ACADEMY
OF DIGITAL
ARTS

Powered by S.B. Academic Solutions

We Believe. We Create. We Achieve. We are **ADA...**

Principles of Designing

EMPATHY

FOCUS

IMPUTE

FRIENDLINESS

SIMPLICITY

ABOVE ALL

"Not **Every one** is an **artist**,
But an **artist** can come
from **any where**"

-aaa

CEO
Shares

"We Believe in using our **expertise** to mould a **Raw Student** in to a **Hardcore professional** irrespective of the field he chooses, so as of contribute our bit towards building a **skilled nation**."

- Bhaven Shah
(CEO | Founder)

Our Director
Ma'am Says

"We believe, **Give & Take** is a part of our **relationship** with students. We Give **Knowledge & Guidance** and in return we receive **trust & love** from students. I am happy to say that we have successfully maintained the **TRUST till date...**"

- Sheetal Shah
(Director | Co-Founder)

NASSCOM REPORT

Animation is booming but the whole explosion is yet to take place. A peek into some interesting figures by NASSCOM. Global animation industry was estimated at USD 65 billion in 2013 and is expected to reach USD 85 billion by 2017.

Indian animation industry is currently pegged at USD 385 million and expected to witness a growth of 35% from 2013-2017 and increase to USD 950 million by 2013. The entertainment sector contributes 68% of the total animation market in India. The share of fully animated movies is expected to increase from 15% to 28% by 2017.

Indian gaming industry is currently pegged at USD 30million and expected to witness a growth of 78% from 2013-2017 and increase to USD 300 million by 2017. Indian Animation industry gross revenues to expected to exceed USD 1 billion by 2015.

India would receive more than $3billion worth animation business Animation industry need over 40,000 people,while the demand met is a mere 10% of requirement. By 2013-17 it is estimated that the animation industry will need 200000 people.

According to NASSCOM report around 2lac skilled professionals will be needed in the country by 2017. Further the revenue/employee would be at $20,000 and average offshore salary at $7000 by 2017.

Organizations like animation studios, web companies, advertising agencies, multimedia firms and publication houses among others,critically need skilled animators and the demand is growing every day.

With increasing domestic market, feature Film / TV programs, advertising, games, online education and industry specific applications like architecture, medical, defenses etc the demand is high.

Square Program

The 6 months Graphic Design program involves visual sensitivity with skill and knowledge in the area of designing for companies like communications, technology and Visual Media. These Programe is specialize in both print and web. The depth and breadth of instruction in design and technology is reflected in the portfolio developed in the 6-months program, enabling students to play more creative and independent roles in the workplace.

■ Square Program

Expertise : Graphics Designing

Duration: 6 Months

Course Coverage :

1. The Principles of Graphic Design

2. Theory of Design

3. Colour and Materials

4. How to draw and sketch

5. How to use typography

6. Problem solving, and the design Process

7. History of graphic design

8. How to create a portfolio

9. Your Career as a graphic designer

10. Finance and Legal for the self-employed designer

11. Marketing

12. Related skills

Softwares Covered
{Corel Draw, Adobe InDesign, Adobe Illustrator, Adobe Photoshop.}

Circle Program

The 1-year Graphic Design program involves interdisciplinary, problem-solving activities which combine visual sensitivity with skill and knowledge in the area of communications, technology and business. These professions specialize in the structuring of visual information to aid communication and orientation in both print and web based format. The depth and breadth of instruction in design and technology is reflected in the portfolio developed in the 1-year program, enabling students to play more creative and independent roles in the workplace.

● Circle Program

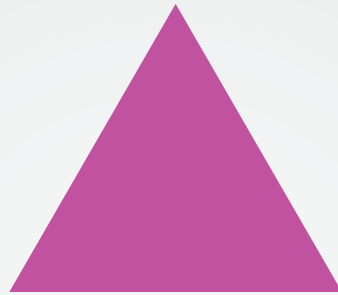Expertise : Graphics & Motion Animation

Duration: 12 Months

Course Coverage :

1. The Principles of Graphic Design

2. Theory of Design

3. Colour and Materials

4. How to draw and sketch

5. How to use typography

6. Problem solving, and the design Process

7. History of graphic design

8. How to create a portfolio

9. Your Career as a graphic designer

10. Finance and Legal for the self-employed designer

11. Introduction to 2D Animation

12. Animation Styling

13. Related skills

14. Professional Designing Elements

15. Object Animation

16. Interactive Techniques

17. Animation Development

18. Advanced Motion Graphics

19. 3D Environmental Design

20. Communication Skills via Animation

21. Portfolio

Software Covered
{Corel Draw, Adobe InDesign, Adobe Illustrator, Adobe Photoshop(Advance), Adobe Flash Professional, Adobe Audition, Adobe Premier Pro(Basic)}

Triangle Program

To Build a successful digital career and stay ahead in the digital race, it is important to have Creative Skills, In-depth Knowledge and knowledge about latest tools and softwares which is used in Industry. This 1-year program ensure that a student gets training in all the above aspect and becomes proficient in Softwares that are used by the industry. It also trains students in complex web application and converting them into native mobile applications.

▲ Triangle Program

Expertise : Graphics & Web Designing

Duration: 12 Months

Course Coverage :

1. Concept Design & Technique

2. Digital Illustration

3. Elements of Web Designing

4. Art of Icon Making & Banners

5. Web Typography

6. Creating Static Web Design

7. Web Layout Design

8. Animation and Interactivity for Web

9. Developing Web Pages

10. Designing using Markup Languages & Style Sheet

11. Design and Develop layout using Programming Language

12. CMS (Content Management System)

13. SEO (Search Engine Optimization)

14. Google Analytics

15. Web Promotion

16. Web Portfolio

Software Covered
{Adobe Illustrator, Adobe Photoshop Extended, Adobe Flash Professional, Action Script, Adobe Dreamweaver, JQuery, Java-script, PHP, Dropal/Joomla, HTML 5 and CSS 3 .}

Loop Program

This program is 3-month Course in photography helps you acquire the practical skills necessary to become a professional photographer. With this course, you gain in-depth knowledge of the working of DSLRs, studio lighting, outdoor photography, and advanced digital imaging techniques. A hands-on, project-oriented approach helps you build a substantial portfolio that will showcase your photography skills.

Loop Program

Expertise : Photography

Duration: 2-3 Months

Course Coverage :

1. Basic and Principles of Photography

2. Camera Types

3. Basic Controls

4. Exposure Aperture/Shutter Speed

5. Composing Photos

6. Patience & Photography

7. Object Photography

8. Technique Demo

9. Drop Stop Action

10. Infrared Photography

11. Moving Photography

12. Shots

13. Equipments

14. Easy Canvas Style

15. Prints

16. Documentary Photography

17. Advanced Image Manipulation

18. Photography Portfolio

Software Covered
{Adobe Photoshop Extended, Adobe Lightroom.}

Star Program

Star Program will expose students to the art of filmmaking through the practical application of making a film. Grouped in teams, students will workshop, organize, shoot and edit a short documentary film. Students will be exposed to various professionals in the field who will help guide them through the concept, pre-production and post-production phases of documentary & Feature Filmmaking.

⭐ Star Program

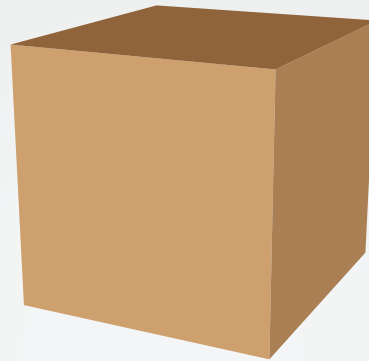Expertise : Production & Film Making

Duration: 12 Months

Course Coverage :

1. Conceptualize an idea

2. Understand the theory of video production

3. Multi-camera studio production

4. Video field

5. Methods to shoot video

6. Evaluate theories

7. Introduction to TV/Film Production

8. Nature of film

9. Roles of crew in TV/Film Production

10. Pre-Production: from concept to script to location hunting

11. Production Techniques (The Camera)

12. Production

13. Lighting

14. Post Production

15. Theorizing Film and Television

16. Fiction Films Making

17. Documentary Films Making

17. Advertise Making

18. Portfolio

Software Covered
{Corel Draw, Adobe Illustrator, Adobe Photoshop Extended, Adobe Lightroom, Adobe Premier Pro, FCP, DSLR/Video Camera, Adobe Audition, Adobe After Effects.}

Cube Program

In this Program student will learn to use 3D Animation tools and concepts such as building Interior/Exteriors, 3D Modeling, Texturing, Lighting, digital FX, Walktroughs and character animation to create Visual Art, Short Films, Interior/Exterior Projects and Dazzling Animation Sequences. Cube Program will help you become an expert 3D Animator and master 3D Animation techniques by using the latest software prevalent in the Industry such as Max, Maya, ZBrush, etc.

Cube Program

Expertise : 3D Production & Visualization

Duration: 12 Months

Course Coverage :

1. 3D basics

2. Modeling with 3D

3. Lights, Camera and Materials

4. 3D Motion Graphics & FX

5. Rendering with V-Ray

6. Compositing with Nuke

7. 3D Animation Architectural Visualization Portfolio

8. Case Study

9. Modeling with Maya

10. Modeling with Z Brush

11. Texturing with Maya

12. Rigging with Maya

13. Character Animation with Maya

14. Lighting & Rendering with Maya

15. Rendering with Maya

16. Creative Portfolio Demo Reel

Software Covered
{Autodesk Max, Autodesk Maya, ZBrush, V-Ray, Nuke, Adobe Premier Pro(Basic)}

Companies
awaiting for you

Ad2Pro	Google India	Reliance Mediaworks
Anibrain Studios	Kompsos Media Pvt. Ltd.	Sony
Aura Cinematics Studio	Melting Mints	Sparrow Interactive
Axis Bank	NDTV	Tata Interactive Services
Berger Paints	Paprikaas	Technicolor
Dreamworks	Prime Focus	Times of India
Edubuddy Pro	Proto Stars Media	Yahoo
Future Group	Raj TV	Zee TV
Game Shastra	Red Chillies Entertainment	123 Freetings

Why **ADA**?

"Authorize Adobe testing centre."

"On Mumbai university panel for Syllabus Design & Expert."

"Academic partner for many colleges in Mumbai.:

"Experience of more than a decade in education field."

"Adobe certified faculties for better training."

"100% placement assistance for students."

"Industrial visit experience."

"Guest lecture from industry experts."

"latest Software & Technologis to stay upgraded."

Career
Opportunities

Printing & Advertising Media

Print Media has always been important to trade insdustries however with the rise of technology, printing and advertising media is fast growing industry in Indian Market.

Career Opportunities: Graphic Artists, Illustrators and Visualizers

Web Media

In today's world, web is the most important media for small and large industries as well..

Career Opportunities: Web Designers, Graphic Designers, Flash Animators, Multimedia Designers, 2D Flash Artists and Media Developers

Animation Industry

The Indian Animation industry covers both 2D & 3D Animation and is gaining progress at an unbelievable growth, It Cover All fields such as Television, Film, Advertise Media, etc.

Career Opportunities: 3D Modellers, Rigging Artists, Lighting Artists, Texturing Artists, 3D Character Animators, Rendering Artists, 2D Animators, Layout Artists, Matte Paint, Artists, Compositors and Visual Effects Artists

Television Production

The Television Production is one of the largest producers in the Media & Entertainment industry.

Career Opportunities: Video Editors, Promo Designers, Channel Packaging Artists, 3D Graphic Artists and 3D Animators

Film Production

The Film Industry is the Oldest and the Largest Segment of Entertainment Industry. The Studios provide most films with Animation and VFx visual to be cost-effective for Production.

Career Opportunities: 3D Modellers, Rigging Artists, Lighting & Texturing Artists, Rendering Artists, 3D Character Animators, Matte Paint Artists, Compositors And Visual Effects Artists

Gaming Industry

The Indian Gaming industry in last few years has witnessed considerable economic growth. The industry has been designing and developing games for online, Mobile, Console or PC platforms in India.

Career Opportunities: Game Modelers, Rigging Artists, Game Animators, Level Designers, Environment Modelers and Mobile Game Designers

Adobe
Certification
(Authorised Adobe Certified Associate)

It can be difficult to stand out and be noticed in today's job market. Becoming an Adobe Certified Expert gives you a clear and focused way to tell the world about your expertise and communicate your proficiency in leading products from Adobe.

The Adobe Creative Cloud offers you access to all the same software and services professionals across a variety of industries use, so you can transition seamlessly from your education to your career, while the ACA certification validates your skills and demonstrates your knowledge of the software to employers. And as the job market continues to change and evolve, your ACA certification is the evidence that you can use tools that change and evolve with it. What you learn today will continue to prepare you for tomorrow.

Along with unlocking your career potential, validating your skills, and providing college credit, perhaps the most important benefit of an ACA certification is helping you find your creative core, and unleashing it. You have passion, you're full of raw creativity, you have a story inside you, and this is your chance to share your story, to connect, to join the creative conversation, and to create an amazing new story. If you're ready to start forging your path, an ACA Certification is the perfect foundation for success.

Web Communication using Adobe Dreamweaver®
Adobe Dreamweaver software is the industry standard for creating and editing compelling HTML rich media websites and mobile apps.

Video Communication using Adobe Premiere® Pro
Adobe Dreamweaver software is the industry standard for creating and editing compelling HTML rich media websites and mobile apps.

Rich Media Communication using Adobe Flash® Professional
Adobe Dreamweaver software is the industry standard for creating and editing compelling HTML rich media websites and mobile apps.

ACA in Print & Digital Media Publication using Adobe InDesign®
Adobe Dreamweaver software is the industry standard for creating and editing compelling HTML rich media websites and mobile apps.

Visual Communication using Adobe Photoshop®
Adobe Dreamweaver software is the industry standard for creating and editing compelling HTML rich media websites and mobile apps.

ACA in Graphic Design & Illustration using Adobe Illustrator®
Adobe Dreamweaver software is the industry standard for creating and editing compelling HTML rich media websites and mobile apps.

We Believe. We Create. We Achieve. We are **ADA...**

ACADEMY OF DIGITAL ARTS
Powered by S.B. Academic Solutions

1st Floor, B Wing, Crystal Lawn, Besides V Care, Near Thakur complex Circle, Thakur Complex, Kandivali - E, Mumbai 101

9920440040 / 9920440071,
info@academyofdigitalarts.com
www.academyofdigitalarts.com