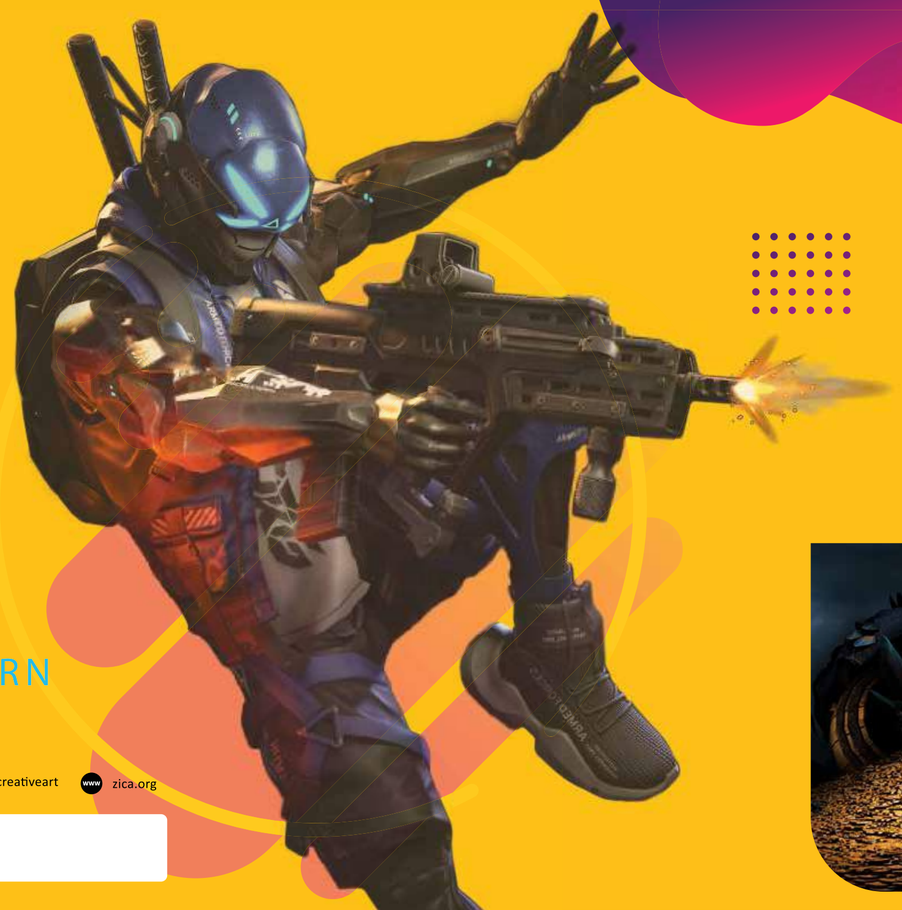








ZEE INSTITUTE OF CREATIVE ART

CREATIVITY IS CONTAGIOUS!

ZEELEARN

ZeeInstituteofCreativeArts zeeinstituteofcreativeart www zica.org









THE FUTURE OF

ANIMATION AND VFX

INDUSTRY

The Indian Media & Entertainment (M&E) industry is expected to grow at a CAGR of 13.1 percent during FY18-23.

The Indian Animation & VFX industry is projected to grow at a CAGR of 15.5 percent during FY18-23 and reach INR 151.8 Billion.

As Indian VFX Players are moving up the value chain, the VFX industry in our country is seeing strong traction. While Indian VFX houses have made successful forays in foreign markets, contributing to major blockbusters, the demand of VFX in domestic firms and TV shows has also shot up. The VFX and Post-production industry in India is projected to grow at a CAGR of 16.9 percent during FY18-23. The Animation industry in our country has also continued its growth momentum and it is projected to grow at a CAGR of 10.2 percent during FY18-23.

With a growth rate of 22 percent over the next five years, the gaming in India is expected to touch INR 118.8 Billion by FY23 on the back of continued smartphone penetration, growing gaming user base. and improved monetisation supported by increased localisation and technology innovations around data and analytics, Augmented Reality/Virtual Reality (AR/VR).

* Source - Media ecosystems: The walls fall down - KPMG in India's Media and Entertainment report 2018





STEP INTO THE

WORLD OF AUGMENTED

REALITY

From the science fiction stories, the augmented reality phenomenon has turned into technology, which finds its application in everyday life. The transformation occurred just over the past few years. The future is already here, and it is VIRTUAL. It could be a street with a virtual route on it, your 3D modelled room with virtual furniture or your backyard crowded with 3D animated characters and objects.

The investments in AR and VR is rising due to its wide range of usability from gaming, marketing, advertising, retail, education, healthcare, manufacturing, real-estate, defence, and tourism etc. This is the right time to dive into this new technology and be a part of expanding the virtual world. ZICA has integrated AR and VR into all its two year flagship programs so that students get future ready with latest technological exposure.

UNLOCK YOUR HIDDEN

CREATIVE GENIUS

Zee Institute of Creative Art is part of Zee Learn, backed by the Zee and Essel Group. The past 2 decades have seen the institute nurture some of the brightest talents in the world of animation.

ZICA, with its state-of-the-art infrastructure, gives practical training in 2D Animation, 3D Animation, Visual Effects, and Gaming, covering the stages of visualization, pre-production, production, and post-production. Under the supervision of in-house experienced faculties and industry experts from India and abroad, our students are assured of Creative exposure.





ZEE INSTITUTE OF CREATIVE ART

Innovation in Animation, VFX, Gaming, and Graphics since 1995

20+ centres across India

MAHESH TUTORIALS
SCHOOL SECTION

A tutorial for grades 8, 9, and 10 established in 1988

51 centres across Mumbai

KIDZEE

Inception in 2003

2000+ centres in 750+ cities across India

Home to 1 million happy children

MAHESH TUTORIALS
COMMERCE

An expert in coaching grades 11, 12, and CA foundation since 2003

27 centres across India

ZIMA
zima.co.in

An Institute for Media and Filmmaking established in 2004

Centres located in Mumbai and Jaipur

Mount Litera
Zee School
Great School. Great Future

India's fastest growing chains of K-12 schools since 2006

130+ schools in 110+ cities across India

Lakshya
IIT-JEE / NEET / Foundation

A preparatory coaching for Medical and Engineering entrance exams

Established in 2006

Mount Litera School
INTERNATIONAL

Established in 2014, a future-ready IB Continuum School located at BKC, Mumbai

Excellent infrastructure, IB-trained academic team, and innovative teaching methodologies

Robomate+
Learning Made Simple

Online learning app for grades 8 - 12, Science, and Commerce

Inception in 2016



PAN INDIA PRESENCE

BENGALURU | BHUBANESHWAR | CHANDIGARH
COCHIN | COIMBATORE | DARBHANGA | GUWAHATI
HYDERABAD | INDORE | JAIPUR | LUCKNOW | MUMBAI
MANGALORE | NAVI MUMBAI | NASHIK | NAGPUR
PUNE | RANCHI | VADODARA | VARANASI

B.VOC IN

3D ANIMATION VISUAL EFFECTS

(36 MONTHS)

This B.Voc Program In Animation And Visual Effects, Affiliated With The Esteemed Medhavi Skills University. Our Three-Year, Full-Time Undergraduate Degree Offers A Comprehensive Curriculum Covering Graphic Design, Illustrations, Animation Principles, Visual Effects, And More. With Access To Cutting-Edge Animation Labs And Equipment, Students Benefit From A Hands-On Learning Environment Facilitated By Industry-Expert Faculty. Emphasizing Practical Experience, We Foster Collaboration With Leading Animation Studios And VFX Companies, Providing Real-World Exposure And Valuable Connections.

SEMESTER - 1 (FUNDAMENTAL OF ART, DESIGN & COMPUTER GRAPHICS) - 6 MONTHS

- Preface
- Sketching
- Colour Theory
- Story
- Character Design
- Digital illustration
- Storyboard
- Computer Graphics
- Video & Audio Editing

SOFTWARE

- Illustrator
- Photoshop
- Premiere
- Audition

SEMESTER - 2 (3D DIGITAL ART) - 6 MONTHS

- Modelling
- Advance Modeling & Sculpting
- Texturing
- Realistic Character Modeling n Texturing

SOFTWARE

- Maya
- Z - Brush

SEMESTER - 3 (RIGGING & CHARACTER ANIMATION) - 6 MONTHS

- Lighting
- Rigging
- 3D Character Animation
- Advance Character Animation

SOFTWARE

- Maya

SEMESTER - 4 (DYNAMICS AND MOTION GRAPHICS) - 6 MONTHS

- Dynamics
- Tech Animation
- Bifrost
- Digital Compositing

SOFTWARE

- Maya
- AfterEffects

SEMESTER - 5 (ADVANCED VISUAL EFFECTS - 1) - 6 MONTHS

- Element 3D
- Digital Compositing - 2
- Advanced Lighting

SOFTWARE

- Maya
- AfterEffects
- Arnold
- Nuke

SEMESTER - 6 (ADVANCED VISUAL EFFECTS - 2) - 6 MONTHS

- Digital Compositing - 3
- Digital Tracking
- Advanced Effects

SOFTWARE

- SilhouetteFX
- 3D Equalizer
- Houdini

EMERGING STUDENT PROFILE:

Post completion of the program, the students can work on multiple profiles such as Illustrator, Character Designer, 3D Digital Artist, Modelling Specialist, Texturing Artist, Character Animator, CHF Technician, Compositor, VFX/Post-production Supervisor, etc. These candidates can get fit into current needs as a generalist with a specialized skill set with most of the production studios.

PCDP IN

ANIMATION VISUAL EFFECTS

(36 MONTHS)

This Professional Career Development program is a comprehensive certificate program that deals with all the important aspects of 2D, 3D, and Visual Effects. The student begins with learning all the creative development exercises with manual and digital 2D animation processes. The second module starts with all the basic elements of 3D digital art which in the later module progresses into advanced 3D Digital art and Character Animation. The remaining modules of the program deal with different aspects of Dynamics, tracking, and advanced Visual effects which are generally used in production studios.

MODULE I – FUNDAMENTALS OF ART, DESIGN & COMPUTER GRAPHICS (6 MONTHS)

- Preface
- Sketching
- Human Figure Study
- Animal Study
- Perspective Study
- Colour Theory
- Story
- Master Layout Design
- Character Design
- Digital Illustration
- Storyboard
- Computer Graphics
- Digital 2D Animation

SOFTWARE

- Photoshop
- Illustrator
- Animate

MODULE II – 3D DIGITAL ART (6 MONTHS)

- Video & Audio Editing
- Stop-motion
- Prop Modeling
- Character Modeling
- Texturing
- Lighting & Shading
- Rigging

SOFTWARE

- Premiere
- Audition
- Maya
- Arnold

MODULE III – ANIMATION, ADVANCED MODELING, TEXTURING & LIGHTING (6 MONTHS)

- 3D Character Animation
- Advance Modeling & Sculpting
- Advanced Texturing
- Advanced Lighting

SOFTWARE

- Maya
- Z-Brush
- Substance painter
- Arnold
- Nuke

MODULE IV – ADVANCED CHARACTER ANIMATION, DYNAMICS & VFX (6 MONTHS)

- Advance Character Animation
- Dynamics
- Technical Animation
- Liquid Simulation
- Motion Graphics
- Compositing

SOFTWARE

- Maya
- X-Gen Plugin
- RealFlow
- After Effects
- Element 3D

MODULE V – ADVANCED VISUAL EFFECTS - 1 (6 MONTHS)

- Digital 2D Tracking
- Masking, Rotoscope
- Colour Correction
- Compose 3D render passes
- Keying
- Tracking Stabilize
- Particles
- Paint
- Wire / Rig Removal
- Camera Projection
- Camera tracking
- Re-lighting

SOFTWARE

- Mocha
- Nuke
- Fusion
- Silhouette

MODULE VI – ADVANCED VISUAL EFFECTS - 2 (6 MONTHS)

- Automatic tracking
- Manual tracking
- Object tracking
- Face tracking
- Camera solving
- Pyro FX
- POP Solver
- Flip Solver
- Ocean Solver
- Introduction to AR and VR

SOFTWARE

- PF Track
- 3D Equalizer
- Syntheyes
- Houdini
- Unity

EMERGING STUDENT PROFILE:

Post completion of the program, the students can work on multiple profiles such as Illustrator, Character Designer, 3D Digital Artist, Modelling Specialist, Texturing Artist, Character Animator, CHF Technician, Compositor, VFX/Post-production Supervisor, etc. These candidates can get fit into current needs as a generalist with a specialized skill set with most of the production studios.

PDP IN

3D ANIMATION VISUAL EFFECTS

(27 MONTHS)

This Professional Development Program deals with all the important aspects of 2D, 3D, and Visual Effects. The remaining modules of the program deal with different aspects of Dynamics, tracking, and advanced Visual effects which are generally used in production studios.

MODULE I - FUNDAMENTALS OF ART, DESIGN & COMPUTER GRAPHICS (6 MONTHS)

- Preface
- Sketching
- Human Figure Study
- Animal Study
- Perspective Study
- Colour Theory
- Story
- Master Layout Design
- Character Design
- Digital Illustration
- Storyboard
- Computer Graphics
- Digital 2D Animation

SOFTWARE

- Photoshop
- Illustrator
- Animate

MODULE II - DIGITAL ART (6 MONTHS)

- Video & Audio Editing
- Stop-motion
- Prop Modeling
- Character Modeling
- Texturing Fundamental
- Advanced Texturing
- Lighting & Shading
- Rigging

SOFTWARE

- Premiere
- Audition
- Maya
- Substance Painter
- Arnold

MODULE III - 3D CHARACTER ANIMATION & DYNAMICS (6 MONTHS)

- 3D Character Animation
- Maya Dynamics
- Maya Technical Animation
- Liquid Simulations

SOFTWARE

- Maya
- Mash
- Xgen
- Bullet
- RealFlow

MODULE IV - VISUAL EFFECTS & ELECTIVE SPECIALISATION (6 MONTHS)

- Motion Graphics
- Compositing
- Masking, Rotoscope
- Colour Correction
- Compose 3D render passes
- Keying
- Tracking Stabilize
- Particles
- Paint
- Wire/Rig Removal
- Camera Projection
- Camera tracking
- Re-lighting
- Specialisation (Any one)

Modeling & Texturing, Lighting and Shading, Character Animation, Visual Effects

SOFTWARE

- After Effects
- Element 3D
- Nuke
- Fusion
- Specialisation (Any one)

Z-Brush, Substance Painter, Maya, Arnold, Nuke, Mocha, PFTrack, 3D Equalizer

MODULE V – AR & VR, PORTFOLIO DEVELOPMENT (3 MONTHS)

- Introduction to Augmented Reality (AR) and Virtual Reality (VR)
- Basics of AR & VR functionality
- Portfolio Development

SOFTWARE

- Unity

EMERGING STUDENT PROFILE:

The Certificate holder will have a very bright prospect in the Animation or Visual Effects studios. The candidate can work on different profiles such as Character designer, 2D Animator, 3D Modeling & Texturing artist, Lighting artist, 3D Animator, Compositing artist, VFX artist, VFX supervisor.

PDP IN

FILMMAKING VISUAL EFFECTS

(24 MONTHS)

This Professional Development Program has been designed to train students with Filmmaking by using Live Action, 3D Animation, and Visual Effects. At the end of the program, the student develops a Visual Effects short film using Live Action and CG.



MODULE I – FUNDAMENTALS OF ART, DESIGN & FILMMAKING (6 MONTHS)

- Fundamentals of Art
- Computer Graphics
- Principles of Design
- Perspective
- Color Theory
- Storyboard
- Filmmaking Foundation
- Screen Writing
- Direction
- Acting
- Cinematography
- Film Editing
- Sound Editing

SOFTWARE

- Photoshop
- Premiere
- Audition

MODULE II – 3D ANIMATION (6 MONTHS)

- 3D Character Modeling
- Texturing
- Lighting and Shading
- Rigging
- Animation

SOFTWARE

- Maya
- Arnold

MODULE III – DYNAMICS & VISUAL EFFECTS (6 MONTHS)

- Particles and Dynamics
- Technical Animation
- Liquid Simulation
- Daemon and Hybrido
- Motion Graphics
- Compositing
- Masking, Rotoscope
- Keying
- Tracking Stabilize

SOFTWARE

- Maya
- Mash
- Xgen
- RealFlow
- After Effects
- Element 3D
- Mocha

MODULE IV – ADVANCED VISUAL EFFECTS & AR VR (6 MONTHS)

- Particles
- Paint
- Wire/Rig Removal
- Camera Projection
- Camera Tracking
- Re-lighting
- Colour Correction
- Compose 3D render passes
- 3D Tracking & Stabilizing
- Auto and Geometry tracking
- Track stereo footage
- Advance motion blur roto
- Planner Tracker
- Spinning & Occlusion
- Advanced Keying
- Complex Wire Removal
- Augment Reality & Virtual Reality

SOFTWARE

- Nuke
- Fusion
- PF Track
- 3D Equalizer
- Silhouette
- Unity

EMERGING STUDENT PROFILE:

The emerging student will have a complete understanding of the different modules of Visual Effects, which will help in attaining a bright career. The VFX certificate holder will be capable of delivering outstanding VFX shots due to his/her extensive knowledge in areas like Live Action shooting, 3D Animation, Advanced Dynamics, Tracking, and Compositing etc. The candidate can work on different profiles such as 3D Modeling and Texturing artist, Lighting artist, compositing artist, tracking artist, effects (FX) technical director (TD), FX animator, VFX artist, VFX supervisor, etc.

PROFESSIONAL PROGRAM IN

3D ANIMATION

(12 MONTHS)

This program has been developed to provide specialized knowledge in 3D Animation. It covers the Fundamentals of Art and Design after which students are exposed to the detailed 3D module. At the end of the program, there will be three elective specializations such as Modeling, Lighting & Shading, and Animation.



PROGRAM CONTENTS MODULE I - FUNDAMENTALS OF ART, DESIGN & COMPUTER GRAPHICS (2 MONTHS)

- **History of Animation**
- **Principles of Design**
- **Fundamentals of Drawing**
- **Still Life**
- **Colour Theory**
- **Introduction to Computer Graphics**
- **Background Painting**

SOFTWARE

- **Photoshop**

MODULE II - 3D ANIMATION (6 MONTHS)

- **Modelling**
- **Texturing**
- **Lighting**
- **Rigging**
- **Character Animation**

SOFTWARE

- **Maya**

MODULE III - COMPOSITING (1 MONTH)

- **Digital Compositing**
- **Motion Graphics**
- **Rotoscope**
- **Keying**
- **Colour Correction**
- **Camera Projection**
- **Video Editing**

SOFTWARE

- **After Effects**
- **Premiere**

MODULE IV - SPECIALISATION & PORTFOLIO DEVELOPMENT - ANY ONE (3 MONTHS)

- **Modeling**
- **Lighting and Shading**
- **Character Animation**

SOFTWARE

- **Z-Brush**
- **Maya**
- **Arnold**
- **Nuke**

EMERGING STUDENT PROFILE:

The student will be well versed in 3D Content Development in any 3D production studio. The USP of the program is its elective specialization in any one 3D module. The course completed candidate can work in different profiles such as 3D Modeling artist, Lighting artist, Rigging artist, 3D Animator, 3D production coordinator, 3D production supervisor, etc.



PROFESSIONAL PROGRAM IN

VISUAL EFFECTS

(12 MONTHS)

This programme provides a gateway to the Visual Effects world. It starts with the Fundamentals of Film Making and Computer Graphics.The program introduces the students to basics of 3D Computer Graphics, thereby strengthening their skills in Dynamics, Tracking, Rotoscopy, and Compositing. A student will compile different kinds of VFX shots to build an outstanding portfolio during the last month of the program.

MODULE I - FUNDAMENTALS OF FILMMAKING & COMPUTER GRAPHICS (3.5 MONTHS)

- **History of VFX**
- **Principles of Design**
- **Photography**
- **Computer Graphics**
- **Film Making**
- **Video Editing**
- **Audio Editing**

SOFTWARE

- **Photoshop**
- **Premiere**
- **Audition**

MODULE II – BASICS OF MAYA (2.5 MONTHS)

- **Basics of Modeling**
- **Basics of Texturing**
- **Basics of Lighting**
- **Basics of Rigging**
- **Basics of Animation**

SOFTWARE

- **Maya**
- **Arnold**

MODULE III – DYNAMICS & TECH ANIMATION (1.5 MONTHS)

- **Emitters**
- **Fluid Effect**
- **Soft Body**
- **Rigid Body**
- **nHair**
- **nCloth**
- **nParticles**

SOFTWARE

- **Maya**
- **Xgen**
- **Bullet P**

MODULE IV – VISUAL EFFECTS (4.5 MONTHS)

- **Motion Graphics**
- **Compositing**
- **Masking, Rotoscope**
- **Colour Correction**
- **Compose 3D render passes**
- **Keying**
- **Tracking Stabilize**
- **Particles**
- **Paint**
- **Wire/Rig Removal**
- **Camera Projection**
- **Camera Tracking**
- **Re-lighting**

SOFTWARE

- **After Effects**
- **Nuke**
- **Silhouette**
- **3D Equalizer**

EMERGING STUDENT PROFILE:

The student will acquire skills that are needed to excel in any Visual Effects Studio as a Compositing Artist. Good understanding of Design, aesthetics of filmmaking along with strong fundamentals of Visual Effects will give the candidate an advantage for any VFX team. The course completed candidate can work on different profiles such as CHF technician, Roto artist, Compositing artist, Tracking artist, Effects (FX) artist, FX animator, VFX artist, VFX coordinator, etc.

PROGRAM IN

COMPOSITING

(6 MONTHS)

This program is designed for the student who wants to make a career in the VFX industry. The program starts with the basic understanding of how computer graphic works. Students then get exposed to layer based and node based Compositing software. Students learn all important areas of Compositing such as Rotoscopy, Color Correction, Paint, Wire Removal, and Tracking, etc.



MODULE - COMPOSITING

- **Computer Graphics**
- **Colour Correction**
- **Masking - Layer, vector, quick**
- **Multilayer compositing**
- **Image manipulation**
- **Matte paint**
- **Motion Graphics**
- **Compositing**
- **3D object based particle**
- **Working with the 3D object**
- **Particle Replicators**
- **Integrating with AFX**
- **Rotoscope**
- **Colour Management**
- **Tracking and Stabilizing**
- **Planner Tracking**
- **Keying**
- **Camera Projection**
- **Camera Tracking**
- **Re-lighting**
- **Animation Engine**
- **Advance motion blur roto**
- **Use of tracking (1-point and 2-point) in roto**
- **Spinning and occlusion**
- **Hair Roto**
- **Roto using IK**
- **Stereo Roto**
- **Advance Paint**

SOFTWARE

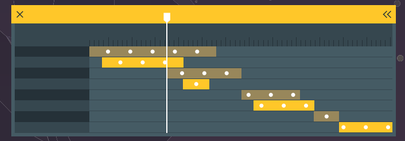
- **Photoshop**
- **After Effects**
- **Element 3D**
- **Nuke**
- **Silhouette**

EMERGING STUDENT PROFILE:

There are enormous job opportunities at the entry-level of the Compositing department that make this program very lucrative. They will acquire the skills needed to enter a Visual Effects Studio as a Compositing Trainee. Candidates can build the career while working and gaining experience at production studios as Compositing artist, effects (FX) Technical director (TD), FX animator, Multimedia artist, VFX artist, VFX supervisor.







PROFESSIONAL PROGRAM IN

2D DIGITAL ANIMATION

(12 MONTHS)

This program has been developed based on the current requirement of 2D Animators in the world. The prerequisite for the program is good drawing skills. Students will learn all the aspects of 2D Animation filmmaking from Pre-production, Production, and Post production. Students will initially learn the fundamentals of Art and design by manual drawing and then they will learn character design, background painting, character animation, audio, and video editing by using advanced digital tools.

MODULE I - FUNDAMENTAL OF ART, DESIGN, VISUALISATION AND COMPUTER GRAPHICS (6 MONTHS)

- Preface
- Principles of Design
- Sketching
- Still life
- Cartoon Drawing
- Computer Graphics
- Human Figure Study
- Anatomy study
- Animal Study
- Perspective Study
- Colour Theory
- Story
- Character design
- Digital Illustration
- Master Layout Design
- Layout and Background

SOFTWARE

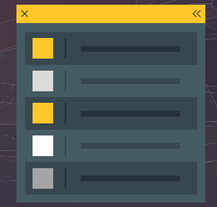
- Photoshop
- Illustrator

MODULE II - 2D DIGITAL ANIMATION (6 MONTHS)

- Video Editing
- Audio Editing
- Storyboard
- Animatic
- Stopmotion
- Digital 2D Animation
- Acting for Animation
- Bio-Mechanics/Organic Animation (Digital)
- Special effects (Digital)
- Project

SOFTWARE

- Premiere
- Audition
- Animate





EMERGING STUDENT PROFILE:

There is huge demand for 2D animation series on TV and OTT platforms with much focus on the storytelling, action, and exaggeration which kids love the most. Looking at this the production studios across the world are hiring massively 2D artists. Apart from this, they also work on lots of creative content as Pre-production artist, Character designer, Storyboard artist, Layout/Background artist, Art director, Visualizers etc.

PROFESSIONAL PROGRAM IN ADVANCED

GAME ART AND DESIGN

(12 MONTHS)

It is a combination of 'Program in Game Art' and 'Program in Advanced Game Art & Design'. In this program, students will learn how to create advanced visual elements for game, such as detailed human and animal sculpting, convert high to low poly characters, advance texturing, presenting the assets in Engine and creation of foliage, emitters and particles. Students will also learn how to design levels in a game.

Prerequisite: Students must have knowledge of Photoshop and MAYA (Modeling, Texturing, Lighting) before enroling for the program.





PROGRAM IN GAME ART (6 MONTHS)

- Understanding different games
- The concept of game art
- The game art documents
- Sketching
- Digital painting
- Matte painting
- Inorganic/Prop modeling
- Human figure study
- Character design
- Character modeling
- Texturing
- Lighting
- Rigging
- Animation principles
- Character animation

SOFTWARE

- Photoshop
- Maya
- Unity/Unreal

PROGRAM IN ADVANCED GAME ART AND DESIGN (6 MONTHS)

- Human sculpting
- Skeleton and Muscle study
- Male and female body differences
- Low res of character
- Rules of gaming UV
- Character Design study
- Animal study
- Anthropomorphic Characters
- Texturing Cloths
- Baking a face for texturing
- Texturing a Face
- Presenting the Assets in Engine
- Foliage
- Emitter
- Particles/FX
- Level Design

SOFTWARE

- Maya
- Z-Brush
- Substance Painter
- Unity/Unreal

EMERGING STUDENT PROFILE:

The ever rising popularity and demand of 3D games has encouraged and nurtured many 3D game designing companies, which has been expanding their reach in the global market. After completing this program, there are job opportunities like 3D Game artist, Character artist, Game designer and animator, Game environment artist, 3D Game designer, etc.





PROFESSIONAL PROGRAM IN

GRAPHIC DESIGN

(12 MONTHS)

Graphic designers create visual concepts to communicate ideas that inspire, inform or captivate consumers. The graphic design industry has evolved with the requirement of more presentable designs due to which we have updated the program with the latest tools and technologies so that students can create outstanding artworks.

MODULE I - FUNDAMENTAL OF ART, DESIGN, ILLUSTRATION AND COMPUTER GRAPHICS (6 MONTHS)

- Fundamentals of Drawing
- Principle of Design
- Colour Theory
- Digital Illustrations
  - o Perspective
  - o Typography
- Design - Logo, Magazine cover, Advertisement
- Computer Graphics
  - o Color correction
  - o Digital Paint
  - o Image manipulation
  - o Text Effect
  - o Matte paint
  - o Create GIF Animation
- Page layout
- Poster design
- Page layout for newspaper
- Creating brochure design
- Create advertisements

SOFTWARE

- Illustrator
- Photoshop
- CorelDraw

MODULE II - LAYOUT DESIGN, UI, MOTION GRAPHICS AND 3D PHOTOREALISTIC DESIGN (6 MONTHS)

- Page layout design
- Design - Lookbook
- Packaging designs
- Printing techniques
- Video Editing
- Motion Graphics
- User Interface design
- Design, prototyping, and collaboration
- Create the Prototype Project
- Build the Linkage between Pages/Creating Interaction
- Google Ads (Digital Banners for a web page)
- Facebook Ads (Digital banners)
- Photorealistic 3D Design
- Working with materials and lights
- Photorealistic rendering
- Project (Branding for mock Company and Present it)

SOFTWARE

- InDesign
- Premiere
- Audition
- After Effects
- Adobe XD
- Figma
- Dimension

EMERGING STUDENT PROFILE:

Many Graphic Designers are employed in specialized design services, publishing or advertising, public relations, and related service industries. Majority of them become self-employed or freelancers due to the rising demand for quality designers. The course completed candidate can work on different profiles such as Art Production Manager, Graphic Designer, Brand Identity Developer, Logo Designer, Marketing Designer, Illustrator, and Visual Image, Developer, Multimedia Developer, Layout Artist, Package Designer etc.

PROGRAM IN

GRAPHIC & WEB DESIGN

(12 MONTHS)

This is a combination of 'Program in Graphic Design' and 'Program in Web Design'.

PROGRAM IN GRAPHIC DESIGN (6 MONTHS)

Graphic Design is a combination of text, images, designs & illustrations in a presentable layout for print. It has a wide array of requirements like Design for Art, Illustration, Advertising, Photography, Image Editing for Newspapers, Magazines, Displays, The Print Media etc., to name a few.

PROGRAM CONTENT

- **Design & Illustration concept**
- **Computer Graphics**
- **Matte paint**
- **Color the illustrations**
- **Design – Logo, Magazine cover, Advertisement**
- **Printing techniques**
- **Page layouting**
- **Creating brochure design**
- **Page formatting with image and layout**
- **Understanding printing technology**

SOFTWARE

- **Photoshop**
- **Illustrator**
- **CorelDraw**
- **InDesign**



PROGRAM IN WEB DESIGN (6 MONTHS)

Web Design typically includes a combination of text, images, animation, audio video & other interactive forms of media, embedded in the presentable form for web/internet. This program exposes you to the art & technology of creating web templates; web banners; responsive as well as interactive web pages and animated e-presentations.

PROGRAM CONTENTS

- **Website Design concept**
- **Web Animation**
- **Scripting with Animate**
- **Website Basic**
- **Web Script**
- **Web Layout**
- **Responsive Layout – UI**
- **Incorporating SEO**
- **Video Editing**
- **Domain Hosting**

SOFTWARE

- **Animate**
- **HTML 5**
- **JavaScript**
- **Dreamweaver**
- **Bootstrap**
- **SEO**
- **Premiere**

EMERGING STUDENT PROFILE:

Program completed students will have the requisite skills to digitally compile artworks for advertisements, image editing, press ads, magazine artwork, promotional displays etc. They will also have the basic understanding of Design and Composition, hence delivering good results.

PROGRAM IN

DIGITAL PHOTOGRAPHY

(3 MONTHS)

A student will learn about detailed digital photography, range and exposures, lenses and optics, techniques and styles, composition and learning how to see, lighting techniques, depth of field and aperture control, learning Photoshop and Light-room to edit the photographs, blending art and photography, Color Management and Printing. This program is useful for anyone who wants to learn it as a hobby or want to make a career.



- **History of Digital Photography**
- **Digital Camera types**
- **Camera Lenses, characteristics, filters, optics**
- **Photography Techniques and Styles**
- **Exposure and Light Metering**
- **Composition**
- **Lighting Techniques**
- **The depth of Field and Aperture Control**
- **Action and Motion in Photography**
- **Photographer Research**
- **Studio Lighting for Portraiture**
- **Studio Strobe Lighting Techniques**
- **Digital Photo Editing**
- **Post photography techniques**
- **Tones and Contrast**
- **Sharpening and Details**
- **Photo Editing Techniques**
- **Image Stacking and Multiple Exposures**
- **Photo Stitching and Digital Panoramas**
- **Post-Photography Session**
- **Re-create a Photograph**
- **Blending Art and Photography**
- **Colour Management and Printing**

SOFTWARE

- **Photoshop**

EMERGING STUDENT PROFILE

The emerging student will create permanent visual images for an exceptional range of creative, technical, and documentary purposes. A large proportion of our students will be self-employed or enjoy it as a hobby. They will learn about detailed digital photography, range and exposures, lenses and optics, techniques and styles, composition and learning how to see, lighting techniques, depth of field and aperture control, learning Photoshop and Light-room to edit the photographs, blending art and photography, color management and printing. This program is useful for anyone who wants to learn it as the hobby or want to make a career.

PROGRAM IN

DIGITAL VIDEO & AUDIO EDITING

(3 MONTHS)

This program will teach anyone to create their personal or professional video as it requires a great attention to details. During the program the student learns how to remove unwanted footage, create a flow, add effects, graphics, music and alter the style, pace or mood of the video, motion graphics etc.

- **Overview of Editing**
- **Computer Graphics**
- **Digital Filmmaking**
- **Video Editing**
- **Audio Editing**

SOFTWARE

- **Photoshop**
- **Premiere**
- **Audition**
- **After Effects**

EMERGING STUDENT PROFILE

A video & film editor's job is to take video tapes to produce a single refined piece of video. Today, video editors are considered to be back-bone of any post production process. There are also opportunities like television studio editor, video editor, multimedia artist, motion-graphic artists. The candidate can work in commercials, corporate training videos, Feature films, music videos, and television programs etc.

PDP IN

FASHION DESIGN

(24 MONTHS)

The 2 year program in Fashion Design is about creative exploration. You will have an introduction to a wide range of creative practices. This will give you the chance to try different disciplines. Through a range of activities you will start to think about your own creative ambition. You will consider your own work in relation to your chosen professional practice. You will come up with an idea for a project proposal. You will research, write and evaluate your proposal. From this you will produce a body of work for your final assessment.

MODULE - I

- Drawing + geometry
- Basic design - elements and principals of design + colour theory
- Fashion model drawing + illustration
- Design project – theme concept mood board
- Basic pattern making
- Basic garment construction
- History of art & design -Indian and Western
- Introduction to embroideries -Basic Embroidery and Indian Embroidery
- Textile Science 1 – Fiber to Fabric
- Communication Skills, Body Language, Self-discipline, Integrity

MODULE - II

- Introduction to CAD & PHOTOSHOP,ILLUSTRATOR(CORELDRAW)
- Basic Draping -Draping skirt and Bodice
- DESIGN PROJECT -I–(SKIRT) Research - Design development - Theme Concept Mood board - Pattern Making -Garment Construction
- DESIGN PROJECT -II–(DRESS) Research -Design development - Theme Concept Mood board -Pattern Making -Garment Construction
- HISTORY OF TEXTILES Indian and Western
- FASHION MARKETING
- FASHION FORECASTING - MARKET RESEARCH
- Textile Science 2 – Dyeing and Printing
- Business Ethics & Etiquette, Physical Wellness, Positive Attitude, Time Management

MODULE - III

- Design project – draping –draped dress
- Design project -iii–(evening wear) research -design development -theme concept mood board -pattern making - garment construction
- Design project -iv–(ethnic wear) research -design development -theme concept mood board -pattern making - garment construction
- CAD for fashion and textiles
- Fashion merchandising
- Managing export import business
- Manufacturing methods & process and quality control
- Portfolio development
- Grooming & Etiquette • Communication Skills • Interview Skills • Personal Effectiveness • Information Technology Traineeship

MODULE - IV

- Project styling - for films - advertisement
- Textile- product development
- Fashion photography
- Fashion accessories
- Design project -v–(final collection) research -design development -theme concept mood board -pattern making -garment construction
- Portfolio
- Resource management
- Execution skills
- Result orientation
- Values and belief system, goal setting traineeship

EMERGING STUDENTS PROFILE

This course enables students to be professional fashion Designer and work in the industry of Apparel, Export Houses, Garment manufacturing, fashion retail stores, Online fashion business, blogger, as a Stylist in the Media and film industry etc. As an entrepreneur students also learn how to launch their brands, open boutique and fashion store.





PP IN

FASHION DESIGN

(12 MONTHS)

MODULE - 1

- DRAWING + GEOMETRY
- BASIC DESIGN- Elements and Principals of Design + COLOUR THEORY
- FASHION MODEL DRAWING + ILLUSTRATION
- DESIGN PROJECT – Theme Concept Mood Board
- BASIC PATTERN MAKING
- BASIC GARMENT CONSTRUCTION
- HISTORY OF ART & DESIGN -Indian and Western
- INTRODUCTION TO EMBROIDERIES -Basic Embroidery and Indian Embroidery
- Textile Science 1– Fiber to Fabric
- Communication Skills ,Body Language ,Self-discipline, Integrity

MODULE - 2

- Introduction to CAD -PHOTOSHOP and ILLUSTRATOR (CORELDRAW)
- Basic Draping -Draping skirt and Bodice
- DESIGN PROJECT -I–(SKIRT) Research -Design development -Theme Concept Mood board -Pattern Making -Garment Construction
- DESIGN PROJECT -II–(DRESS) Research - Design development -Theme Concept Mood board - Pattern Making - Garment Construction
- HISTORY OF TEXTILES Indian and Western
- FASHION MARKETING
- FASHION FORECASTING - MARKET RESEARCH
- Textile Science 2 – Dyeing and Printing
- Business Ethics & Etiquette, Physical Wellness, Positive Attitude, Time Management

The course is structured to provide updated technical skills and relevant knowledge and new technical skills to gain an edge at the workplace. The core skills offered in this program are Research, Design development, Patternmaking and garment manufacture and production technology, Marketing merchandising to become professional in Fashion Design.

EMERGING STUDENTS PROFILE

This Certificate holder professional will have a very bright prospect in the Fashion Design field. Have the ability to contribute to all the departments of Fashion Design with a clear understanding

PP IN

FASHION STYLING

(12 MONTHS)

This program helps the candidate to be a brilliant professional helping clients to evaluate, improve, enhance, update or upgrade their appearance to ensure that their Image which is consistent with their personal, social as well as professional roles and goals. Fashion styling services are sought for both personal and professional reasons.

MODULE - I

- Who is a Stylist, What does a Fashion Stylist
- Introduction to basics (design elements and foundation art)
- Categories of Styling and their respective titles
- Fashion terms, language, types
- Sections of a garments
- Various body types and styling to hide flaws and enhance their appearance
- Introduction to cad
- Introduction to basics (illustration)
- Fashion Research and idea development
- Personal grooming
- Sourcing of garments and accessory

MODULE - II

- Styling module-project
- The principles of fashion styling for an individual
- Optical illusions and its importance in style
- Hair and makeup ideas positive, negative
- Writing skills and fashion vocabulary
- Theme based styling
- Case studies and mock shoot
- Produce fashion consulting outcomes
- 2 Photo shoots
- Promotional booklets
- Concept based promotional fashion film

EMERGING STUDENTS PROFILE

The individual will gain employment opportunities with designers, retail brands, advertorial magazines, print media, electronic media as well as fashion Stylists. They may also venture into personal styling and work for individual clients and well-known celebrities. The candidate can work as an Image consultant, grooming expert or Personal shopper.

PDP IN

INTERIOR DESIGN

(24 MONTHS)

The Interior design program deals with the art and science of enhancing the interior of a building's inner space to achieve a healthier more aesthetically pleasing and functional environment for the people using the space. In this program, we develop the design, art, fundamentals of drawing, furniture design, and design source and materials, interior graphics, Introduction to CAD, construction, services, case study, building material, etc. To become a professional Interior Designer. This program offers exposure to new technologies like AR/ VR to help the students to be future-ready





MODULE - I

- History of Interior furniture Design (Indian & Western)
- Concept of Interior Design
- Fundamental of Art
- Free-Hand Drawing
- Design development
- Space planning
- Services, Techniques, Theory & Practical

SOFTWARE

- CAD
- Google sketch up

MODULE -II

- Architectural Drafting
- Interior Design – Residential
- 2D, 3D Computer Aided Drawing
- (CAD, Sketch-up, 3D Model making, AR/VR)
- Computer Graphic Skills
- Creativity and Concept Development
- BOQ, Budget and Costing
- Drawing Presentation
- Application and Execution
- Introduction of AR & VR
- Portfolio

SOFTWARE

- CAD
- Google sketch up 3D (Model Making)

MODULE - III

- Furniture History and Application
- Design Studio workshop 2 - Retail
- Construction Studies
- Services- Plumbing, Lighting, AC, etc.
- Computer Rendering Walkthrough

SOFTWARE

- COMPUTER GRAPHICS
- CAD
- 3D Drawings
- Google sketch up

MODULE - IV

- Design Studio workshop 3 - Office
- Design Studio workshop 4 - Restaurant & Hospitality
- Academic Research and Communication Skills
- Industrial experience, Internship
- Application and Execution
- Portfolio (by using AR & VR)

SOFTWARE

- CAD
- Google sketch up
- 3D (Walkthrough)

EMERGING STUDENTS PROFILE

The course-completed student can be Interior Designer and works for Residential Space Designing Firm, Commercial Space Designing, Office Space Designing, Retail Space Designing, Hospitality Space Designing, Public Space Designing, Exhibition Space Designing, Merchandising designer, Stall Designer, Event and Set Designer in entertainment, Furniture designer, Art direction, Design Consulting, Colour consultant, Design Entrepreneur

PP IN

INTERIOR DESIGN

(12 MONTHS)

Interior design is a multifaceted profession that includes conceptual development, space planning, site inspections, programming, and research, communicating with the stakeholders of a project, construction management, and execution of the design. This program offers exposure to new technologies like AR/ VR to help the students be future-ready .This one year program specially designed for a graduate to get better employment opportunities.

MODULE - I

- · History of Interior furniture Design (Indian & Western)
- · Concept of Interior Design
- · Fundamental of Art
- · Free-Hand Drawing
- · Design development
- · Space planning
- · Services, Techniques, Theory & Practical

SOFTWARE

- · CAD
- · Google sketch up

MODULE -II

- · Architectural Drafting
- · Interior Design – Residential
- · 2D, 3D Computer Aided Drawing
- · (CAD, Sketch-up, 3D Model making, AR/VR)
- · Computer Graphic Skills
- · Creativity and Concept Development
- · BOQ, Budget and Costing
- · Drawing Presentation
- · Application and Execution
- · Portfolio

SOFTWARE

- · CAD



EMERGING STUDENTS PROFILE

The course-completed student will work for Residential space designing firm, Design consultant, Colour consultant, Design Entrepreneur.

WHAT OUR STUDENTS DO

ZICA's unique programs provide exceptional development on creative visualisation, technical skills that help our students to adapt to the challenges faced by organisations in a competitive environment. As an emerging leader, different career oriented programs take them on a journey of learning 3D Animation, Visual Effects, Graphic Design, Web Design, Digital Marketing, Photography etc. These advanced skills will equip future technical experts to overcome the constraints of any organisation's leadership culture, and help them to step forward with a new perspective on leading in this ever upgrading digital age.

















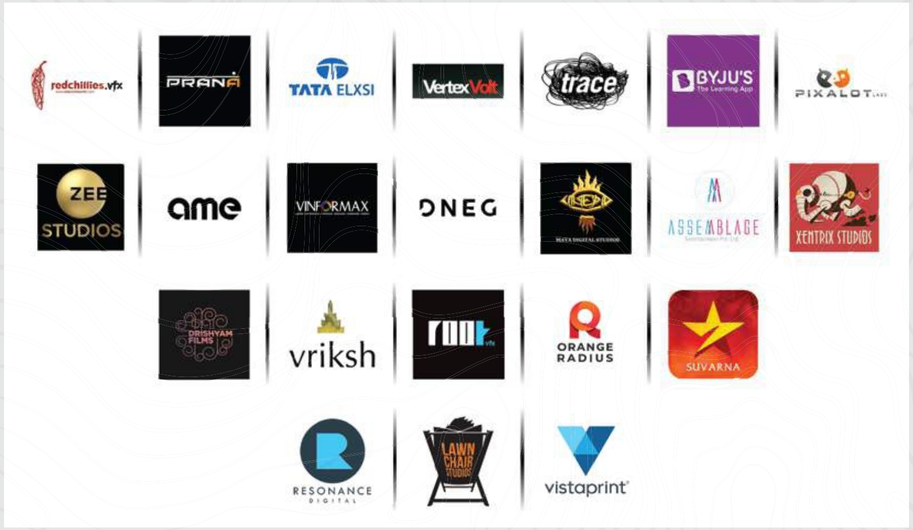




AESTHETICS
YOUTH CONCLAVE

AESTHETICS is an annual youth conclave of Zee Learn in the field of Animation, VFX, and Filmmaking. The event will connect the Industry professional, Production studios, Film production house, Gaming companies to our students. It is a platform for the students to interact with the industry professional and gain valuable knowledge and insight about the industry. The platform also offers the students to showcase their talent by participating in competitions of various categories and gain recognition by the industry

TOP RECRUITERS



STUDENTS PLACED



GYANENDU SUTHAR
3D Designer - Junior



YASHAS
Compositing Artist



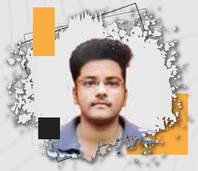
VAISHNAVI MORE
Roto Artist



PRATHAMESH MALAVADE
Modeller



FARHAN ALI
Artist Modelling Department



CHARCHIT SOGANI
Artist Modelling Department



LAXMIKANTA GIRI
Artist Texturing Department



SURJEETH GOWDA
Artist



ROHAN BORSE
BG Modeler



AKSHAY JOSHI
Modeller



ABHIMANYU SINGH
3DMP



ANIKET DESHMUKH
Stereo Compositor



NISHANTH R
3D Animator



CHANDRA SHEKAR
Motion Graphic Artist

You could be the next!