MASTER IN ILLUSTRATOR

World of Graphic Designing

ARENA
ANIMATION ®

Learn from the Leader
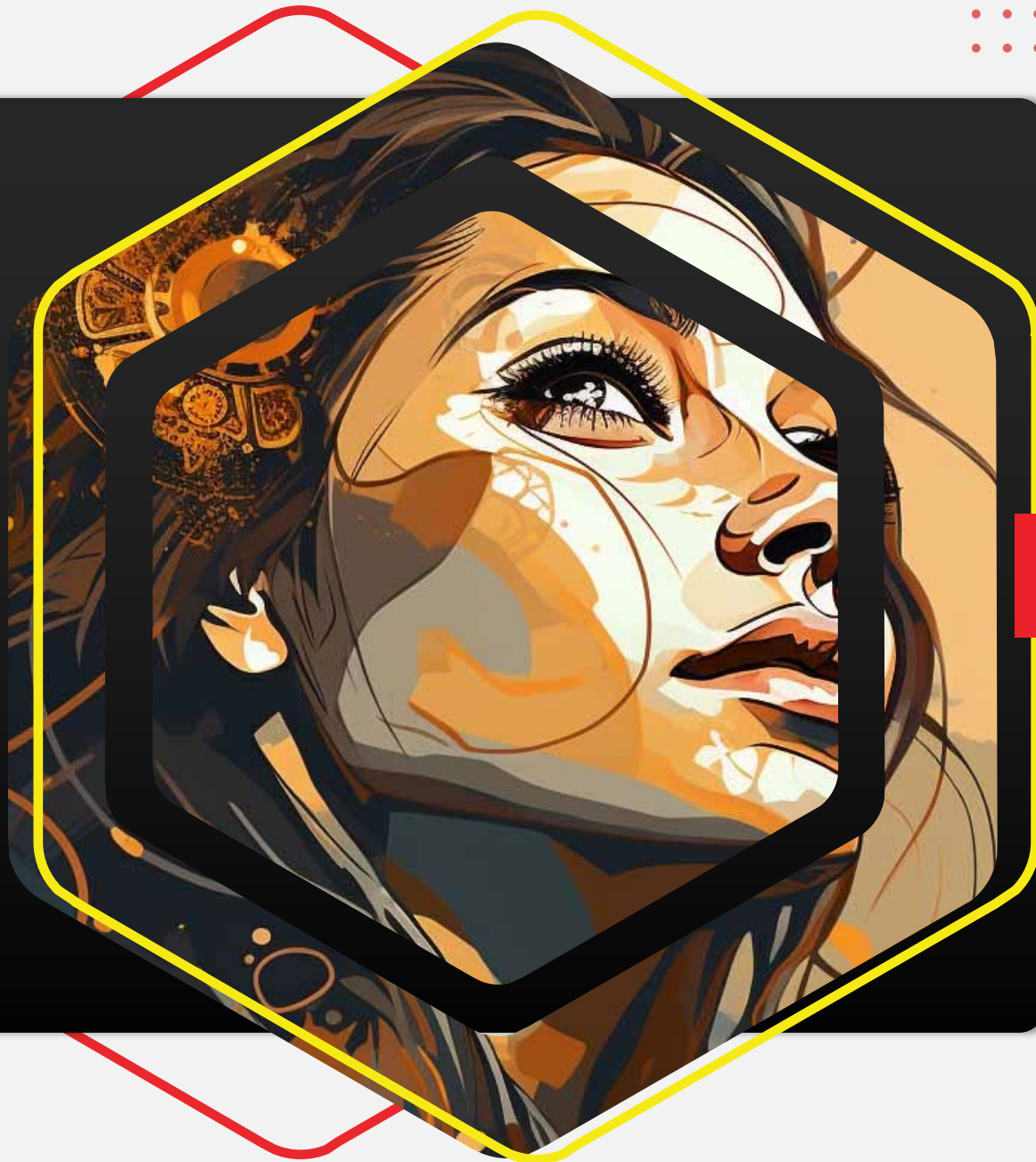
INDUSTRY INSIGHT

The graphic design industry is undergoing a transformation with advancements in AI-driven design tools, automation, and immersive technologies. With the rise of digital content, branding, and social media marketing, businesses are prioritizing visually compelling and user-centric designs. AI-powered tools like Adobe Firefly and Canva AI are streamlining workflows, while AR/VR, motion graphics, and 3D design are shaping the future of visual storytelling. The demand for high-quality digital content across industries like advertising, gaming, and e-commerce is pushing designers to adopt innovative, real-time, and data-driven design techniques.

India is Poised to Become a Global Hub for Graphic Design

The growth of India's graphic design industry is driven by:
A Highly Skilled Workforce in branding, illustration, 3D design, and motion graphics
Digital & Social Media Marketing requiring high-quality visual content
Cost-Effective Design Services attracting global brands, startups, and agencies
Government & Startup Ecosystem Support fostering digital creativity and innovation
Growing Demand for AI & AR/VR-Integrated Design in advertising, gaming, and virtual experiences

Advantages of the Graphic Design Industry in India

World-Class Design Talent working with global brands and tech companies
Adoption of AI & Automation Tools enhancing creativity and efficiency
Global Outsourcing Hub for branding, digital marketing, and creative services
Strong IT & Tech Integration enabling AI-generated design and real-time collaboration
Expanding Demand Across Industries including e-commerce, entertainment, and web design

ABOUT

This intensive short-term course provides comprehensive training in Adobe Illustrator, the industry-standard vector graphics software. Over 28 hours of hands-on instruction, students will master essential design techniques for creating professional logos, icons, illustrations, and marketing materials. The curriculum covers core skills including precision vector drawing with the Pen Tool, effective use of typography, color theory application, and advanced shape-building techniques. Participants will learn professional workflows for branding projects, packaging design, and digital asset creation while developing an understanding of print production standards. Through practical projects, students will create a portfolio-ready collection of vector artwork, gaining the technical proficiency and creative problem-solving skills needed for entry-level design positions. The course is ideal for aspiring graphic designers, marketing professionals, and small business owners seeking to enhance their visual communication capabilities.

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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
Mastering Digital Illustrations	Adobe Illustrator CC	10	20	8	28	0
Total		10	20	8	28	0
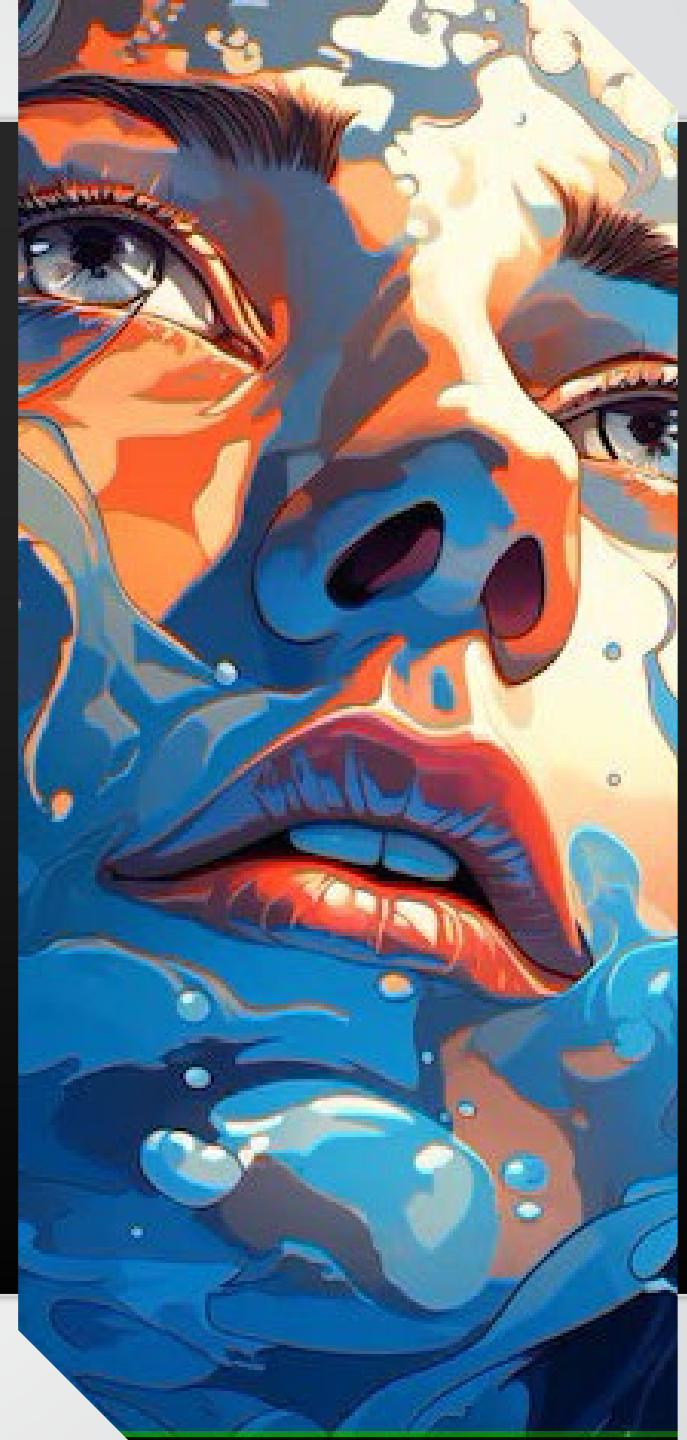
SUMMARY

Total Hours

28 hrs

Total Terms

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Software's Covered

Adobe Illustrator CC

Course Code

667-MIL

COURSE OUTCOME

Upon completing this program, students will demonstrate professional proficiency in Adobe Illustrator for vector-based design. Participants will master core tools including the Pen Tool, Shape Builder, and typography systems to create precise logos, icons, and illustrations. They will develop skills in color theory application, gradient mesh techniques, and pattern creation for branding and packaging projects. Students will learn industry-standard workflows for both print production and digital asset export, ensuring their designs meet professional specifications. The course will equip learners with the ability to transform concepts into polished vector artwork while adhering to design principles of composition and visual hierarchy. Graduates will complete the program with a professional-quality portfolio demonstrating their competency in creating marketing materials, brand identities, and digital illustrations—preparing them for roles in graphic design studios, advertising agencies, or freelance opportunities.
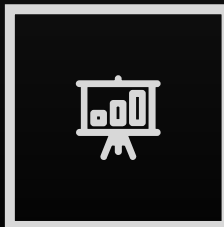
CAREER OPPORTUNITIES
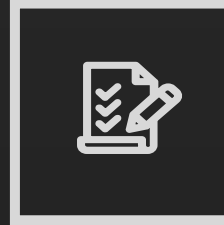
- **Graphic Designer**
- **Illustrator**
- **Logo & Brand Identity Designer**
- **Packaging Designer**
- **Print Production Artist**
- **UI UX Designer**
- **Freelance Designer**

ELIGIBILITY

Eligibility Criteria:

10th

Certification: STC – Master in Illustrator

Certificate Type :Certificate of Accomplishment

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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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