DIGITAL ARCHITECTURE AND INTERIOR DESIGN

Future of Architecture Visualization

ARENA®
ANIMATION

Learn from the Leader

INDUSTRY INSIGHT

The architectural visualization (Arch Viz) industry continues to grow, driven by increasing demand from real estate developers, architects, and interior designers who require high-quality visual presentations for marketing and concept validation. Advancements in real-time rendering, AI-powered automation, and immersive technologies are reshaping the field, with tools like Gen AI, Unreal Engine and Twinmotion enabling interactive experiences.

Looking ahead, real-time visualization and interactive experiences will become the norm, AI will continue to assist rather than replace human creativity, and global collaboration will further expand opportunities in the field.

ABOUT

This comprehensive program transforms students into skilled professionals capable of executing complete architectural and interior design projects through digital workflows. The course builds expertise across the entire design process, from initial concept development to photorealistic visualization and client presentations. Participants will develop strong foundational skills in digital design thinking before advancing to technical drafting, precise 3D modeling, and material creation. The curriculum emphasizes lighting strategies, spatial composition, and realistic rendering techniques for both architectural exteriors and interior spaces. Students will master real-time visualization to create immersive design experiences and compelling walkthroughs. Through project-based learning that mirrors professional practice, participants will solve complex design challenges while developing a sophisticated understanding of form, function, and aesthetic presentation. The program culminates in a professional-grade portfolio demonstrating technical proficiency and creative vision, preparing graduates for diverse opportunities in the architecture and design industries.

ARENA ANIMATION

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

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Digital Design	Adobe Photoshop CC	14	28	6	34	10
Understanding CG Pipeline	Conceptual	2	4	0	4	0
Introduction to AutoCAD	AutoCAD	4	8	4	12	0
Shaping World with 3ds Max	Autodesk 3ds Max	12	24	12	36	12
Mastering Texturing & Lighting with 3ds Max	Autodesk 3ds Max	6	12	8	20	4
Animating in 3ds Max	Autodesk 3ds Max	6	12	8	20	0
RenderCraft in 3ds Max	Autodesk 3ds Max	4	8	8	16	0
Archiviz with Twinmotion	Twinmotion	4	8	4	12	0
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Total		53	106	52	158	46

SUMMARY

6

Total Hours

158 hrs

Total Terms

1

Software's Covered

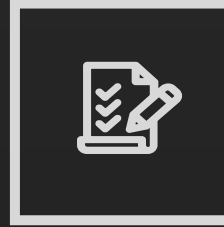Adobe Photoshop CC, AutoCAD, Autodesk 3ds Max, V-Ray, Twinmotion

Course Code

665-DAID

COURSE OUTCOME

Upon completing this program, students will demonstrate professional competency in digital architectural and interior design workflows. Participants will develop the ability to translate conceptual ideas into detailed technical drawings and refined 3D models that accurately represent spatial relationships and design intent. They will master material application and lighting techniques to create photorealistic visualizations that effectively communicate design solutions. Students will acquire skills in developing compelling presentations through both still renderings and interactive walkthroughs. The course will equip learners with critical analysis skills to evaluate spatial functionality, aesthetic quality, and technical feasibility of designs. Graduates will complete the program with a comprehensive portfolio showcasing their ability to execute complete projects from schematic design through visualization, demonstrating professional standards expected in architecture and interior design practices.
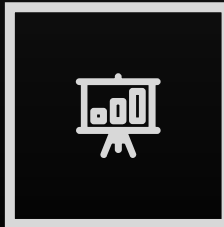
CAREER OPPORTUNITIES

- Architectural Visualizer
- Interior Designer
- 3D Modelling Specialist
- Lighting Artist
- Design Consultant
- Real-time Visualization Artist
- Freelance Design Professional

ELIGIBILITY

Eligibility Criteria:

10th

Certification: STC – Digital Architecture and Interior 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:

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