

# ADVANCED PROGRAM IN IMMERSIVE DESIGN

Step into the Interactive World



Learn from the Leader





# INDUSTRY INSIGHT

The gaming industry continues to expand, driven by advancements in AI, cloud gaming, VR/AR, and real-time graphics. The global market is booming, with mobile gaming leading in revenue, followed by PC and console markets. AI-driven content generation, including procedural level design and NPC behavior, is transforming game development, making workflows faster and more efficient. Unreal Engine 5 dominates, offering real-time rendering and hyper-realistic environments. Cloud gaming is reducing hardware dependence. Esports and live-service games continue to thrive, with a strong focus on player engagement and community-driven content. The future of gaming is shifting towards immersive experiences, AI-enhanced interactivity, and cross-platform accessibility, making adaptability key for developers and studios.

India Is Poised To Become One Of The World's Leading Markets In Gaming Sector.

The Growth Is Driven By :-

Rising Younger Population

Higher Disposable Incomes

Introduction Of New Gaming Genres And

The Increasing Number Of Smartphone And Tablet Users

## **ADVANTAGES OF GAMING INDUSTRY IN INDIA :-**

World's Largest Youth Population

World's Second Largest Internet Population

Availability Of Creative Talent

Huge Skills Base Across IT, Testing And Arts

World-class Infrastructure And Advanced Technology

Presence Of Big Development Centres Like Microsoft, Nvidia, Ubisoft, Zynga, Electronic Arts, Disney, Playdom, Sony, Etc.





## About

The Advanced Program in Immersive Design equips students with end-to-end expertise in creating cutting-edge AR/VR experiences. Through hands-on training in Unity3D and Unreal Engine, participants master immersive design fundamentals—from 3D asset creation and environment building to interactive development for augmented and virtual reality. The curriculum covers Spark AR for mobile AR, Unity's AR Foundation, VR development pipelines, and portfolio preparation, empowering graduates to build professional XR applications and launch careers in this rapidly evolving field.



## 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



## Game Design & Art Essentials

Duration: 172 hrs

## Advanced Game Art

Duration: 280 hrs



## Immersive Design

Duration: 96 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 for Text/Image/Video	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
Total		60	120	52	172	50



# 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	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
Cinematic Realism with Unreal	Unreal Engine	18	36	24	60	16
AI Powered 3D Workflow	Gen AI tools for 3D Assets Creation & Animation	3	6	2	8	10
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Total		94	188	92	280	88



# Course Structure

## Term 3: Immersive Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Introduction to Augmented Reality	Spark AR	3	6	6	12	12
Creating a VR Experience in Unreal	Unreal Engine	3	6	6	12	6
Essentials of Unity	Unity3D	12	24	10	34	12
Unity AR Foundation	Unity3D	3	6	6	12	4
Creating AR Experience	Unity3D	4	8	12	20	6
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Career Launchpad	LinkedIn, Upwork	1	2	0	2	10
Total		27	54	42	96	70





# SUMMARY



## Total Hours

548 hrs



## Total Terms

3



## Software's Covered

Adobe Illustrator CC, Adobe Photoshop CC, Figma, Adobe Animate CC, GDevelop.io, Autodesk Maya, Maxon ZBrush, Adobe Substance Painter, Unreal Engine, Spark AR, Unity3D



## Course Code

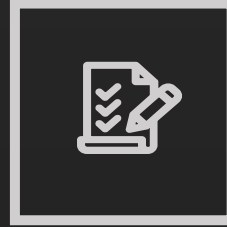
3175-GID-APID

# COURSE OUTCOME

Upon completing the Advanced Program in Immersive Design, students will master the complete pipeline for creating professional AR/VR experiences. They will develop expertise in 3D asset creation, environment design, and interactive development using Unity3D and Unreal Engine, while gaining hands-on experience with Spark AR for mobile augmented reality. Graduates will be able to design, build, and optimize immersive XR applications, implement engaging interactivity, and deploy projects across multiple platforms. The program culminates in a polished portfolio showcasing industry-ready AR/VR work, preparing students for careers as immersive designers, XR developers, or technical artists in this cutting-edge field.



# CAREER OPPORTUNITIES



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

## ELIGIBILITY



### Eligibility Criteria:

10th



**Certification: AAIPP - Advanced Program in Immersive 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.





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.



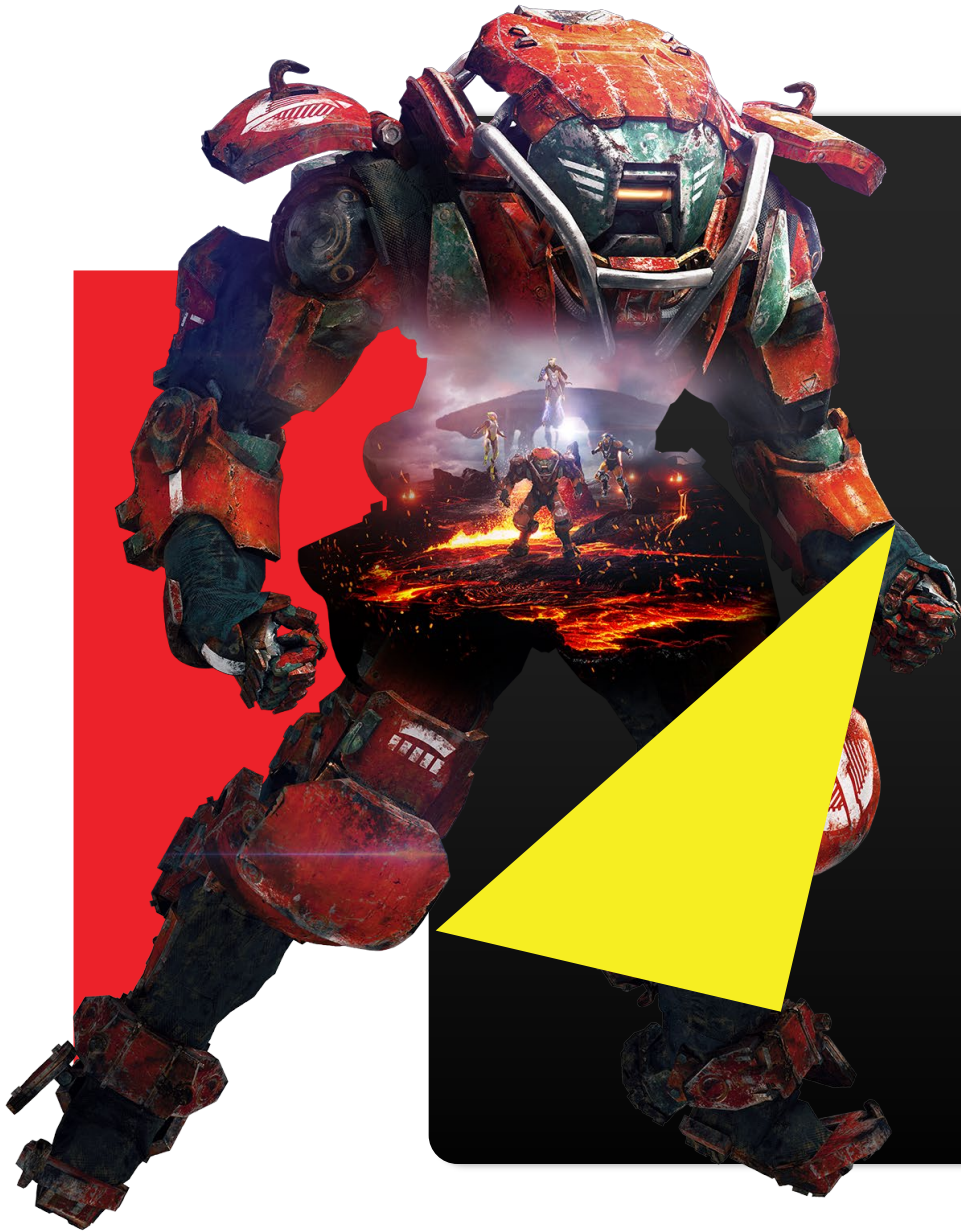
Student centric Engagements

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