



**ZEE INSTITUTE OF
CREATIVE ART**

ANIMATION | VFX | DESIGN



**UNLEASH
YOUR
CREATIVE
POTENTIAL**



ANIMATION & VFX INDUSTRY

The Indian Media & Entertainment (M&E) industry is expected to grow at a CAGR of 13.1 percent during FY18-23 to reach INR 2660 Billion.

The Indian Animation & VFX industry is projected to grow at a CAGR of 15.5 percent during FY18-23 to reach INR 151.8 Billion.

As Indian VFX Players are moving up the value chain, the VFX industry in India is seeing strong traction. While Indian VFX houses have made successful forays in foreign markets, contributing to major blockbusters, the demand of VFX in domestic firms and TV shows has also shot up markedly. The VFX and Post-production industry in India is projected to grow at a CAGR of 16.9 percent during FY18-23.

The Indian Animation industry has also continued its growth momentum. While the linear TV broadcast demand for animation, led by new kids' channel launches, has driven the industry, digital has provided a major impetus with a number of Video-on-Demand (VOD) platforms launching kids' properties. Further the services segment has continued to dominate animation revenues on the back of demand from TV and film production. The Animation industry in India is projected to grow at a CAGR of 10.2 percent during FY18-23.

With a growth rate of 22 percent over the next five years, the gaming in India is expected to touch INR 118.8 Billion by FY23 on the back of continued smartphone penetration, growing gaming user base and improved monetisation supported by increased localisation and technology innovations around data and analytics, Augmented Reality/Virtual Reality (AR/VR).

* Source – Media ecosystems: The walls fall down – KPMG in India's Media and Entertainment report 2018



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WELCOME TO THE WORLD OF AUGMENTED / VIRTUAL REALITY

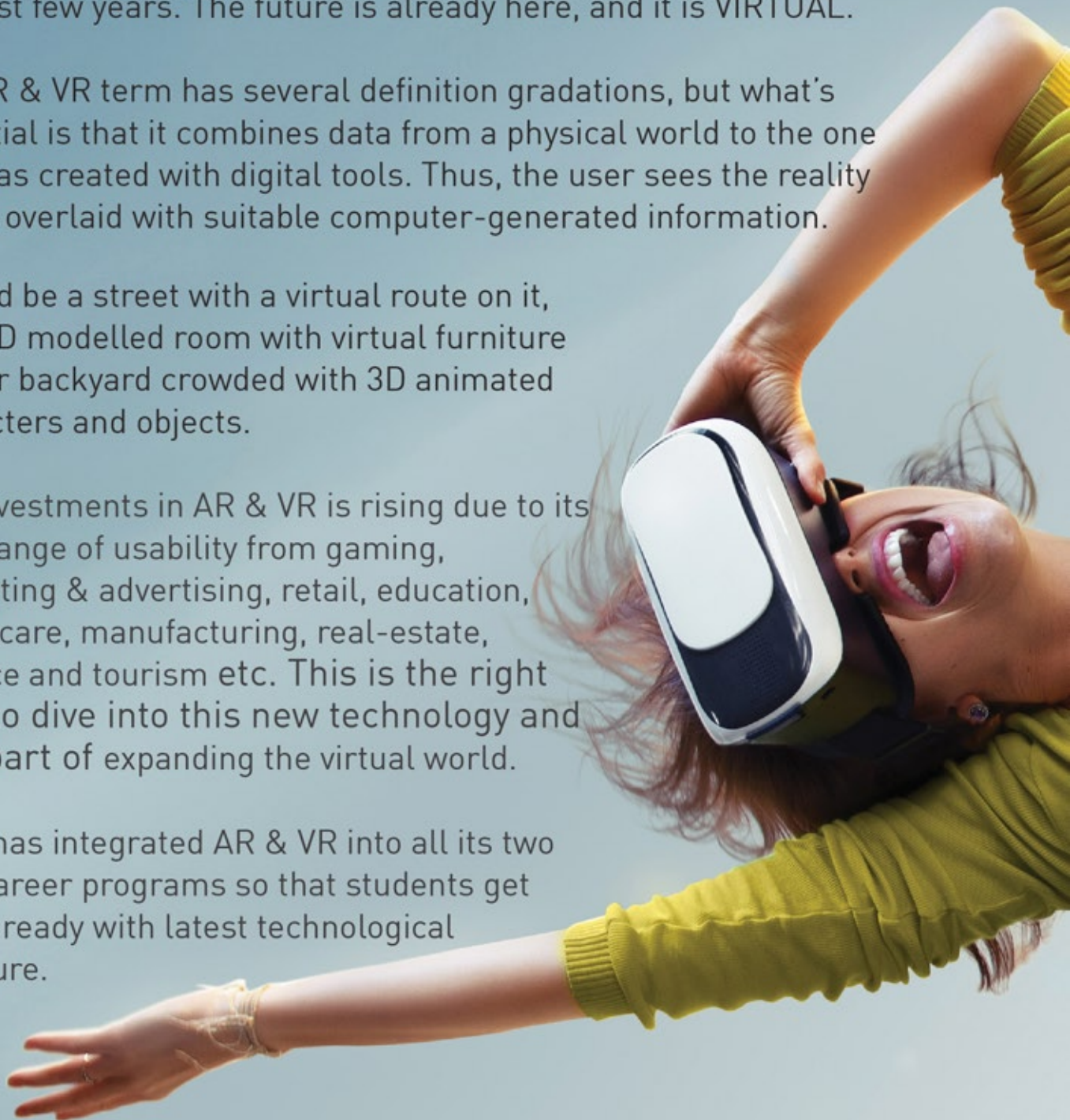
From the science fiction stories, the augmented reality phenomenon has turned into technology, which finds its application in everyday life. The transformation occurred just over the past few years. The future is already here, and it is VIRTUAL.

The AR & VR term has several definition gradations, but what's essential is that it combines data from a physical world to the one that was created with digital tools. Thus, the user sees the reality that is overlaid with suitable computer-generated information.

It could be a street with a virtual route on it, your 3D modelled room with virtual furniture or your backyard crowded with 3D animated characters and objects.

The investments in AR & VR is rising due to its wide range of usability from gaming, marketing & advertising, retail, education, healthcare, manufacturing, real-estate, defence and tourism etc. This is the right time to dive into this new technology and be a part of expanding the virtual world.

ZICA has integrated AR & VR into all its two year career programs so that students get future ready with latest technological exposure.





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ABOUT ZICA

ZICA is part of Zee Learn, backed by the Zee and Essel Group. The past 2 decades have seen the institute nurture some of the brightest talents in the world of animation.

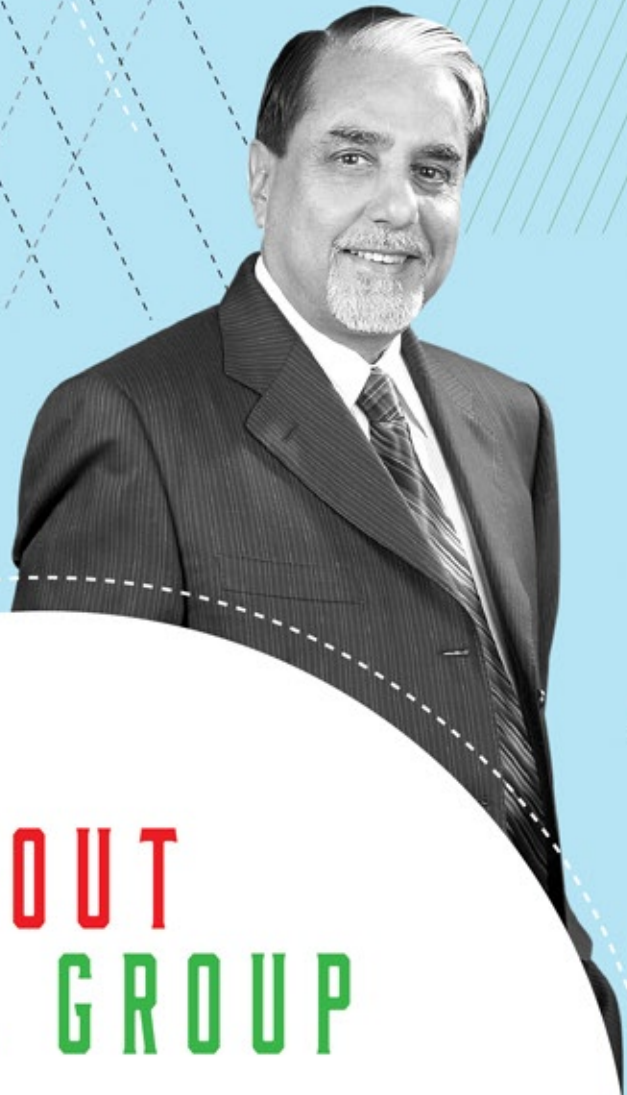
Zee Institute of Creative Art, with its state-of-the-art infrastructure, gives practical training in 2D Animation, 3D Animation, Visual Effects & Gaming, covering the stages of visualization, Pre-production, production and post-production. Students are assured of creative exposure with a healthy mix of theory and practical sessions, delivered with the right amalgamation of Art & Technology, under the supervision of in-house experienced faculties and industry experts from India and abroad.





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ABOUT ESSEL GROUP

Essel Group is one of Asia's largest corporate houses, headed by Dr. Subhash Chandra, a pioneer in the media industry – a Media Moghul and an Hon. Rajya Sabha MP.

The 90-year-old Essel Group is amongst the leading global media & entertainment houses in the industry. The Group is also amongst India's most prominent business houses with a diverse portfolio of assets in areas like Media, Technology, Packaging, Infrastructure, Education, Precious Metals, etc.



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SOME OF THE KEY MEDIA ENTITIES FROM
THE ESSEL GROUP OF COMPANIES INCLUDE



Extraordinary Together

1. Zee Entertainment Enterprises Limited (ZEEL) is a listed Indian mass media company with:

- 1.3 Bn viewers
- Presence in 170+ countries
- 35+ International Channels and 35+ Domestic Channels
- 4,800 Movie Titles
- More than 260K Hours of Television Content

2. Zee Media Corporation Limited (ZMCL),

a listed entity, is one of India's foremost media companies that touches the lives of millions of Indians with its strong presence in the News genre. Apart from News Channels, ZMCL operates an English daily News Paper 'DNA'. ZMCL, the news network comprises of 14 news channels in different languages including:

India's first Hindi News Channel

Hindi Business News Channel

Hindi Rural News Channel

24X7 Free to Air News Channel

Indian Broadsheet Newspaper,
published in English in Mumbai,
Delhi, Jaipur & Ahmedabad



International Channel
WION – World Is One Network



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With 2,600+ employees in 12 countries working through 25 state-of-the-art facilities, Essel is the largest global specialty packaging company in the world, offering preferred solutions to leading brands.



Essel Infraprojects Ltd. has diversified interests in infrastructure projects with 4SBUs & 10 business verticals comprising of an order book value of ~USD 5 Billion.

OTHER GROUP ENTITIES INCLUDE



One of India's largest Multi System Operator (MSO) with 15 digital head ends and a network of 33,000+ Kms of optical fibre and coaxial cable, providing its cable services in ~580 locations, reaching out to more than 11 Million digital customers.



One of India's leading private sector financial services company, with a customer base of ~1.5 lakhs & 70+ branches, offering diverse range of products & services across corporate finance and retail segments.



Redefining the meaning of television for its customers with its exceptional digital quality, DishTV has revolutionized the digital entertainment in India and is the largest DTH provider with over 10 Crore happy viewers.



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Zee Learn is India's leading company in the education segment catering to the complete lifecycle of student life covering preschool, International & CBSE K-12 schools, Animation, VFX and Design Institutes, Film making & Journalism Institutes.



Mount Litera School
INTERNATIONAL

A co-educational day school offering IB programs at BKC, Mumbai.

KIDZEE

Asia's No. 1 chain of pre-school network – Kidzee has 1,900+ operational preschools in over 750+ cities across India and Nepal.

NATION BUILDING
THROUGH EDUCATION



Zee Institute of Design Art is focused towards the Design Vocation with courses on Fashion and Interior Design and Design Test Preparation

ZIMA
ZEE Institute of Media Arts
www.zimainstitute.com

India's leading Film and Journalism School provides programs led by experienced faculty from the industry in Films, Television and Journalism.

Mount Litera
Zee School
Great School. Great Future

The fastest growing chain of K-12 schools – 150+ Mount Litera Zee Schools across 100+ cities in India.



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PAN INDIA PRESENCE

**BENGALURU (MALLESHWARAM) |
BHUBANESHWAR | CHANDIGARH |
CHENNAI | COCHIN | COIMBATORE |
DARBHANGA | GUWAHATI | HYDERABAD |
INDORE | JAIPUR | KOCHI | KOLKATA |
LUCKNOW | MUMBAI (ANDHERI) |
MUMBAI (BHAYANDAR) | MUMBAI
(BORIVALI) | MUMBAI (MALAD) |
MANGALORE | NAVI MUMBAI (KHARGHAR) |
NASHIK | NAGPUR | NOIDA |
PUNE | RANCHI | VADODARA | VARANASI**



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MESC COLLABORATION

ZICA is a certified and recognized training provider
of Media and Entertainment Skills Council (MESC)



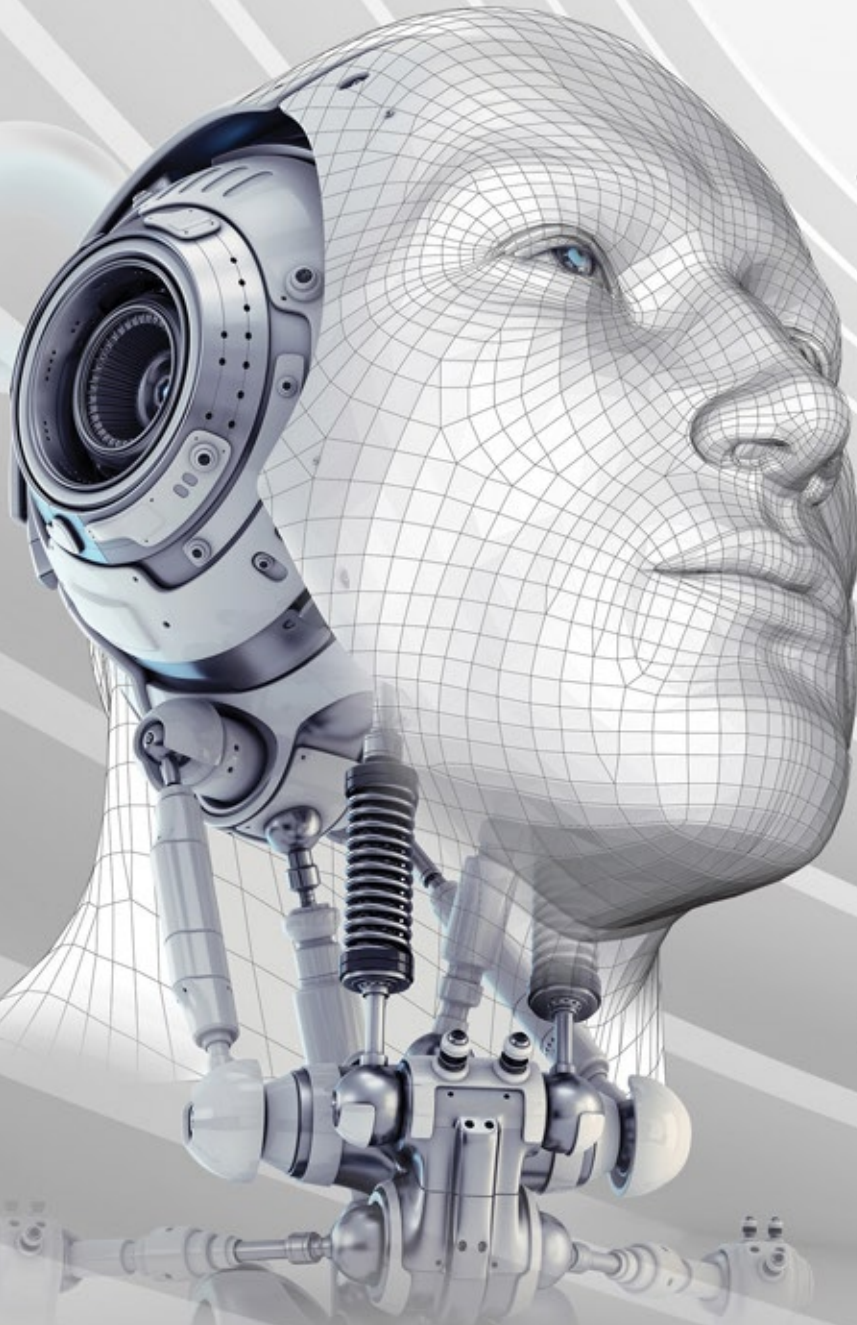
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PDP IN 3D ANIMATION VISUAL EFFECTS (27 MONTHS)

This program begins with the Fundamentals of Art and Design, Digital Painting and Digital 2D Animation which is necessary for 3D Animation. The program follows with Visual Effects where students can create amazing effects, compose live and CG footage, Paint, Color correct etc.

Afterwards, the student can select any one specialization from four different options where they decide to make their career. They will also learn how Augmented and Virtual Reality works.





PROGRAM CONTENTS

MODULE I - FUNDAMENTALS OF ART, DESIGN & COMPUTER GRAPHICS (6 MONTHS)

- Preface
- Sketching
- Human Figure Study
- Animal Study
- Perspective Study
- Colour Theory
- Story
- Master Layout Design
- Character Design
- Digital Illustration
- Storyboard
- Computer Graphics
- Digital 2D Animation

MODULE II – 3D DIGITAL ART (6 MONTHS)

- Video & Audio Editing
- Stop-motion
- Prop Modeling
- Character Modeling
- Texturing Fundamental
- Advance Texturing
- Lighting & Shading

MODULE III – 3D CHARACTER ANIMATION & DYNAMICS (6 MONTHS)

- Character Rigging
- 3D Character Animation
- Maya Motion
- Maya Dynamics
- Maya Technical Animation

MODULE IV – VISUAL EFFECTS & SPECIALISATION (6 MONTHS)

- Motion Graphics
- Compositing
- Masking, Rotoscope
- Colour Correction
- Compose 3D render passes
- Keying
- Tracking Stabilize
- Particles

- Paint
- Wire / Rig Removal
- Camera Projection
- Camera tracking
- Re-lighting
- Specialisation (Anyone)
 - Modeling & Texturing
 - Lighting and Shading
 - Character Animation
 - Visual Effects

MODULE V – AR & VR, PORTFOLIO DEVELOPMENT (3 MONTHS)

- Introduction to Augmented Reality (AR) and Virtual Reality (VR)
- Basics of AR & VR functionality
- Portfolio Development

EMERGING STUDENT PROFILE:

The Certificate holder will have a very bright prospect in the Animation or Visual Effects studios. They will contribute to any / all departments of the 3D & VFX production pipeline, with a clear understanding of the fundamentals. They will become indispensable for any Animation or VFX production studio. The candidate can work on different profiles such as Character designer, 2D Animator, 3D Modeling & Texturing artist, Lighting artist, 3D Animator, compositing artist, VFX artist, VFX supervisor.



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PDP IN FILMMAKING VISUAL EFFECTS (24 MONTHS)

This program has been designed to deal with Filmmaking by using Live Action, 3D Animation & Visual Effects. The first module deals with the Fundamentals of Art, Design & Composition. A student then understands the basics of Photography and Filmmaking. The second module covers CG Assets & Characters, Rigging & Animation that is required for a VFX film. The third module deals with Dynamics & Tracking. The fourth module combines CG with live action footage using timelines and a node-based compositing software. At the end of the program, the student develops a Visual Effects short film using Live Action & CG.





PROGRAM CONTENTS

MODULE I - FUNDAMENTALS OF ART, DESIGN & FILMMAKING (6 MONTHS)

- Fundamentals of Art
- Computer Graphics
- Principles of Design
- Perspective
- Colour Theory
- Human Figure Study
- Storyboard
- Filmmaking Foundation
- Screen Writing
- Direction
- Acting
- Cinematography
- Film Editing
- Sound Design

MODULE II - 3D ANIMATION & DYNAMICS (6 MONTHS)

- 3D Character Modeling
- Texturing
- Lighting & Shading
- Rigging
- Animation
- Maya Motion
- Particles and Dynamics
- Technical Animation

MODULE III - SIMULATION & VISUAL EFFECTS (6 MONTHS)

- Liquid Simulation
- Soft & Rigid body dynamics
- Daemon & Hybrid
- Motion Graphics
- Compositing
- Masking, Rotoscope
- Colour Correction
- Compose 3D render passes
- Keying

- Tracking Stabilize
- Particles
- Paint
- Wire / Rig Removal
- Camera Projection
- Camera tracking
- Re-lighting

MODULE IV - TRACKING, ADVANCE COMPOSITING, AR & VR (6 MONTHS)

- Advance tracking & stabilizing
- Digital Tracking
- Auto & Geometry tracking
- Track stereo footage
- Advance motion blur roto
- Planner tracker
- Mocha Tracker
- Spinning and occlusion
- Hair Roto
- Roto using IK
- Advance Paint advance
- Advanced Keying
- Complex Wire Removal
- Set Extension
- Advance Particles
- Render Passes and Re-lighting in CG
- Advance Tracking and solving
- Augment Reality and Virtual Reality

EMERGING STUDENT PROFILE:

The emerging student will have a complete understanding of the different modules of Visual Effects, which will help in attaining a bright career. The VFX certificate holder will be capable of delivering outstanding VFX shots due to his / her extensive knowledge in areas like Live Action shooting, 3D Animation, Advanced Dynamics, Tracking & Compositing etc. The candidate can work in different profiles such as 3D Modeling & Texturing artist, Lighting artist, 3D Animator, compositing artist, tracking artist, effects (FX) technical director (TD), FX animator, VFX artist, VFX supervisor.



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PROFESSIONAL PROGRAM IN 2D ANIMATION (12 MONTHS)

This program has been developed based on the current requirement of 2D Animators in the world. The prerequisite for the program is good drawing skills. Student will learn all the aspects of 2D Animation film making from Pre-production, Production and Post production. Student will initially learn fundamental of Art and design by manual drawing and then they will learn character design, background painting, character animation, audio and video editing by using advance digital tools.



PROGRAM CONTENT:

MODULE I – FUNDAMENTAL OF ART, DESIGN, VISUALISATION AND COMPUTER GRAPHICS (6 MONTHS)

- Preface
- Principles of Design
- Sketching
- Still life
- Cartoon Drawing
- Computer Graphics
- Human Figure Study
- Anatomy study
- Animal Study (Skeleton)
- Perspective Study
- Colour Theory
- Story
- Character design
- Master Layout Design
- Layout & Background

MODULE II – 2D DIGITAL ANIMATION (6 MONTHS)

- Video Editing
- Audio Editing
- Storyboard
- Animatic
- Stopmotion
- Digital 2D Animation
- Acting for Animation
- Bio-Mechanics / Organic Animation (Digital)
- Special effects (Digital)
- Project

EMERGING STUDENT PROFILE:

There is huge demand for 2D animation series on TV and OTT platform as they are very simple drawings, much focus on the storytelling, action and exaggeration which kids love the most. Looking at this the production studios across the world are hiring massively the 2D artists. Apart from this, they also work on lots of creative content as pre-production artist, character designer, storyboard artist, layout / background artist, art director, visualizers





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PROFESSIONAL PROGRAM IN 3D ANIMATION (12 MONTHS)

This program has been developed to provide specialized knowledge in 3D Animation. It covers the Fundamentals of Art and Design after which students are exposed to the detailed 3D module. At the end of the program, there will be three elective specializations such as Modeling & Texturing, Lighting and Animation.

PROGRAM CONTENTS

MODULE I - FUNDAMENTALS OF ART, DESIGN & COMPUTER GRAPHICS (2 MONTHS)

- History of Animation
- Principles of Design
- Fundamentals of Drawing
- Still Life
- Colour Theory
- Introduction to Computer Graphics
- Background Painting

MODULE II - 3D ANIMATION (6 MONTHS)

- Modelling
- Texturing
- Lighting
- Rigging
- Character Animation

MODULE III - COMPOSITING (1 MONTH)

- Digital Compositing
- Motion Graphics
- Rotoscope
- Keying
- Colour Correction
- Camera Projection
- Video Editing

MODULE IV - SPECIALISATION - ANY ONE (3 MONTHS)

- Modeling & Texturing
- Lighting & Shading
- Character Animation

EMERGING STUDENT PROFILE:

The student shall be well versed in 3D Content Development in any 3D production studio. The USP of the program is its elective specialization in any one 3D module. This will help the student to build a career in 3D Animation within a short span of time. The course completed candidate can work in different profiles such as 3D Modeling artist, Texturing artist, Lighting artist, rigging artist, 3D Animator, 3D production coordinator, 3D production supervisor etc.



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PROFESSIONAL PROGRAM IN VISUAL EFFECTS (12 MONTHS)

This program provides a gateway to the Visual Effects world. The program starts with the Fundamentals of Film Making & Computer Graphics. Then the program introduces the students to 3D Computer Graphics for a short period, thereby strengthening their skills in Dynamics, Tracking, Rotoscopy and Compositing, which forms the foundation for Visual Effects. A student will compile different kinds of VFX shots to build an outstanding portfolio during the last month of the program.

PROGRAM CONTENTS

MODULE I - FUNDAMENTALS OF FILMMAKING & COMPUTER GRAPHICS (3.5 MONTHS)

- History of VFX
- Principles of Design
- Photography
- Computer Graphics
- Film Making
- Video Editing
- Audio Editing

MODULE II – BASICS OF MAYA (2.5 MONTHS)

- Basics of Modeling
- Basics of Texturing
- Basics of Lighting
- Basics of Rigging
- Basics of Animation

MODULE III – DYNAMICS AND TECH ANIMATION (1.5 MONTHS)

- Particles and Dynamics
- Technical Animation
- Fur, nHair, nCloth, nDynamics

MODULE IV – VISUAL EFFECTS (4.5 MONTHS)

- Motion Graphics
- Compositing
- Masking, Rotoscope
- Colour Correction
- Compose 3D render passes
- Keying
- Tracking Stabilize
- Particles
- Paint
- Wire / Rig Removal
- Camera Projection

- Camera tracking
- Re-lighting

EMERGING STUDENT PROFILE:

The student will acquire skills that are needed to excel in any Visual Effects Studio as a Compositing Artist. Good understanding of Design, aesthetics of filmmaking along with strong fundamentals of Visual Effects will make this candidate, an advantage for any VFX team. The course completed candidate can work on different profiles such as compositing artist, tracking artist, effects (FX) technical director (TD), FX animator, VFX artist, VFX supervisor.



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PROGRAM IN COMPOSITING (6 MONTHS)



This program is designed for the students who want to make a career in the Visual Effects Industry. The program starts with the basic understanding on fundamentals of Computer Graphic works. We then conduct the detail session on layer based and node based Compositing software. Students learn all important areas of compositing which can help them in building their career as a compositing artist.



PROGRAM CONTENTS

MODULE - COMPOSITING

- Computer Graphics
- Colour correction
- Multilayer compositing
- Matte paint
- Motion Graphics
- Particle Replicators
- Integrating with AFX
- Rotoscope
- Tracking, stabilizing
- Keying
- Camera Projection
- Camera tracking
- Use of tracking (1-point and 2-point) in roto
- Hair Roto
- Roto using IK
- Stereo Roto
- Advanced Paint

EMERGING STUDENT PROFILE:

There are enormous job opportunities at the entry-level of the Compositing Department make this program very lucrative. They will acquire the skills needed to enter a Visual Effects Studio as a Compositing Trainee. Candidates can build the career while working and gaining experience at production studios as compositing artist, effects (FX) technical director (TD), FX animator, multimedia artist, VFX artist, VFX supervisor.





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PROGRAM IN GAME ART (6 MONTHS)

Game art is basically all the visual elements you see while playing a game. Anyone who has artistic talent and wants to use them to create video games are preferred to become game artist. In this program student will learn to concept game art, storyboard, digital paint, matte paint the scenery, create objects / props, characters, environment etc., which will be used in the game.



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PROGRAM CONTENT:

- Understanding different games
- The Concept of Game Art
- The Game Art Documents
- Sketching
- Digital Painting
- Matte Painting
- Inorganic / Prop Modeling
- Human Figure Study
- Character Design
- Organic / Character Modeling
- Texturing
- Lighting
- Rigging
- Animation Principles
- Character Animation

EMERGING STUDENT PROFILE:

Being a game artist is one of the most rewarding jobs in the industry, they work closely with the game designers, producers, and writers to bring the game's characters, stories and worlds to life. Character artists are hired to create either 2D character sprites or 3D character models, while environmental artists are in-charge of creating the areas the player explores. 3D environmental artist is expected to create 3D models with texture, lighting, and color. There is also a high demand for concept artists and illustrators in the gaming industry.





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PROGRAM IN ADVANCED GAME ART & DESIGN (6 MONTHS)

In this program students will learn how to create advanced visual elements for game, such as detailed human and animal sculpting, convert high to low poly characters, advance texturing, presenting the assets in Engine and creation of foliage, emitters and particles. Students will also learn how to design levels in a game.



COURSE CONTENT:

- Human sculpting
- Skeleton & Muscle study
- Male and female body differences
- Low res of character
- Rules of gaming UV
- Character Design study
- Animal study.
- Anthropomorphic Characters
- Texturing Cloths
- Baking a face for texturing
- Texturing a Face
- Presenting the Assets in Engine
- Foliage
- Emitter
- Particles/FX
- Level Design

EMERGING STUDENT PROFILE:

The ever rising popularity and demand of 3D games has encouraged and nurtured many 3D game designing companies, which has been expanding their reach in the global market. As a result, more game enthusiasts started pursuing their passion of developing 3D games and today the opportunities are huge. After completing this program there are job opportunities like 3D Game artist, Character artist, Game designer and animator, Game environment artist, 3D Game designer etc.



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PROGRAM IN GAME DEVELOPMENT (6 MONTHS)

The prerequisite for this program is knowledge of any one program language such as C#, JavaScript, .Net etc. In this program, students will learn advanced techniques for Game Design and Development using the latest features of Unity Game Engine.



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PROGRAM CONTENT:

- What is Script? Scripting Fundamentals
- Introduction oops with C#, Pre - JavaScript, C++, .Net
- Introduction to Unity
- Importing of Assets into Unity
- Creating an Environment in Unity
- Lighting Techniques in Unity
- 2D level design process
- 3D level design
- Tile based level design
- Implementing audio
- Game - UI design
- Building the game for PC
- Augmented Reality
- Virtual Reality

EMERGING STUDENT PROFILE:

The 3D gaming industry, unbelievably, has attained a large popularity and has become a hub for income generating business. 3D video game development can be carried out both as a profession and as a hobby. There are several websites that enable multiplayer games and online games and are constantly on a look out for new game developers and designers. The course completed candidate can be employed as Game developer, Game programmer, Game tester, Level designer, Game project manager etc.

The prerequisite for this program is knowledge of any one program language such as C#, JavaScript, .Net etc.

PROFESSIONAL PROGRAM IN GRAPHIC DESIGN (12 MONTHS)

Graphic designers create visual concepts to communicate ideas that inspire, inform or captivate consumers. The graphic design industry has been evolved with the requirement of more presentable designs due to which we have updated the program with the latest tools and technologies so that student can create outstanding artworks. This program is divided into two parts, the first part deals with fundamental of art, design, digital illustration and computer graphics. The training is focused on how to make marketing collateral designs such as logos, posters, leaflet, brochure, package design etc. by using digital tools. The second module of the program deals with design prototyping, Design for Printing, Advertising, Packaging and Photorealistic 3D Design.



GRAPHICS

PROGRAM CONTENTS

MODULE I - FUNDAMENTAL OF ART, DESIGN, ILLUSTRATION AND COMPUTER GRAPHICS (6 MONTHS)

- Fundamentals of Drawing
- Principle of Design
- Colour Theory
- Photography
- Create layouts
- Digital Illustrations
 - Perspective
 - Typography
- Design – Logo, Magazine cover, Advertisement
- Illustration – Drawing with subject
- Computer Graphics
 - Color correction
 - Digital Paint
 - Image manipulation
 - Text Effect
 - Matte paint
 - Create GIF Animation

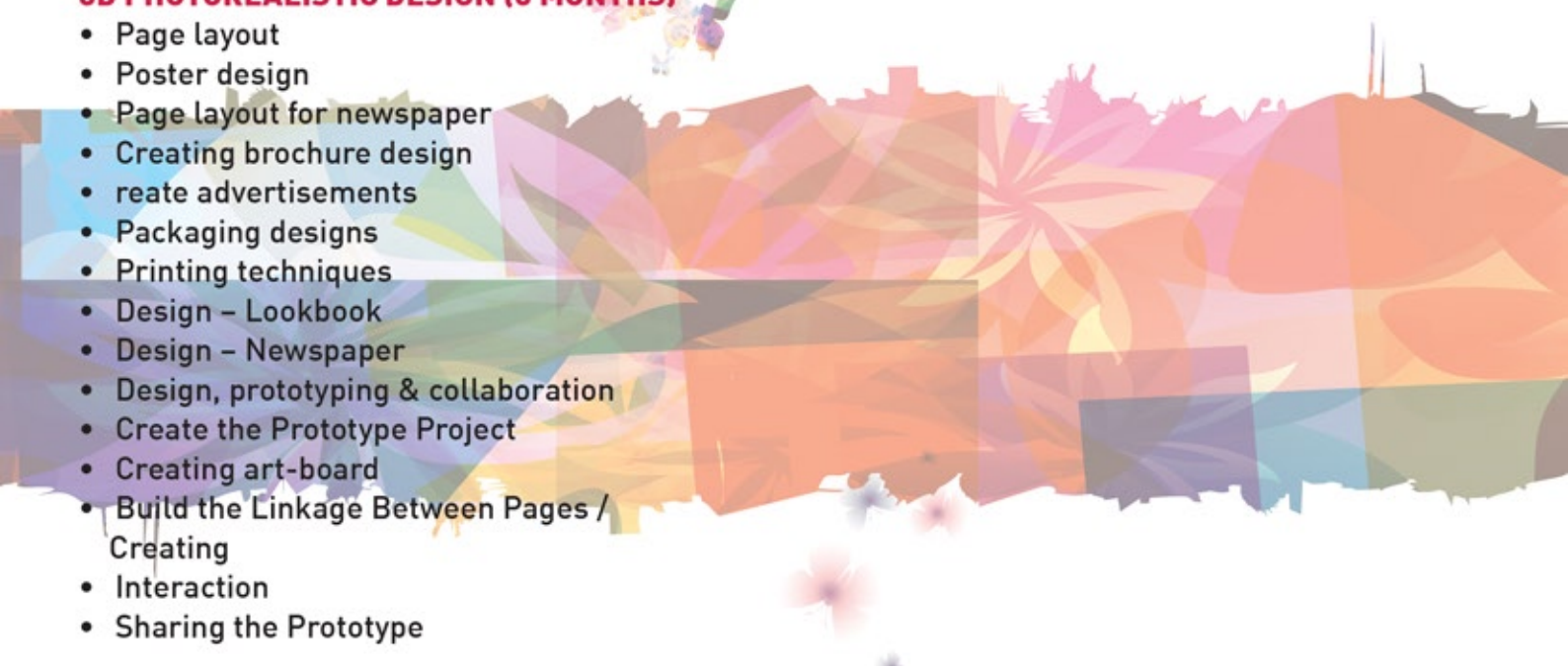
MODULE II - LAYOUT DESIGN, PROTOTYPING, 3D PHOTOREALISTIC DESIGN (6 MONTHS)

- Page layout
- Poster design
- Page layout for newspaper
- Creating brochure design
- create advertisements
- Packaging designs
- Printing techniques
- Design – Lookbook
- Design – Newspaper
- Design, prototyping & collaboration
- Create the Prototype Project
- Creating art-board
- Build the Linkage Between Pages / Creating
- Interaction
- Sharing the Prototype

- Design for Printing, Advertising and Packaging
- Google Ads (Digital Banners for a web page)
- Facebook Ads (Digital banners)
- Photorealistic 3D Design
- Working with materials & lights photorealistic rendering
- Project (Branding for mock Company and Present it)

EMERGING STUDENT PROFILE:

Many of Graphic Designers are employed in specialized design services, publishing or advertising, public relations, and related service industries. Majority of them become self-employed or freelancers due to the rising demand for quality designers. The course completed candidate can work on different profiles such as Art Production Manager, Graphic Designer, Brand identity Developer, Logo Designer, Marketing Designer, Illustrator, Visual Image Developer, Multimedia Developer, Layout artist, Package Designer etc.





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PROGRAM IN GRAPHIC & WEB DESIGN (12 MONTHS)

This is a combination of Program in Graphic Design and Program in Web Design.





PROGRAM CONTENTS

PROGRAM IN GRAPHIC DESIGN (6 MONTHS)

Graphic Design is a combination of text, images, designs & illustrations in a presentable layout for print. It has a wide array of requirements like Design for Art, Illustration, Advertising, Photography, Image Editing for Newspapers, Magazines, Displays, The Print Media etc., to name a few.

PROGRAM CONTENT

- Design & Illustration concept
- Computer Graphics
- Matte paint
- Color the illustrations
- Design – Logo, Magazine cover, Advertisement
- Printing techniques
- Page layout for newspaper
- Creating brochure design
- Printing techniques
- Digital Layout Design
- Page formatting with image and layout
- Understanding printing technology

EMERGING STUDENT PROFILE:

Program completed student will have the requisite skills to digitally compile artworks for advertisements, image editing, Press Ads, Magazine Artwork, Promotional Displays etc. He / She will also have the basic understanding of Design & Composition, hence delivering good results.

PROGRAM IN WEB DESIGN (6 MONTHS)

Web Design typically includes a combination of text, images, animation, audio video & other interactive forms of media, embedded in the presentable form for web/internet. This program exposes you to the art & technology of creating web templates; web banners; responsive as well as interactive flash web pages and animated e-presentations.

PROGRAM CONTENTS

- Website Design concept
- Web Animation
- Scripting with Animate
- Website Basic
- Web Script
- Web Layout
- Responsive Layout - UI
- Incorporating SEO
- Video Editing
- Domain Hosting

EMERGING STUDENT PROFILE:

The emerging student will gain complete understanding of website design. He / She will be capable of designing websites independently. The course completed candidate will work in different profiles such as Web Designer, Front-end developer, UI Designer, Visual Designer, UX Designer, Interaction designer, Product manager, SEO specialist, Webmaster, Graphic designer etc., in the web design industry



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An isometric illustration in shades of blue and purple. It depicts a man in a purple shirt standing on a platform, looking at a laptop. To his left, a man in a yellow shirt is on a mobile phone. In the center, a shopping cart contains a large blue thumbs-up icon. To the right, a woman in a yellow shirt holds a large magnifying glass over a screen displaying a pie chart. In the background, another person is visible on a higher platform. The scene is set against a backdrop of digital screens and data visualizations.

PROGRAM IN DIGITAL MARKETING (3 MONTHS / 6 MONTHS)

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, this program deals with types of digital marketing, important terminologies, web advertising and fundamental components, Google Ads, account setup, SEM in modern business, display advertising, e-mail marketing, mobile marketing, Social Media Strategy, Google Analytics etc.

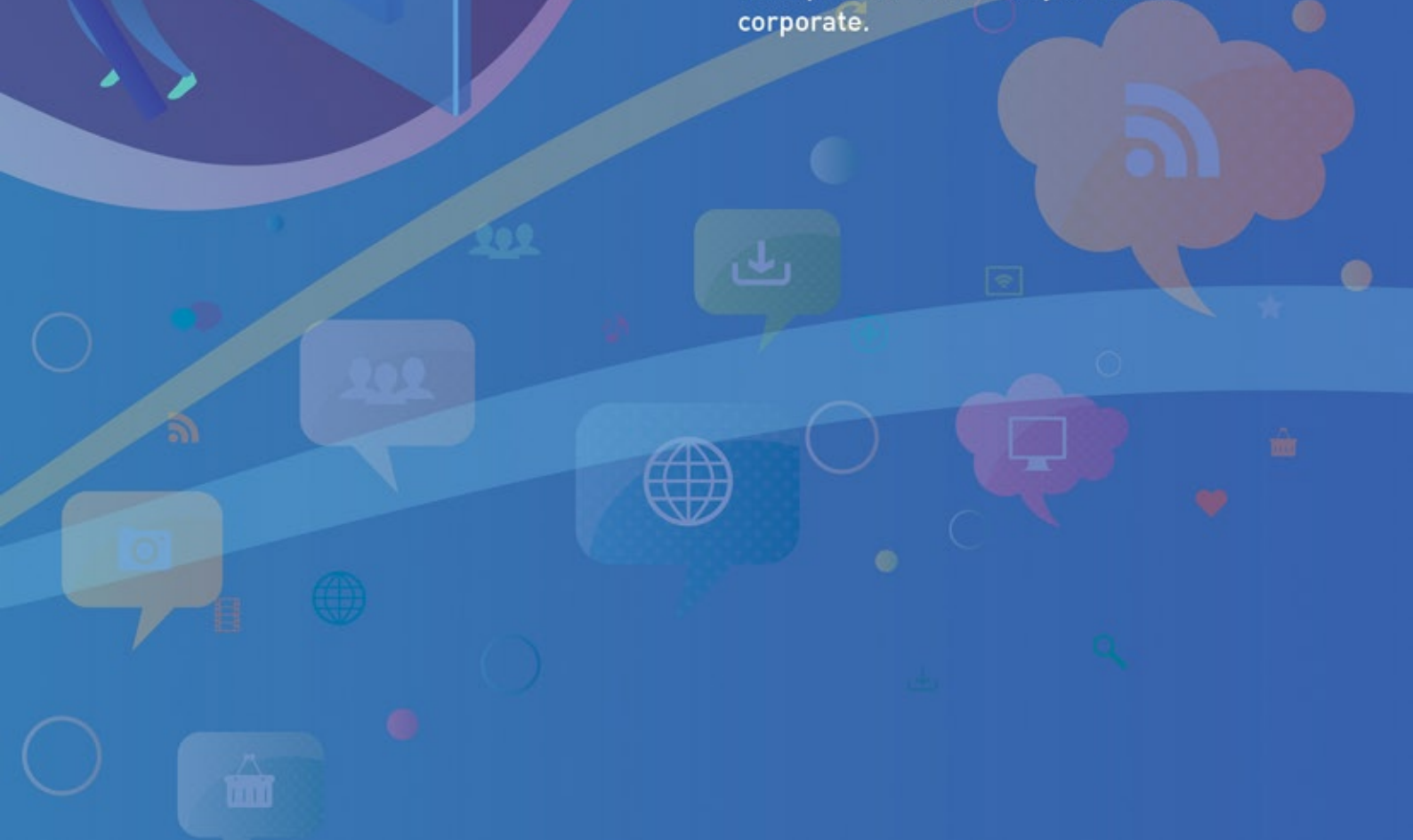
PROGRAM CONTENTS

- Search Marketing
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Other Types of Online Marketing
- Social Media Marketing
- Inbound Marketing
- Web Analytics

EMERGING STUDENT PROFILE:

The program-completed candidate can plan digital marketing campaigns, including web, SEO / SEM, email, social media and display advertising. Maintain social media presence across all digital channels.

Measure and report on the performance of all digital marketing campaigns. The candidate can comfortably work as an entrepreneur or with any renowned corporate.





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PROGRAM IN DIGITAL VIDEO & AUDIO EDITING (3 MONTHS)

Video editing is important because it is the key to blend images, videos and music to make us feel emotionally connected and fabricate part of the film we're watching. This program will teach anyone to create their personal or professional video as it requires a great attention to details. During the program the student learns, how to remove unwanted footage, Create a flow, Add effects, Graphics, Music and alter the style, pace or mood of the video.



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PROGRAM CONTENTS

- Overview of Editing
- Computer Graphics
- Digital Film Making
- Video Editing
- Audio Editing

EMERGING STUDENT PROFILE:

A video & film editor's job is to take video tapes to produce a single refined piece of video. Today, video editors are considered to be back-bone of any post production process. There are also opportunities like Television Studio Editor, Video Editor, Multimedia artist, Motion-graphic artists. The candidate can work in commercials, corporate training videos, Feature films, music videos, television programs etc.





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PROGRAM IN DIGITAL PHOTOGRAPHY (3 MONTHS)

A student will learn about detailed digital photography, range and exposures, lenses and optics, techniques and styles, composition and learning how to see, lighting techniques, depth of field and aperture control, learning Photoshop and Light-room to edit the photographs, blending art and photography, Color Management and Printing. This program is useful for anyone who wants to learn it as the hobby or want to make a career.



PROGRAM CONTENTS

MODULE - DIGITAL PHOTOGRAPHY

- History of Digital Photography
- Digital Camera types
- Camera Lenses, characteristics, filters, optics
- Photography Techniques and Styles
- Exposure and Light Metering
- Composition
- Lighting Techniques
- The depth of Field and Aperture Control
- Action and Motion in Photography
- Photographer Research
- Studio Lighting for Portraiture
- Studio Strobe Lighting Techniques
- Digital Photo Editing
- Post photography techniques
- Tones and Contrast
- Sharpening and Details
- Photo Editing Techniques
- Image Stacking and Multiple Exposures

- Photo Stitching and Digital Panoramas
- Post-Photography Session
- Re-create a Photograph
- Blending Art and Photography
- Colour Management and Printing

EMERGING STUDENT PROFILE:

The emerging student will create permanent visual images for an exceptional range of creative, technical and documentary purposes. A large proportion of our students will be self-employed or enjoy it as a hobby. The remainder work for a variety of employers, including creative businesses, publishers and photographic agencies, or in the education and public sectors.





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EMERGING STUDENT PROFILE

ZICA's unique programs provide exceptional development on creative visualisation, technical skills that helps our students to adapt to the challenges faced by organisations in a competitive environment.

As an emerging leader, different career oriented programs takes them on a journey of learning 3D Animation, Visual Effects, Graphic Design, Web Design, Digital Marketing, Photography etc. These advanced skills will equip future technical experts to overcome the constraints of any organisation's leadership culture, and help them to step forward with a new perspective on leading in this ever upgrading digital age.



- **ILT – Instructor Led Training** – Physical classroom sessions conducted at the ZICA center
- **Virtual Classroom (VC)** – Students attend LIVE virtual classes through Gmeet, Skype, Zoom etc.
- **Projects and Assignments** – Faculty provides the assignments after completing each topic to understand the delivery acceptance
- **Web Based Training (WBT)** – ESTUDIO helps in enhancing theory knowledge of our students. The portal contains all reference study material related to the course in which the student has enrolled.
- **Video Tutorials** – Pre-recorded video sessions by experts in ZICA APP
- **Masterclasses** – We conduct regular online masterclasses to provide invaluable knowledge from industry professionals.



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INDUSTRY INTERACTION MASTERCLASSES

Master classes give ZICA students invaluable information and advice directly from an employer perspective and provides a clear structure and progression route through the program. They help students to grow their confidence and employability skills.

ZICA conducts Master Classes on regular intervals by the industry professionals and veterans. Students develop so much during their time on the program, from the nervous student at the initial interaction, to the mature and confident young adult at program completion. ZICA connects with students and employers to help bridge the gap between education and employment. We have expanded our current provision so that we can connect all our ZICA centers to conduct the session through online medium. Enthusiasm of the students to participate such sessions shows the greater impact of the program.





AESTHETICS is an annual youth conclave of Zee Learn in the field of Animation, VFX and Film Making.

The event will connect the Industry professional, Production studios, Film production house, Gaming companies to our students. It is a platform for the students to interact with the industry professional and gain valuable knowledge and insight about the industry.

The platform also offers the students to showcase their talent by participating in competitions of various categories and gain recognition by the industry.



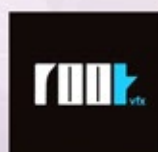
PROFILES OFFERED

- Storyboard Artist
- Character Designer
- 2D Animator
- Background Painter
- Stop Motion Animator
- Character Animator
- Roto Artist
- Matte Painter
- Compositing Artist
- Render Wrangler
- VFX Producer
- VFX Supervisor
- Effects Animator
- Printmaker
- Fine Artist
- Landscape Architect
- Multimedia Specialist
- Modeller & Texturing



- Advertising Art Director
- Illustrator
- Exhibition Designer
- Interior and Spatial Designer
- Medical Illustrator
- UX Designer
- Architectural Animator
- Product Designer
- Texture Artist
- Lighting Technician
- Character Rigger
- Character Artist
- Matchmover
- Pipeline TD
- Video Game Designer
- CG Supervisor
- Tracking Artist
- Graphic Designer

TOP RECRUITERS





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Our students have been placed across various levels in top most Media and Entertainment companies.

STUDENTS PLACED



Lavesh Verma
Digital District



Karan Hirani
Zee Studios



Lakhan Sharma
Digital District



Krati Khandelwal
Redchillies VFX



Abhishek Panwar
Beyond View Studios



Dev Rajore
Rockstar Games



Pratik Bharke
RGBA Studios



Jasobanta Behera
DNEG Studios



Susmita Nayak
Prime Focus



Riya Jain
DNEG Studios



Jagdish Yadav
Famulus Media and Entertainment



Sourabh Makhija
Golden Robot



Dinesh Behera
Prime Focus



Ipsita Panda
DNEG Studios



Ranvir Singh
DNEG Studios



Ashish Kumar
Zee Studios



Manoj N
Krios Digital



Arvind A
Hasbro Studio



Sakshar Ghosh
Disney



Somil Verma
Redchillies VFX



Sarwar Hussain
Yashraj Studio



Thulasi Ram K R
Krios Digital



Rashmi Koti
Krios Digital



Susmita Nayak
DNEG Studio



Prahallad Mnajhi
DNEG Studio



Jasobanta Behera
Prime Focus



Dibyanjan Samantray
DNEG Studios



Kamal Patra
Fluidmask Studio



Jyoti Prakash Jena
DNEG Studio

You could be the **Next One**



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www.zica.org | care@zica.org

THINK EDUCATION. THINK ZEE LEARN.

