# YELLOWBERRY
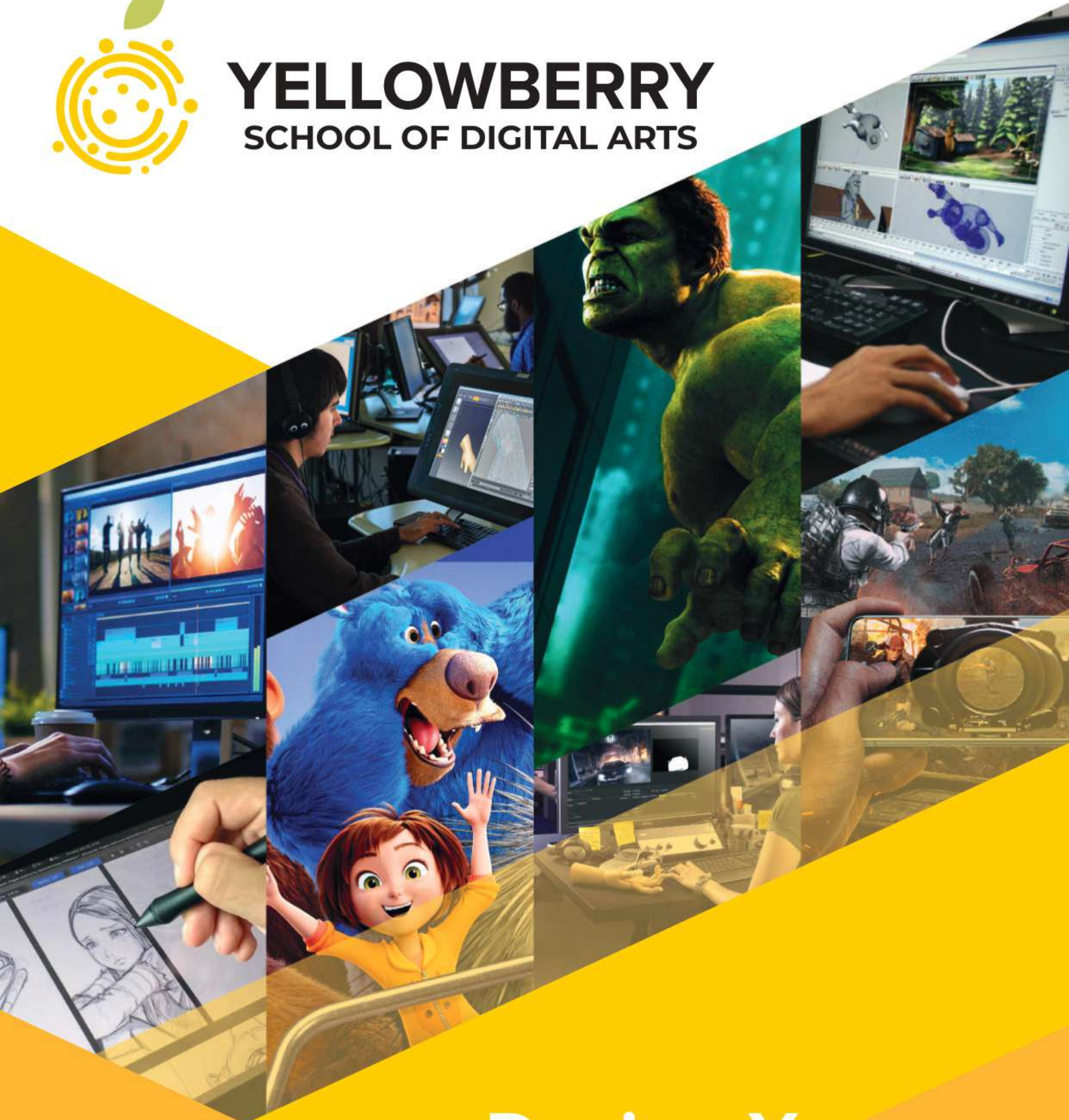## SCHOOL OF DIGITAL ARTS

# Design Your
# Future

# THERE IS MAGIC IN YOUR HANDS!

# Creativity is not a new subject for mankind. Each one of us are born with magical abilities to be innovative and creative.

Over the decades, world has seen significant transformation in the field of art and visual presentation of contents. Creative approaches, technologies, audience preferences and demands has grown rapidly in recent past.

In the last
few years, the
animation industry has
skyrocketed like never before.
Thanks to digital media, accessibility to
internet platforms and technology, the total
value of global animation industry in 2020 is estimated
to be a whopping **$270 BILLION.**

# IN INDIA,

## ANIMATION INDUSTRY IS LARGE AND CATCHING UP, BIG TIME!

As per FCCI Report 2018, Indian Animation & VFX industry is estimated to be ₹.11,360 crore in 2020. The Online Gaming segment is expected to grow to ₹. 6,830 crore by 2020. Global audience are displaying a growing appetite for highly engaging, high-definition visual experiences.

The demand for production of high quality engaging visual effects and realistic animation experience is increasing day by day in the film industry. The consumption of more immersive content is viral across social channels and electronic devices.

# ARE YOU READY TO
# DIVE DEEP
# AND EXPLORE IT?

After thorough research of the current market scenario, at YellowBerry School of Digital Arts, we offer wide range of courses in animation and VFX which meticulously focus on training and enhancing skills of an individual which create infinite career opportunities.

# "CREATIVITY IS CONTAGIOUS. PASS IT ON.99

*– Albert Einstein*
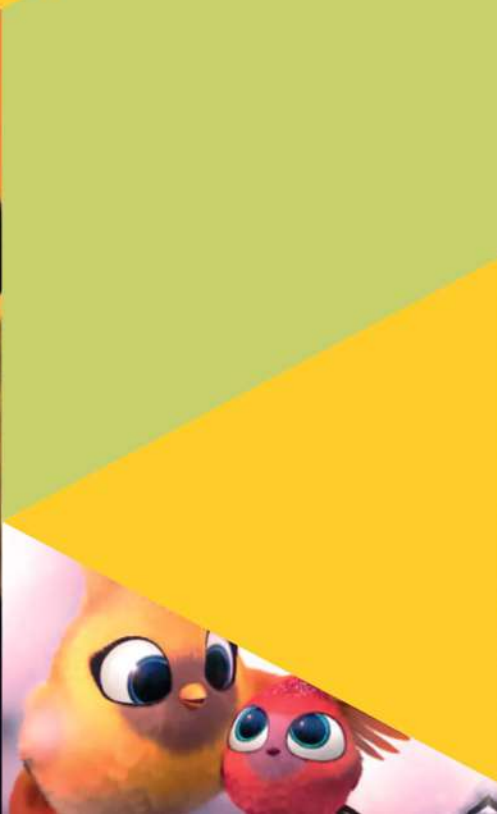
# ABOUT YELLOWBERRY

YellowBerry School of Digital Arts (YSDA) is the education wing of YellowBerry Technologies Private Limited. YellowBerry has more than a decade of experience in Technology Consulting, Animation & Software Development. At YSDA, students are transformed into industry ready resources in 2D Animation, 3D Animation, Visual Effects and Gaming.

Students are assured of creative exposure with a healthy mix of theory and practical sessions, delivered with the right amalgamation of Art and Technology, under the supervision of in-house experienced faculties who have experience of working extensively at major studios and passionate about sharing their knowledge to help students find a successful career.
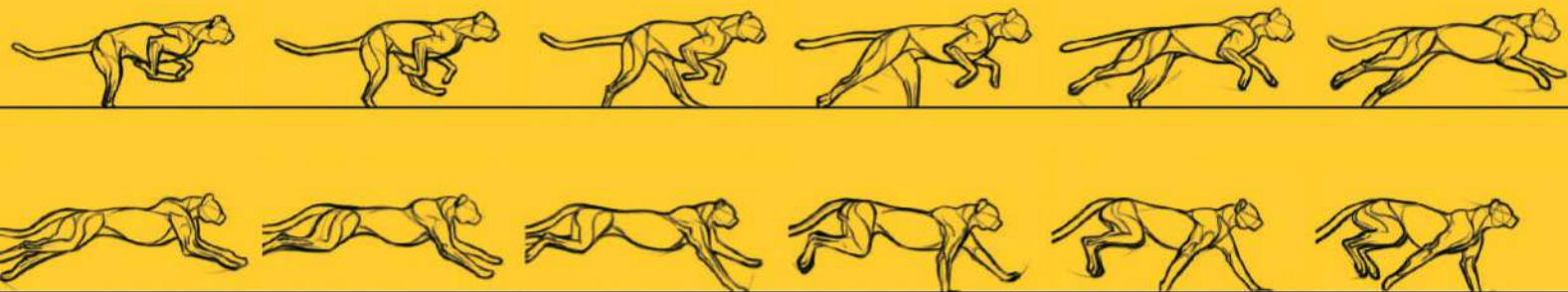
# WHAT IS ANIMATION,
## basically?

Animation is the capturing of sequential, static images and playing them in rapid succession to mimic real world motion.

There was a point in everyone's life when animation was just the coolest thing you would've ever seen. Whether it was a Disney movie or a 3D game cut-scene that grabbed your attention, there was always something spectacular when imaginary characters move and act as in real life.

In today's world, animation can do things much more than movements.

It is an effective tool for visual communication. It offers a whole new medium for expression and creativity. Perhaps the greatest strength isn't that it appeals to different groups, but all groups at once.

Animation allows artists to invoke that childlike wonder and awe of not believing our eyes, and to harness that power for more mature ways of storytelling and business communication.

# HARNESSING
# SKILLS
## YOU NEED TO SUCCEED

At YellowBerry School of Digital Arts, we ensure you go beyond software and tools to learn how to realistically convey **weight, motion and follow through.** We work on certain critical skills in addition to art and technology on your journey to become a digital artist.

# JAINx
### THE LEARNING HUB

## DIPLOMA IN
# 2D ANIMATION

## COURSE CONTENT

- Basic elements of drawing
- Fundamental of perspectives
- Anatomy
- Action Poses
- Color theory
- Timing

- 12 principles of animation
- Walk and Run cycle
- Character Design
- Layout design
- Lip sync animation
- Storyboarding

## DURATION: 16 MONTHS

- Creating an Animatic
- Character Rigging
- Shot Composition
- Audio Editing
- Final project

## SOFTWARES COVERED

- Adobe Animate
- Adobe Photoshop

- Adobe After Effects
- Adobe Illustrator

**JAINx**
THE LEARNING HUB

DIPLOMA IN

# 3D
## ANIMATION & GAME DESIGN

## COURSE CONTENT

- Basic elements of drawing
- Fundamental of perspectives
- Anatomy
- Action Poses
- Color theory
- Timing
- 12 principles of animation
- Introduction to 3D software
- Process of 3d modeling
- High resolution modeling concept
- Low resolution Modeling concept

- High resolution texturing technique
- Low resolution texturing technique
- Basic lighting concept
- Advanced Lighting
- Basic rendering Concept
- Basic rigging
- Advance rigging
- Basic Animation
- Advance Animation
- Advance Rendering
- Dynamics
- Compositing
- Project

## DURATION: 22 MONTHS

- Introduction to Game design
- Introduction to game engines
- Conceptualization
- Prototyping
- Game Art
- Introduction to Visual scripting
- Level Design
- Introduction to augmented reality
- Final project

## SOFTWARES COVERED

- Adobe Photoshop
- Adobe After Effects
- Autodesk Maya

- Autodesk Mudbox
- Blender
- Unity3D

- Construct

# JAINx
### THE LEARNING HUB

## DIPLOMA IN
# 3D
## ANIMATION & FILM MAKING

### COURSE CONTENT

### DURATION: 22 MONTHS

- Basic elements of drawing
- Fundamental of perspectives
- Anatomy
- Action Poses
- Color theory
- Timing
- 12 principles of animation
- Introduction to
  3d software interface
- Process of 3d modeling
- High resolution modeling
  concept

- Low resolution Modeling concept
- High resolution texturing technique
- Low resolution texturing technique
- Basic lighting concept
- Advanced Lighting
- Basic rendering Concept
- Basic rigging
- Advance rigging
- Basic Animation
- Advance Animation
- Advance Rendering

- Dynamics
- Compositing
- Project
- Introduction to
  Film Making
- Screenwriting
- Cinematography
- Digital Editing
- Producing
- Photography
- Final project

### SOFTWARES COVERED

- Adobe Photoshop
- Adobe After Effects

- Adobe Premiere Pro
- Autodesk Maya

- Autodesk Mudbox

## CAREER OPPORTUNITIES

- Graphic Designer
- Visualizer
- Web Designer
- Interface designer
- Concept artist
- Storyboard artist
- Character designer
- Layout and background artist
- Art director
- Modeler
- Texturing artist
- Lighting artist
- 3D Animator
- 2D Animator
- VFX artist
- Level designer
- Game designer

## EMPLOYMENT TYPES

- 3D modeler
- 3D animator
- Texturing artist
- Vfx artist
- Lighting and rendering artist
- Compositor
- Architectural designer
- 2D artist
- 2D animator
- 2D Game artist
- 3D Game artist
- Level Designer
- Product Designer
- E-Learning Developer
- Art Designer
- Content Developer

## EMPLOYMENT AREAS

- Film Industry
- Ad agencies
- TV production houses
- Animation Studios
- Game design companies
- E-learning Companies
- Digital marketing Companies
- IT companies
- Print and publishing house

# YELLOWBERRY
## SCHOOL OF DIGITAL ARTS

# JAINx
THE LEARNING HUB

# www.ysda.in

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