BROADCAST DESIGN

Casting the Future

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INDUSTRY INSIGHT

The broadcast design industry is undergoing a digital transformation, driven by real-time graphics, AI-powered automation, and virtual production. Unreal Engine is revolutionizing broadcast design by enabling real-time rendering, dynamic motion graphics, and immersive virtual sets, enhancing the visual storytelling experience. The demand for high-quality, interactive, and engaging content in news, sports, entertainment, and live events is pushing broadcasters to adopt real-time technologies for seamless production. The future of broadcast design lies in AI-enhanced automation, virtual production, and cross-platform content creation, making Unreal Engine a game-changer in the industry.

India is Poised to Become a Global Hub for Broadcast Design
The growth of India's broadcast design industry is fueled by:
A Skilled Talent Pool in motion graphics, 3D animation, and VFX for live TV
Growing Demand for Real-Time Graphics in news, sports, and entertainment shows
Cost-Effective Production attracting global media companies and broadcasters
Government Support & Policy Initiatives boosting digital media and content creation
Adoption of Virtual Production & AR/VR in live broadcasts and interactive shows

Advantages of the Broadcast Design Industry in India
World-Class Media & Broadcast Studios creating high-quality graphics and motion content
Cutting-Edge Technology Adoption with Unreal Engine, AI, and real-time compositing
Global Outsourcing Hub for leading broadcasters like CNN, BBC, ESPN & Star Sports
Strong IT & Software Expertise enhancing automation and real-time workflows
Expanding Digital & OTT Market increasing demand for high-quality broadcast visuals

ABOUT

The dynamic course Broadcast Design is the gateway to mastering the art of visual storytelling for news channels, sports broadcast, streaming platforms and live events. The course helps to elevate skills in 3D motion design, eye-catching title sequences and more.

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 CONTENT

Design and Visualization

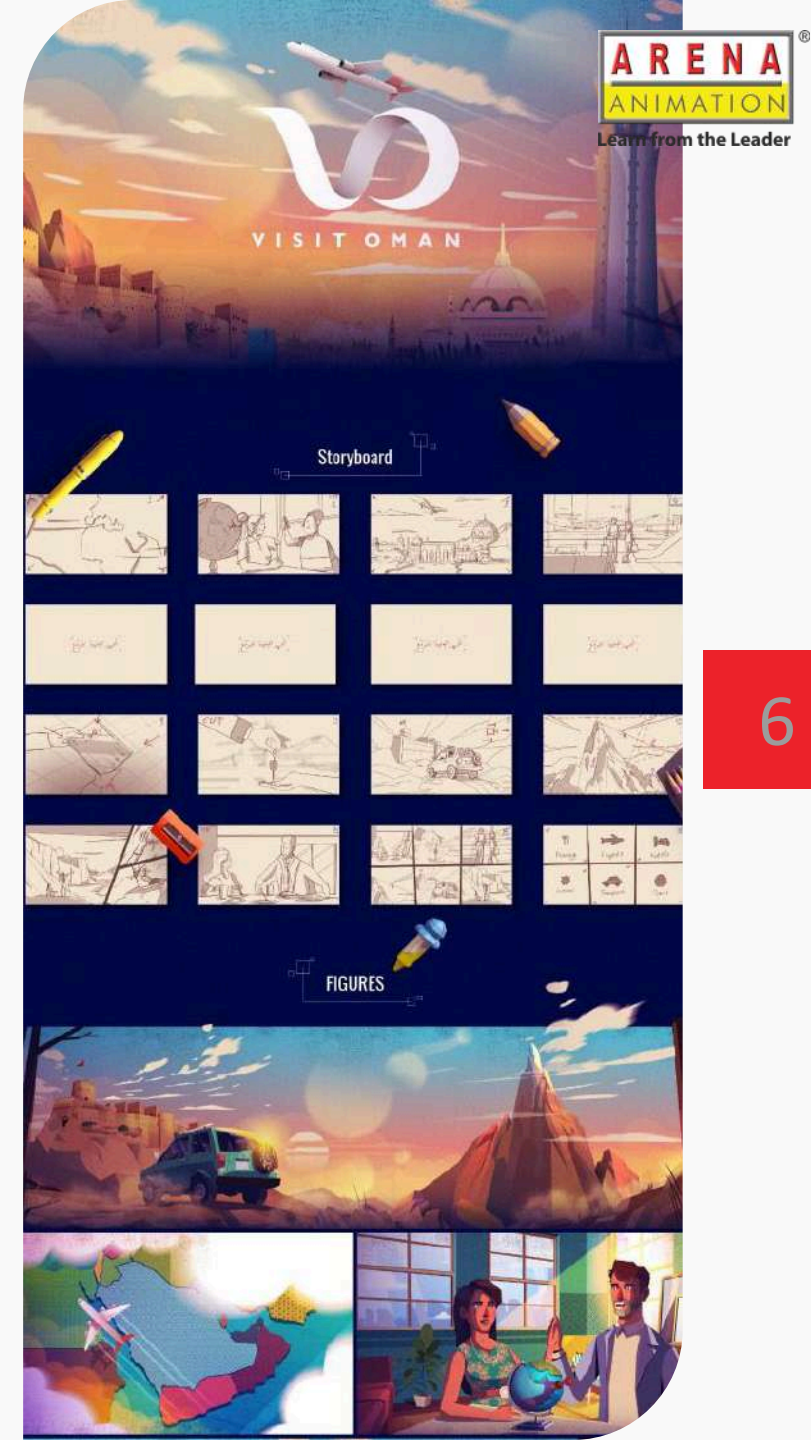Duration: 220 hrs

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Advanced 3D Motion Design

Duration: 188 hrs

COURSE STRUCTURE

Term 1: Design and Visualization

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Cinematography & Photography Basics	Theory/Conceptual	4	8	0	8	0
Color and Light Magic	Theory/Conceptual	4	8	0	8	0
Perspectives and Character Design	Theory/Conceptual	4	8	0	8	4
Mastering Digital Illustrations	Adobe Illustrator CC	10	20	8	28	0
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 for Text/Image/Video	6	12	4	16	10
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Total		83	166	54	220	64

COURSE STRUCTURE

Term 2: Advanced 3D Motion Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Understanding Broadcast Pipeline	Theory/Conceptual	2	4	0	4	0
Concepts of Broadcast Design	Theory/Conceptual	3	6	0	6	0
Shaping World with 3ds Max	3ds Max	12	24	12	36	12
Mastering Texturing & Lighting in 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	4	8	8	16	0
Broadcast Design with Cinema4D	Cinema4D	18	36	24	60	10
Broadcast Media	Web, Television, Radio, Mobile, YouTube, Social Media	4	8	4	12	2
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
Career Launchpad	LinkedIn, Upwork	1	2	0	2	10
Total		60	120	68	188	68

SUMMARY

Total Hours

408 hrs

Total Terms

3

Software's Covered

Adobe Illustrator CC, Adobe Photoshop CC, Storyboarder, Adobe Premier Pro CC, Adobe Audition CC, Adobe Animate CC, Adobe After Effects CC, Gen Ai, 3ds Max, V-Ray, Cinema4D,Web, Television, Radio, Mobile. YouTube and Social Media.

Course Code
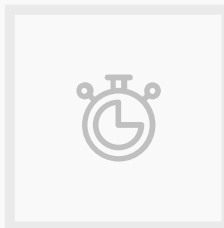
3170-AAIPP-BD

COURSE OUTCOME

Upon completing this course, students will emerge as versatile broadcast designers equipped to conceptualize and execute high-impact visual content for television, digital platforms, and emerging media. They will master foundational skills in visual storytelling, including cinematography, color theory, and character design, while advancing to dynamic 2D animation, motion graphics, and AI-enhanced creative workflows. Learners will gain proficiency in 3D motion design, crafting detailed models, textures, and animations tailored for broadcast pipelines, and develop expertise in lighting, rendering, and real-time asset optimization. By integrating AI tools to streamline 3D workflows and automate repetitive tasks, students will innovate in creating scalable content for multi-platform distribution. Graduates will build polished portfolios showcasing their ability to design cohesive branding packages, animate complex sequences, and adapt content for web, social media, and traditional broadcast channels.

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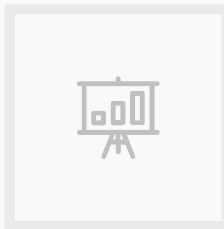ANIMATION®
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CAREER OPPORTUNITIES

- Broadcast Designer
- Motion Graphic Artist
- Virtual Studio Designer
- Live Event Visual Artist
- Social Media Video Editor
- Promo Producer
- Broadcast Pipeline TD

ELIGIBILITY

Eligibility Criteria:

10 + 2

Certification: AAIPP – Broadcast Design

Certificate Type :Certificate of Accomplishment
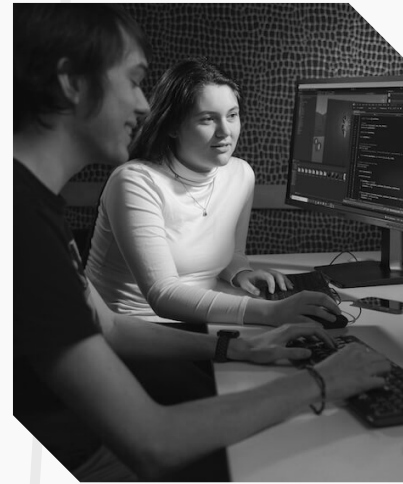
REASON TO BELIEVE

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.

THANKS!

Reach out to us for any queries at:

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