

DCC (DIGITAL CONTENT CREATION)

NEXT-GEN VISUAL DESIGN AND MOTION GRAPHICS

Let Motion Speak



Learn from the Leader





INDUSTRY INSIGHT

The motion graphic design industry is experiencing explosive growth driven by advancements in digital animation, AI tools, and interactive design. As brands increasingly turn to dynamic visuals for marketing, entertainment, and digital media, motion graphics have become a vital part of storytelling and audience engagement. The demand for high-quality motion graphics spans across films, TV shows, advertisements, video games, and social media platforms. Tools like Adobe After Effects, Cinema 4D, and AI-powered animation platforms are enabling designers to create visually stunning and intricate animations with faster turnarounds. The future of motion graphic design lies in hyper-realistic 3D animations, interactive video content, AR/VR integration, and AI-assisted workflows, reshaping how brands connect with their audiences.

India is Poised to Become a Global Hub for Motion Graphic Design

The growth of India's motion graphic design industry is driven by:

A Highly Skilled Workforce in animation, 3D modeling, and visual effects
Demand for Digital Marketing & Advertising pushing the need for high-quality motion graphics

Cost-Effective Creative Services attracting global clients in entertainment, advertising, and tech

Emerging Digital Platforms & Content Creation in OTT, gaming, and social media

Government Support & AVGC Policy helping nurture the creative digital ecosystem

Advantages of the Motion Graphic Design Industry in India

World-Class Animation Studios working on global projects for brands like Disney, Marvel, and Netflix

Adoption of Cutting-Edge Technology in 3D animation, VFX, and AI-driven design tools

Global Outsourcing Hub for motion graphics, digital advertisements, and visual effects

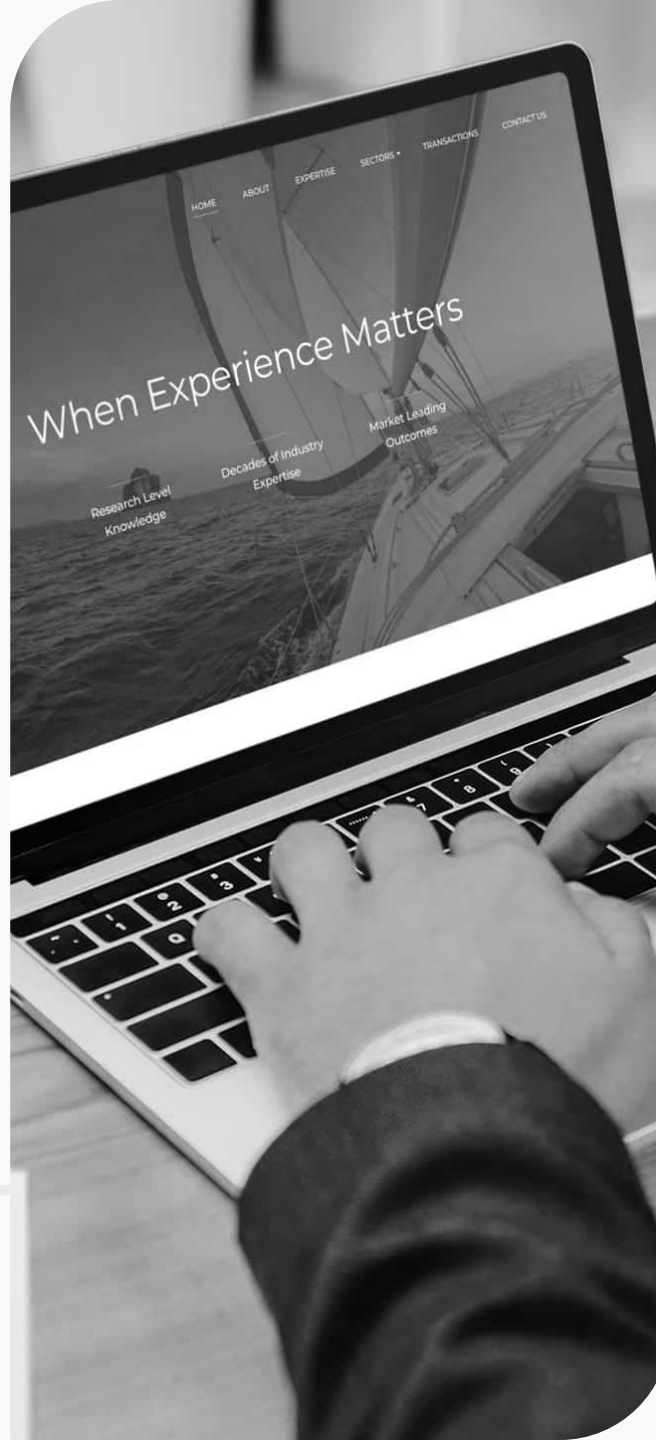
Strong IT & Animation Ecosystem enabling cloud collaboration and virtual production

Expanding Demand Across Entertainment, Advertising, and Digital Media



ABOUT

The **Motion Graphic Design** program equips students with the skills to create dynamic visual content by combining graphic design, animation, and video production techniques. It covers key topics such as 2D and 3D animation, typography, visual effects (VFX), and storytelling, using industry-standard software like Adobe After Effects and Adobe Premiere Pro. Students learn to craft engaging motion graphics for film, television, advertising, and digital media platforms, focusing on creative problem-solving and innovative design techniques. This program prepares graduates for careers in motion graphics, visual effects, and digital content creation, with a strong emphasis on both artistic and technical proficiency.



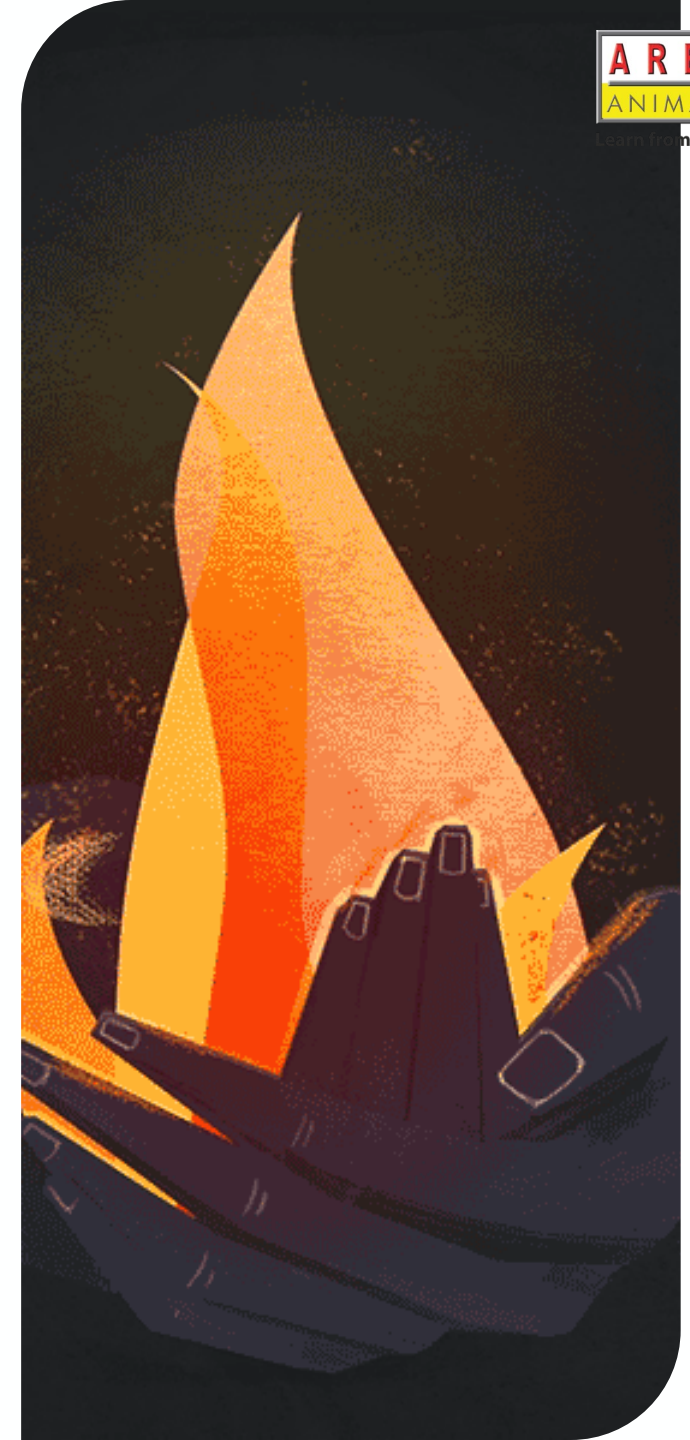
COURSE HIGHLIGHT:

- 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 Structure

Term 1: Visual Design and Motion Arts

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundation of Visual Design & Communication	Theory/Conceptual	3	6	0	6	0
Cinematography & Photography Basics	Theory/Conceptual	4	8	0	8	0
Copyright and Design Ethics	Theory/Conceptual	2	4	0	4	0
Typography Techniques	Theory/Conceptual	3	6	2	8	4
Color and Light Magic	Theory/Conceptual	4	8	0	8	0
Creative Vector Illustrations	Adobe Illustrator CC	10	20	6	26	4
Digital Design	Adobe Photoshop CC	14	28	6	34	10
Designing for Social Engagement	Canva/Adobe Express	2	4	2	6	0
2D Motion Magic	Adobe Animate CC	6	12	6	18	8
Cinematic Edits	Adobe Premiere Pro CC	10	20	6	26	4
Digital Sound Craft	Adobe Audition CC	4	8	2	10	2
Motion Graphics	Adobe After Effects CC	12	24	8	32	10
Importance of Color Grading	DaVinci	4	8	4	12	6
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
Career Launchpad	LinkedIn, Upwork	1	2	0	2	10
Total		86	172	48	220	88





SUMMARY



Total Hours

220 hrs



Total Terms

1



Software's Covered

Adobe Illustrator CC, Adobe Photoshop CC, Canva / Adobe Express, Adobe Animate CC, Adobe Premier Pro CC, Adobe Audition CC, Adobe After Effects CC, DaVinci, Gen Ai.



Course Code

3173-DCC-NGVDMA

COURSE OUTCOME

Upon completing this course, students will master the art of blending traditional design principles with cutting-edge motion graphics and AI-driven creativity. They will develop expertise in foundational visual design, including typography, color theory, and cinematography, to craft compelling narratives through composition, lighting, and dynamic visuals. Learners will gain proficiency in creating vector illustrations, photo-realistic digital art, and social media content, while advancing to 2D animation, cinematic video editing, and motion graphics for diverse media platforms. The integration of AI tools will empower students to automate workflows, enhance creativity, and innovate in areas like color grading and asset generation. Through hands-on projects, students will produce polished demo reels showcasing motion graphics, sound-synced edits, and branded animations. Ethical design practices and freelancing strategies will prepare graduates to thrive as versatile visual storytellers, ready for roles in animation studios, advertising agencies, or freelance careers in digital content creation.

CAREER OPPORTUNITIES



- Graphic Designer
- Motion Graphic Designer
- Audio-Video Editor
- Multimedia Specialist
- Brand Experience Designer
- 2D Motion **Artis**

ELIGIBILITY



Eligibility Criteria:

10th



Certification: Next-Gen Visual Design and Motion Graphics

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:

arenaanimation@aptech.co.in