MASTER IN GEN AI

The Art For The Future

ARENA ®
ANIMATION

Learn from the Leader

GEN AI

Generative AI refers to artificial intelligence that can create content, including images, videos, animations, and designs, by learning patterns from vast datasets. In the multimedia, graphic design, animation, gaming, and visual effects industries, Generative AI is revolutionizing creative workflows by automating repetitive tasks, enhancing creativity, and accelerating production.

Why Learn Generative AI for These Industries?

- Faster Content Creation – AI can generate high-quality concept art, textures, 3D models, and animations in minutes.
- Enhanced Creativity – AI assists in ideation, providing new design variations and unique visual styles.
- Efficient Workflow – AI-powered tools streamline complex tasks like scene composition, asset generation, and motion tracking.
- Cost-Effective Production – Reduces the need for manual labor in asset creation, making projects more budget-friendly.
- Real-Time Adaptability – AI helps generate dynamic content for games, interactive media, and visual effects in real time.

By integrating Generative AI into your skillset, you can stay ahead in the rapidly evolving digital content industry, unlocking new possibilities for innovation and efficiency.

INDUSTRY INSIGHT

The Generative AI (Gen AI) industry is revolutionizing content creation across **art, design, gaming, animation, VFX, and software development.** AI-powered tools are transforming workflows by automating creativity, enhancing efficiency, and generating high-quality content in real time. The future of Generative AI lies in **AI-human collaboration, real-time content generation, and cross-platform applications**, making it a game-changer in multiple creative and technical domains.

The growth of India's Generative AI industry is driven by:
- A Large & Skilled AI Talent Pool in machine learning, data science, and neural networks
- Expanding AI Adoption across animation, VFX, gaming, media, and content creation
- Cost-Effective AI Development & R&D attracting global tech investments
- Government AI Initiatives & Policy Support for digital transformation and AI innovation
- Growing Startup Ecosystem fostering AI-driven creative and enterprise solutions

Advantages of the Generative AI Industry in India
- AI-Powered Creativity enhancing animation, VFX, gaming, and digital content production
- Strong IT & Software Expertise driving AI research, automation, and real-time generation
- Global AI Development Hub attracting tech giants like Google, Microsoft, OpenAI & NVIDIA
- Integration with Real-Time Technologies such as Unreal Engine, cloud AI, and AR/VR
- Expanding Digital & Content Economy increasing demand for AI-generated media

ABOUT THE PROGRAM

The **Master in Gen AI** program equips students with the foundational knowledge and practical expertise to harness generative AI across creative and technical domains. By the end of Term 1, learners will master **prompt engineering** and core AI principles, enabling them to design, iterate, and optimize AI-driven workflows. They will develop advanced **creative writing** and **visual storytelling** skills to generate original ideas and compelling narratives, while applying AI methodologies to innovate in **marketing strategy, dynamic design**, and **prototyping**. Students will gain proficiency in producing professional **multimedia content**, including video, audio, and 3D models, using AI-enhanced techniques to streamline production and enhance creativity. The curriculum emphasizes **ethical AI practices**, fostering critical awareness of bias, intellectual property, and societal impacts. Through a **capstone project**, learners will synthesize their skills to solve real-world challenges, demonstrating the ability to integrate generative AI into end-to-end solutions. Graduates will emerge with cross-disciplinary expertise, balancing technical mastery with creative problem-solving, and the ethical judgment needed to lead responsibly in AI-augmented industries.

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.
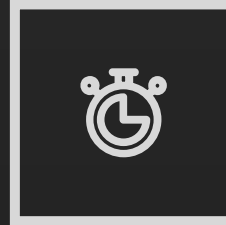
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Course Structure

Term 1: Gen AI

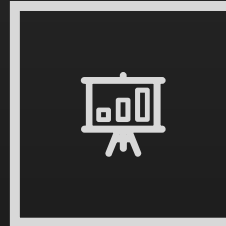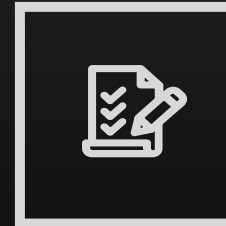| Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Gen AI Foundations & Prompt Engineering Techniques	Concept + ChatGPT Plus	2	4	0	4	0
Creative Writing & Idea Generation using Gen AI	ChatGPT Plus, Deep Seek	2	4	0	4	0
Visual Storytelling with Gen AI	Leonardo Ai + Midjourney + Adobe Photoshop	2	4	2	6	2
Marketing Innovation with Gen AI	Concepts + ChatGPT Plus + Leonardo Ai	1	2	0	2	4
Dynamic Design & Prototyping with Gen AI	Canva Ai / Adobe Express Ai Tools	1	2	2	4	2
Video Content Creation with Gen AI	Sora + Runway ML + Adobe After Effects + Premiere	2	4	2	6	2
Audio Innovation with Gen AI	Eleven Labs + Suno Ai + Adobe Audition	1	2	2	4	2
3D Model Creation	Meshy Ai + ZBrush	1	2	2	4	2
Responsible Usage & Ethical Consideration in AI	Concepts	1	2	0	2	0
Project	-	1	2	0	2	4
TOTAL		**14**	**28**	**10**	**38**	**18**

SUMMARY
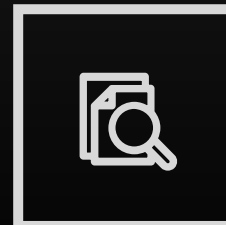
Total Hours

38 hrs

Total Terms

1

Software's Covered

ChatGPT Plus, Deep Seek, Leonardo Ai, Canva Ai, Adobe Express Ai Tools, Sora, Runway ML, Eleven Labs, Suno Ai, Meshy Ai,
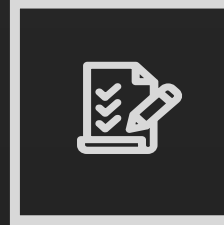
Course Code

660-MGAI

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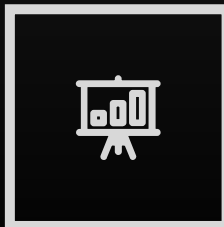
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CAREER OPPORTUNITIES

- AI-Powered Graphic Designer
- AI-Assisted Illustrator & Concept Artist
- AI Storyboard Artist
- Pre-Visualization Specialist
- AI Video Editor & Motion Graphics Designer
- AI-Powered Podcast Producer
- Presentation & Pitch Deck Designer
- AI Art Director & Creative Consultant

- GenAI Workflow Developer
- AI Content Strategist
- AI-Based UI/UX Designer
- Virtual Influencer Creator
- AI-Driven Game Designer
- AI-Powered Digital Marketing Specialist
- AI Showreel & Portfolio Developer

ELIGIBILITY

Eligibility Criteria:

10th

Certification: STC – Master In Gen AI

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.
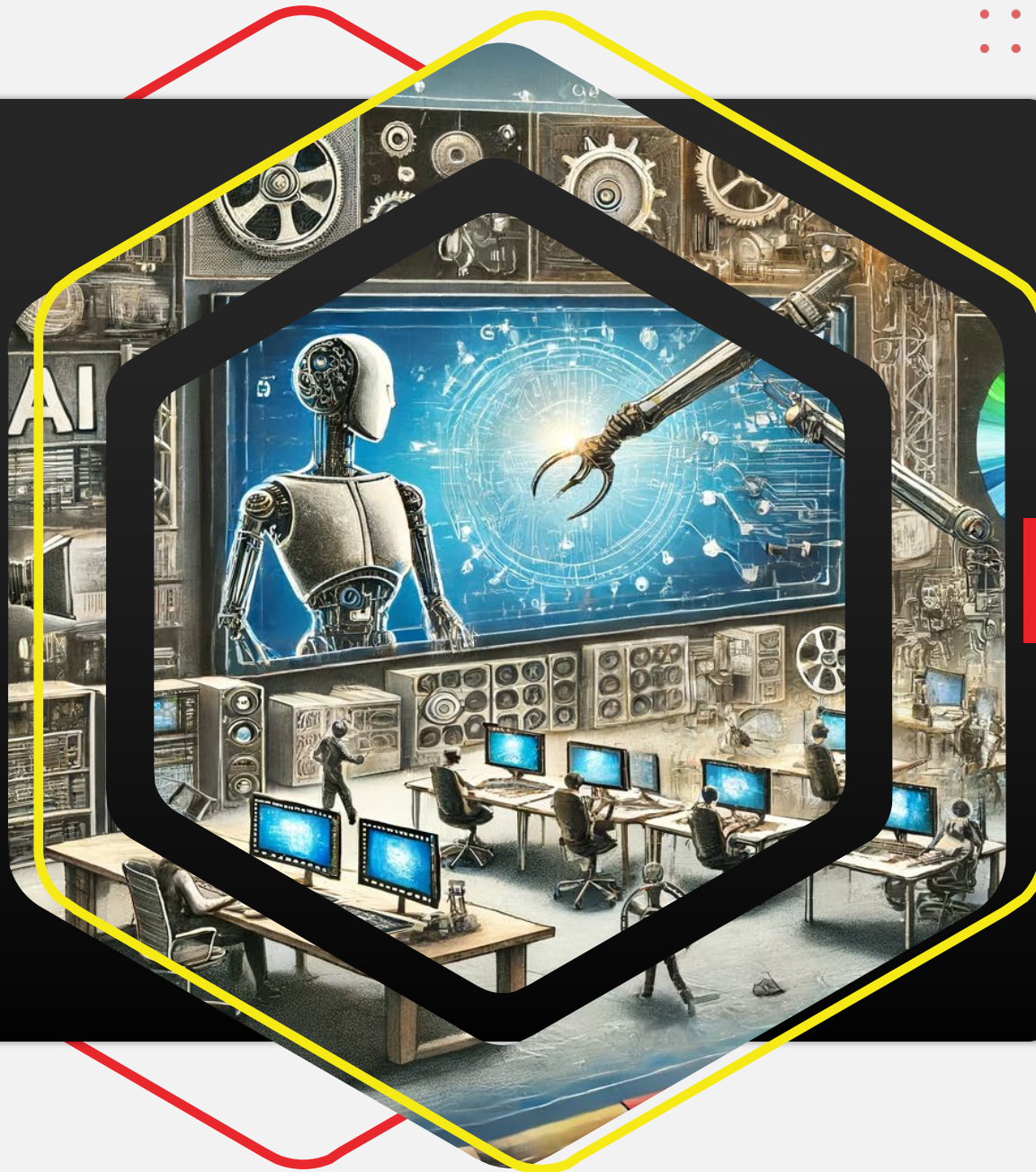
THANK YOU

Reach out to us for any queries at:

arenaanimation@aptech.co.in

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