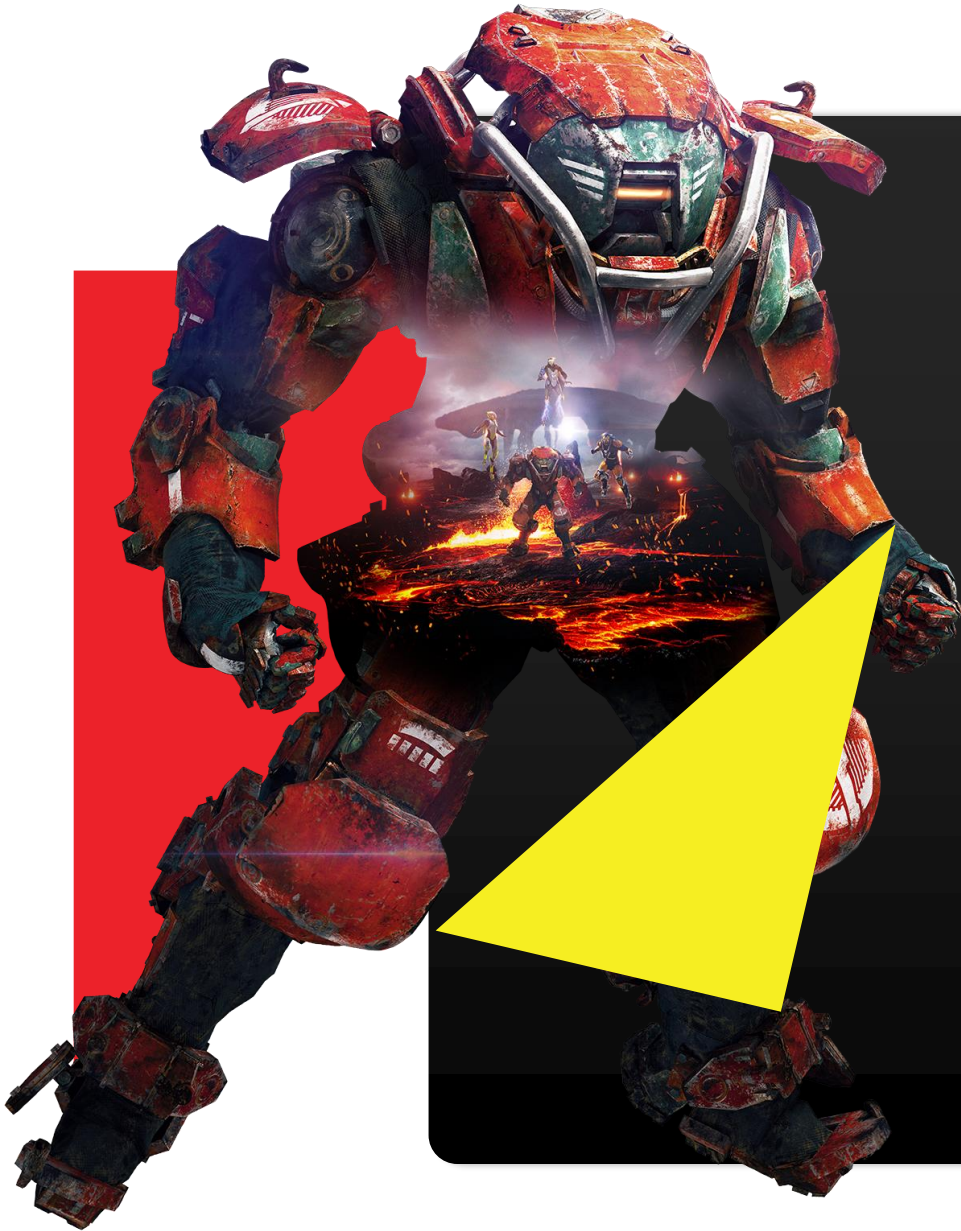
Student centric Engagements

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.



# Thank YOU

Reach out to us for any queries at:

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