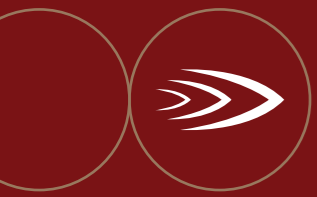


MAAC®

MAYA ACADEMY OF ADVANCED CREATIVITY



MAACXIMUM

LEARNING WITH GEN-AI

The rapidly growing Animation, Visual Effects, Gaming and Comic (AVGC) sector in India has the potential to create over 1,60,000 new jobs annually. And MAAC, India's premiere Media, Gaming & Entertainment education institute, is your gateway to lucrative jobs in these fields.

Constant innovation and dynamic evolution have ensured that MAAC offers students a wide range of industry-ready specialised course curriculums. These courses are further enhanced by interactive sessions with leading industry experts and events designed to hone every student's talents.

GEN AI is a powerful tool, which has taken the digital world by storm. Which is why, we have also powered some of our courses with GEN AI, to take the learning experience to the next level for our students.

In keeping with MAAC's belief of 'Employment driven Education', we ensure that our students develop all the necessary skills required in today's competitive world. A well-rounded 360-degree approach reinforced by beyond-the-classroom learning helps our students remain relevant, employable and MAACXIMISE their careers.





A GAMUT OF OPPORTUNITIES

Everyone is watching the Indian Media and Entertainment industry with great interest as it continues to capture an increasing number of eyeballs. The demand for content viewing and content creation is constantly on the rise.

VFX & Animation have the potential to transform India's economy and play a key role in India becoming a USD 100 billion M&E industry by 2030. Those in the know expect that around 50% of Indian Animation and VFX studios will adapt to real-time technology or virtual production by 2025.

India is also expected to become one of the world's leading markets in the gaming industry, reaching 3 times its current value and touching USD 3.9 billion by 2025.

This presents countless opportunities, both domestically and globally, for skilled content creators in the Media & Entertainment segment.

Join one of the industry-ready courses at MAAC as soon as possible. We'll help you shape your talent and facilitate growth and success in your career.

MASTER YOUR CRAFT

Our courses are specifically designed to suit the demands of a rising global industry.

ANIMATION

VFX

DIGITAL DESIGN

GAMING

BROADCAST

VIRTUAL REALITY

AUGMENTED REALITY

THE WORLD OF GEN AI



*Applies to select courses only. Terms and Conditions apply.

Source: <https://mib.gov.in/sites/default/files/AVGC-XR%20Promotion%20Taskforce%20Report%20-%202022.pdf>

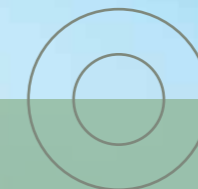


DIVE INTO THE WORLD OF ANIMATION

Animation has fascinated us all, right from our childhood. We've imagined creating our own shows, characters, storylines and much more. The wonders of animation can bring to life ideas, characters, and so many different stories. Here are the 3 steps that build the process of animation:

ANIMATION

Scan to see our students' work



PRE-PRODUCTION

The first stage comprises creating a visual form and defining the character design for the story. It's followed by storyboarding, where the story is detailed out frame by frame. Post storyboarding, the individual panels are edited together along with dialogue, music and sound effects to see the entire flow of a movie in a process known as animatics. It is the most important stage of the entire 3-stage process, which helps to conceive and design the film.

PRODUCTION

Production begins with modelling or creating Computer Generated (CG) backgrounds, characters, and props for the characters designed in pre-production. These 3D models are then sent for texturing, where they are given another layer of authenticity by adding accessories and backgrounds. The next step involves rigging, where bone structures are added, connected to customised controls. Then the Animation of these characters is done, based on the requirement of the scene. These pieces are then given lighting for that authentic look and feel. Finally, each shot is rendered to create the final output.

POST-PRODUCTION

The final stage involves compositing and editing. This brings together all the rendered elements from the previous stage and compiles them to form a single image sequence. It also adds post-processing effects that finally enhance the overall look and feel. Post this process, sound effects are added to give the film another layer and more depth. The background music, soundtracks and voice-overs bring the film to life. Finally, the shots are compiled and edited in seamless sync.





AD3D EDGE PLUS

The realm of 3D Animation offers storytellers unparalleled opportunities to craft narratives in captivating ways. From the mesmerizing realms of animated films to beloved cartoons and shows, these fantastical worlds captivate audiences of all ages. With this premier course, you will embark on the journey to turn your dreams into reality.

NEW FEATURES:

- The world of GEN AI • Adobe Sampler + RealityCapture
- Quixel Mixer • Arnold • V-Ray • Adobe Stager
- Enhanced Brush Module • Marvelous Designer • Substance Painter
- Katana • Motion Builder • Video Based AI Motion Capture

CAREER OPTIONS

- Graphic Designer • UI & UX Designer • Web Designer • Digital Designer
- Template Designer • Designer for Interactive E-learning
- Digital Content Developer • Video Editor • Illustrator • Social Media Designer
- Channel Packaging • Media Packaging • Mobile Content Designer

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DURATION: 576 HRS

COURSE CONTENT

SEMESTER I:

- Fundamentals of Visual Design • Introduction to Digital Content
- Digital Design • Basics of Film Making • World of Generative AI
- Layout & Animatics • Video and Sound Editing • Basics of Compositing

SOFTWARE** COVERED

- Adobe Photoshop • Storyboarder • Adobe Premiere & Audition
- Adobe After Effects

SEMESTER II:

- Introduction to 3D World • 3D Design • Introduction to Texturing
- Fundamentals of CG Lighting • Advanced Lighting & Rendering - 1
- Hierarchy, Connections & Character Set-up
- Introduction to 3D Animation • Dynamics and FX

SOFTWARE** COVERED

- Autodesk 3dsmax • V-Ray

SEMESTER III:

- Introduction to Maya • 3D Modeling • Materials & Textures • PBR Texturing
- CG Lighting • Advanced Lighting & Rendering - 2 • Prop & Character Setup
- Animation • Particles, nDynamics & Advanced Effects in Bifrost

SOFTWARE** COVERED

- Autodesk Maya • Substance Painter • Arnold

SEMESTER IV:

- Cloth Simulation & FX • Hair Grooming • Virtual Cinematography
- Photogrammetry Workflow • Real-Time PBR Texturing
- Visual Design for Games • Realtime 3D • Specialization

SOFTWARE** COVERED

- Marvelous Designer • Autodesk Maya - XGen • Adobe Stager
- Adobe Sampler + RealityCapture • Quixel Mixer • Unreal Engine • Selective





ELECTIVE SPECIALISATION OPTIONS

(WITH AD3D EDGE PLUS COURSE)

ELECTIVE SPECIALISATION WITH AD3D EDGE PLUS

Elective Specialisation helps students improve their skills and expertise, thereby resulting in a high level of efficiency.

AD3D EDGE PLUS offers Elective Specialisation for you in the course structure.

You can choose any 1 specialisation from the 3 options available:

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MODELLING & TEXTURING

COURSE CONTENT

- Art & Technical Aesthetics • Inorganic Modelling
- Stylised Character • Realistic Character
- Low Poly Character for Games • Digital Sculpting

SOFTWARE** COVERED

- Autodesk® Maya® • Zbrush • Substance Designer

LIGHTING

COURSE CONTENT

- Fundamentals of CG Lighting, Design & Colour Theory
- CG Lighting & Use of Shader • Lighting Environments
- Advance Shaders • Production Tips & Tricks

SOFTWARE** COVERED

- Autodesk® Maya® • Redshift • Katana

ANIMATION

COURSE CONTENT

- Animation Foundation • Character Animation & Body Dynamics
- Basic Performance Animation • Advanced Performance Animation

SOFTWARE** COVERED

- Autodesk® Maya® • Motion Builder





3D & REAL-TIME DESIGN PLUS

This course is thoughtfully designed to lay the cornerstone for students. It offers a comprehensive understanding of 3D modeling, animation and real-time rendering. Game development, visual effects, architectural visualization or multimedia design – you could be inclined towards any of these fields. This transformative course will empower you to bring your creative ideas to life, for all of them.

 **DURATION: 384 HRS**

 **COURSE CONTENT**

 **SEMESTER I:**

- Fundamentals of Visual Design • Introduction to Digital Content
- Digital Design • Basics of Film Making • World of Generative AI
- Layout & Animatics • Video and Sound Editing • Basics of Compositing

 **SOFTWARE** COVERED**

- Adobe Photoshop • Storyboarder • Adobe Premiere
- Adobe Audition • Adobe AfterEffects

 **SEMESTER II:**

- Introduction to Maya • 3D Modeling • Materials & Textures • PBR Texturing
- CG Lighting • Advanced Lighting & Rendering 2 • Prop & Character Setup
- Animation • Particles, nDynamics & Advanced Effects

 **SOFTWARE** COVERED**


- Autodesk Maya • Substance Painter • Arnold

 **SEMESTER III:**

- Digital Sculpting & Advanced CG Modeling • Photogrammetry Workflow
- Visual Design for Games • Realtime 3D • Cloth Simulation & FX

 **SOFTWARE** COVERED**

- Marvelous Designer • ZBrush • Unreal Engine
- Adobe Sampler + RealityCapture

 **CAREER OPTIONS**

- 3D Modeling Artist • Texturing Artist • Environment Artist • Lighting Artist
- Render Wranglers • 3D Animator • Rigging Artist • 3D Generalist
- 3D Visualizer • Game Asset Artist • Pre-Visualization Artist • Look Dev Artist
- Product Modeling • CG Layout Artist



PROGRAM IN 3D ANIMATION FILMMAKING

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D3D

Bring your imagination to life through our program in 3D animation filmmaking that concentrates on storyboarding, 3D filmmaking, character animation & more. D3D is a career course that covers all the aspects of 3D animation filmmaking. This course prepares you for the professional world of 3D animation by providing extensive classroom and practical training, with the use of the latest software and portfolio development support.

 **DURATION: 432 HRS**

COURSE CONTENT

- Pre-production • Storyboarding • Concepts of Filmmaking
- Digital Painting • Matte Painting • BG Modelling & Surfacing
- 3D Character Development • Texturing & Look Development
- Lighting & Rendering • Particle & Dynamics
- Rigging & Character Setup • Character Animation

SOFTWARE COVERED**

- Adobe Photoshop • Adobe After Effects
- Adobe Premiere • Adobe Audition • Autodesk® 3DS Max®
- Autodesk® Mudbox® • Autodesk® Maya®
- Adobe Substance 3D Painter

CAREER OPTIONS

- 3D Modelling Artist • Texturing Artist • Lighting Artist
- Render Artist • 3D Generalist • Character Animator
- Layout Artist • Rigging Artist • 3D Visualizer



PROGRAM IN ANIMATION FILMMAKING

**Please refer to page no. 56 for Trademark Attribution.

DAFM

Learn everything involved in animation and 'live-action filmmaking' through a one-year course that leads you to a rewarding career.

Our DAFM course emphasizes on the creative and technical aspects of filmmaking. The course focuses on cinematography, character design, modelling, texturing, lighting, 3D animation and more. Students will learn all about animation and the process of live action filmmaking in just a year, helping them build a successful career.

 **DURATION: 288 HRS**

COURSE CONTENT

- Pre-production • Storyboarding • Cinematography
- Concepts of Filmmaking • Digital Design • Compositing
- Sound Editing • Concepts of Video Editing • Modelling & Texturing
- Lighting & Rendering • Particle & Dynamics
- Character Setup & Skinning • Character Animation

SOFTWARE COVERED**

- Adobe Photoshop • Adobe After Effects • Adobe Premiere
- Adobe Audition • Autodesk® 3ds Max® • Autodesk® Mudbox®
- Storyboarder • GEN AI • V-Ray

CAREER OPTIONS

- Design Visualisation Artist • Lighting Artist
- Animator • Rigging Artist • Motion Graphic Artist
- Digital Designer • Modelling Artist

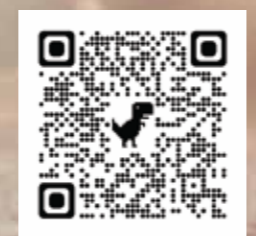


VISUAL EFFECTS

GRASP THE POWER OF VFX

The Media and Entertainment industry has enabled the VFX sector to soar greater heights. Visual effects are often integral to a movie's story and appeal and allow creators and filmmakers to make breathtaking imaginary universes and achieve stunts that would be impossible to film in the real world. Whether it's creating massive destruction scenes or expanding the scope of production, nearly every film now requires visual effects for support. VFX has a fluid and overlapping pipeline, depending on the storyline of the content being created. For ease of understanding, it is classified into 3 stages:

Scan to see our students' work



PRE-PRODUCTION

Pre-production starts with the pre-visualisation or pre-viz of the story. An integral part of every VFX shoot is the guide during live shoots, for frames and shots. Pre-viz involves story ideation, scriptwriting, storyboarding, animatics, initial concept art, character design, BG design and the colour key for look development.


PRODUCTION

After pre-production, live shoots of the scenes are done using filmmaking techniques. The production stage also includes integrating Computer Generated (CG) characters, background and effects that blend with live action. CG production consists of 3D modelling, texturing, rigging, animation, lighting, rendering and FX. The production also involves shooting High-Dynamic-Range Images (HDRI) to create image-based lighting for 'CG-live Action' integration.

POST-PRODUCTION

Post shooting, rotoscoping and clean-up (wire/object removal, etc.) is done for each frame. Going forward, with accurate camera tracking, the matching of the live action camera along with a CG camera is carried out. Artists then create the frames and backgrounds for the final output. Here, with matte painting and virtual 3D worlds, the artists replace the background and then blend it together through compositing so that all the visuals from the live-action and CG come together to create a photorealistic output.






ADVANCED PROGRAM IN VISUAL EFFECTS

ADVFX PLUS

VFX is integral to various forms of content creation, including films, TV commercials, web-series and digital content. With ADVFX, you will get a comprehensive understanding of fundamental as well as advanced techniques of VFX. It will equip you with both – the aesthetic and the technical aspects of this skill. It will cover the smallest of detail related to visual effects and will aim to make you a master in this field.

Worldwide, the demand of high quality VFX is growing by the day. We at MAAC, have recognized the immense potential, and have developed this intensive program ADVFX Plus to nurture your VFX skills that set you apart as industry leaders.



CAREER OPTIONS

- Rotoscopy Artist • BG Prep Artist
- Layout Artist • 3D Camera Tracking Artist
- CG Compositor Motion Graphic Artist (2D)
- VFX Compositor • FX Artist
- Pre-Visualization Artist • Rotomation Artist
- Look Dev Artist • Video Editor
- Matte Painter (DMP Artist)
- Motion Graphics Artist (3D) • Lighting Artist
- Render Wranglers • VFX Generalist
- CFX Artist • Channel Packaging

 **DURATION: 576 HRS**

 **COURSE CONTENT**

 **SEMESTER I:**

- Fundamentals of Visual Design • Introduction to Digital Content
- Digital Design • Basics of Film Making • World of Generative AI
- Layout & Animatics • Video and Sound Editing • Basics of Compositing

 **SOFTWARE** COVERED**

- Adobe Photoshop • Storyboarder • Adobe Premiere & Audition • Adobe After Effects

 **SEMESTER II:**

- Introduction to 3D World • 3D Design • Introduction to Texturing
- Fundamentals of CG Lighting • Hierarchy, Connections & Character Set-up
- Introduction to 3D Animation • 3D Modeling • Materials & Textures
- PBR Texturing

 **SOFTWARE** COVERED**

- Autodesk 3DS Max • Autodesk Maya • Substance Painter

 **SEMESTER III:**

- CG Lighting • Advanced CG Lighting & Rendering • Virtual Cinematography
- Prop & Character Set-up • Animation • Hair Grooming • Particles, nDynamics & Advanced Effects • Photogrammetry Workflow • Introduction to Procedural FX

 **SOFTWARE** COVERED**

- Arnold • Adobe Stager • Autodesk Maya • Autodesk Maya - Xgen
- Adobe Sampler + RealityCapture • Houdini

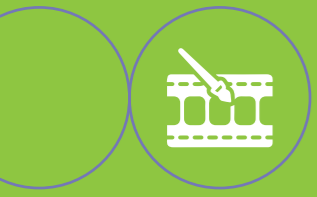
 **SEMESTER IV:**

- Introduction to Pyro and Fluids FX • Cloth Simulation & FX
- Introduction to Rotoscopy • Planar Motion Tracking
- Camera Tracking and MatchMove • Advanced Compositing
- Look Development • Advanced Video Editing

 **SOFTWARE** COVERED**

- Houdini • Marvelous Designer • Mocha • SilhouetteFX
- 3D Equalizer • Nuke • Katana • DaVinci Resolve

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PROGRAM IN VISUAL EFFECTS



VFX PLUS

Worldwide, the demand for VFX professionals is increasing due to the expanding scope of entertainment media, the rise of digital platforms and the desire for immersive visual experiences. We have hence, introduced a course aimed at cultivating expertise within a simulated studio atmosphere. With real-world deadlines, you'll refine your skills while preparing to excel in the VFX domain. VFX Plus provides comprehensive training in cutting-edge visual effects software and techniques essential in contemporary filmmaking. All in all, it will equip you to tackle sophisticated projects within an authentic studio setting.

DURATION: 384 HRS

TERM I:

- Fundamentals of Visual Design • Introduction to Digital Content • Digital Design
- Basics of Film Making • World of Generative AI • Layout & Animatic
- Video and Sound Editing • Basics of Compositing

SOFTWARE** COVERED

- Adobe Photoshop • Storyboarder • Adobe Premiere • Adobe Audition
- Adobe AfterEffects

TERM II:

- Introduction to Maya • 3D Modeling • Materials & Textures • PBR Texturing
- CG Lighting • Advanced Rendering • Animation • Prop & Character Setup • Particles
- Dynamics • Advanced Effects

SOFTWARE** COVERED

- Autodesk Maya • Arnold • Substance Painter

TERM III:

- Introduction to Rotoscopy • Planar Motion Tracking • Photogrammetry Workflow
- Camera Tracking and MatchMove • Advanced Compositing

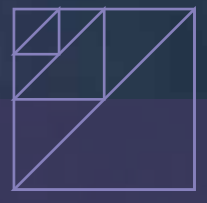
SOFTWARE** COVERED

- Mocha • SilhouetteFX • Adobe Sampler + RealityCapture • 3D Equalizer • Nuke

CAREER OPTIONS

- Rotoscopy Artist • BG Prep Artist • Layout Artist • Video Editor • CG Composer
- 3D Camera Tracking Artist • VFX Composer • Motion Graphic Artist (2D)
- Rotomation Artist • Channel Packaging • Matte Painter (DMP Artist)
- Motion Graphics Artist (3D) • Lighting Artist • Render Wranglers

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PROGRAM IN COMPOSITING AND EDITING PLUS

COMPOSITING AND EDITING PLUS

To truly complete any film, TV or music video, the last stage of production creates the actual look and feel. You will be equipped to thoroughly understand and excel in rotoscoping, match moving, BG prep, compositing and editing.

Compositing & Editing Plus is a career course designed to train you in two of the most important aspects of visual effects - compositing and editing. It is at this stage that different visual elements are combined together to create one scene or a complete sequence. This course prepares you to excel in techniques of compositing & editing, which are integral parts of the filmmaking process.

 **DURATION: 240 HRS**

COURSE CONTENT

- Basics of Filmmaking • Digital Design • Video Editing
- Sound Editing • Layer-based Compositing • Art of Rotoscopy
- Match Moving • Camera Tracking • Motion Graphics
- Audio-Video Synchronisation • Node-based Compositing
- Stereoscopic Pipeline • 3D Camera Projection
- Live Action Compositing • Editing with FCP

SOFTWARE** COVERED

- Adobe Photoshop • Adobe After Effects • Adobe Premiere
- Adobe Audition • Fusion • Mocha • Silhouette
- 3D Equalizer • Foundry Nuke™ • FCP

CAREER OPTIONS

- Compositor • Roto Artist • Paint Artist • BG Prep Artist
- Stereo Depth Grade Artist • Match Moving Artist
- Motion Graphics Artist • Video Editor

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DIGITAL DESIGN & CONTENT CREATION



Scan to see our students' work



As the world embraces everything virtual, digital design and multimedia is more relevant than ever!

Multimedia refers to interactive computer elements such as text, pictures, video, graphics, animation and sound combined into a single form to deliver the message. This field, which encompasses communication through visual and virtual means, is relevant in many industries and reflects a growing need for new ways to exchange ideas and information through compelling media.

In recent years, there has been a rising demand for graphic and digital design jobs. The dynamic digital innovation taking over the world requires skilled talent that performs exceptionally. There is also a huge demand for content creators for social media platforms, where digital design is one of the most needed skills. MAAC's courses in Digital Design & Content Creation train you to master all aspects of graphic design for print and digital media, web design and 2D/3D animation. The courses combine creativity with technology in a way which makes you skilled in every aspect of Digital Design & Content Creation.

COME DISCOVER THE WORLD OF DESIGN AND UNLOCK EXCITING CAREER POSSIBILITIES.

BUILD CAREERS IN:

- ADVERTISING AGENCIES
- GRAPHIC DESIGN STUDIOS
- E-LEARNING COMPANIES
- PRINT & PUBLISHING HOUSES
- DIGITAL MARKETING AGENCIES
- TV PRODUCTION HOUSES
- 2D ANIMATION HOUSES
- WEBSITE DESIGN & DEVELOPMENT COMPANIES



ADVANCED PROGRAM IN DIGITAL MEDIA CREATION

APDMC

Advanced Program in Digital Media Creation is a specialized course designed to provide in-depth knowledge and skills in various aspects of digital media creation. This program is ideal for individuals who are looking to build a career in the field of digital media, including graphic design, animation, video production, web design and more. The curriculum of an advanced program in digital media creation typically covers a wide range of topics, including digital imaging, 3D modeling and animation, sound editing, video editing and production, web design and development, and interactive media design. Throughout the course, students will have the opportunity to work on various projects and assignments, allowing them to apply their skills and knowledge in practical settings.

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DURATION: 402 HRS

TERM 1: DIGITAL CONTENT

- Introduction to Digital Content • Digital Design with Adobe Photoshop
- Image Editing in Adobe Lightroom
- Vector Design in Adobe Illustrator
- Advanced Graphic Design in Adobe Illustrator
- Digital Publishing in Adobe InDesign
- 3D Design for Product Advertising in Adobe Dimensions
- Branding Case study

TERM 2: VIDEO & WEB CONTENT

- Video Editing in Adobe Premiere • Introduction to Adobe Rush
- Sound Editing in Adobe Audition • Advanced CSS
- Motion Graphics with Adobe AfterEffects
- Motion Design in Adobe Animate • Concepts of UI Design
- UI and UX Design (Figma & Adobe XD)
- HTML 5 with Adobe Dreamweaver • Cascading Style Sheets - CSS 3

TERM 3: 3D CONTENT DESIGN

- Autodesk Maya Modeling • Autodesk Maya Texturing
- Adobe Substance Painter • Autodesk Maya Lighting
- Autodesk Maya Rigging • Autodesk Maya Animation
- Autodesk Maya Particles, Dynamics & Tech Animation
- Virtual Staging in Adobe Substance 3D Stager

CAREER OPTIONS

- Communication Designer • Digital Storyboard Artist • Graphic Designer
- Web Designer • Illustrator • Media Content Manager • Visualizer
- Mobile Content Designer • Media Packaging Artist • Page Layout Artist
- Template Designer • User Interface Designer • UX Designer • Video Editor
- 2D Animator • 3D Animator • 3D Modelor • Texturing Artist
- Motion Graphic Artist • Video Production • Digital Content Creator
- Designer for Interactive E-learning



DGWA PLUS

There is a growing global demand for skilled professionals who can design engaging websites, produce appealing digital graphics and craft immersive 2D animations. The trend towards digitalization has elevated the importance of high-quality visuals, driving appreciation for the impactful work done by DGWA specialists.

Which is why we have designed this course which includes hands-on experience for you to excel in all of these areas with real-time projects. With the knowledge and mastery of DGWA+, you will be ready to unlock the best job prospects and unleash your talent.

PROGRAM IN GRAPHICS, WEB AND 2D ANIMATION

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 **DURATION: 288 HRS**

 **COURSE CONTENT**

 **SEMESTER I:**

- Introduction to Digital Content • Digital Design • Image Processing
- Vector Illustration • Digital Publishing • World of Generative AI

 **SOFTWARE** COVERED**

- Adobe Photoshop • Adobe Lightroom • Adobe Illustrator • Adobe InDesign

 **SEMESTER II:**

- Concepts of UI Design • UI & UX Design • HTML • Cascading Style Sheets
- Designing with Framework • Interaction Design • Video and Sound Editing

 **SOFTWARE** COVERED**

- Figma/Adobe XD • Adobe Dreamweaver • VSCode
- Adobe Premiere & Audition • Java Script

 **SEMESTER III:**

- Principles of Design • Motion Design • Portfolio Development
- Basics of Compositing • Fundamentals of 2D Animation

 **SOFTWARE** COVERED**

- Adobe Animate • Adobe After Effects • ToonBoom-Harmony

 **CAREER OPTIONS**

- Graphic Designer • UI & UX Designer • Web Designer • Digital Designer
- Template Designer • Designer for Interactive E-learning
- Digital Content Developer • Video Editor • Illustrator • Social Media Designer
- Channel Packaging • Media Packaging • Mobile Content Designer



UI & UX

In today's digital age, the success of any product or service hinges on its ability to deliver a seamless and enjoyable user experience. From websites and mobile apps to software interfaces and interactive kiosks, UI & UX designers play a crucial role in shaping the way people interact with technology.

**Please refer to page no. 56 for Trademark Attribution.

 **DURATION: 152 HRS**

COURSE CONTENT

- Design Fundamentals • Introduction to Digital Content
- Digital Design • Vector Illustration
- Concepts of UI & UX Design • UI & UX Design • HTML
- Cascading Style Sheets • Designing with Framework
- World of Generative AI • Project Building

SOFTWARE COVERED**

- Adobe Photoshop • Adobe Illustrator • Bootstrap
- Figma/XD • Dreamweaver • VS Code

CAREER OPTIONS

- UI & UX Designer • Senior UI & UX Designer
- UI & UX Specialist • Web Designer • Digital Designer
- Illustrator • Social Media Designer

APDMD

A holistic course that provides you with training in print, web, 2D animation and responsive web design. Get ready to rule the print and digital space with a comprehensive course that uses industry-endorsed techniques to make you a creative skilled professional. Attain skills in rich media content, graphic designing, website design & development and 2D animation.

ADVANCED PROGRAM IN DIGITAL MEDIA & DESIGN

CAREER OPTIONS

- Communication Designer • Digital Storyboard Artist
- Graphic Designer • Web Designer • Illustration Artist
- Media Content Manager • Packaging Designer
- Page Layout Artist • Template Designer
- User Interface Designer • UX Designer • App Designer
- Visualizer • 2D Animator • Advertising Art Director
- Digital Designer for Interactive E-learning

DURATION: 384 HRS

TERM I: CERTIFICATE IN GRAPHIC & PRINT DESIGN

- Fundamentals of Design & Drawing • Concepts of Graphic & Illustration • Graphic Design • Image Editing • Page Layout

TERM II: CERTIFICATE IN WEB & INTERACTIVE DESIGN

- Concepts of Web Design • Webpage Designing • Interactive Design
- Video Editing • Sound Editing • Fundamentals of JavaScript

TERM III: CERTIFICATE IN ADVANCED WEB DESIGN

- Animation & Interactivity for Web • Front-end Designing
- Interactive Digital Publication • Basics of PHP & MySQL
- Concept of Content Management System

TERM IV: CERTIFICATE IN 2D ANIMATION

- Basics of 2D Animation • Digital Storyboarding
- Digital 2D Animation

SOFTWARE** COVERED

- Adobe Illustrator • Adobe Photoshop • Adobe InDesign
- HTML5 • Adobe Dreamweaver • Adobe Animate • Adobe Premiere
- Java Script • Angular JS • Adobe Audition • CSS
- Wordpress • Toon Boom Storyboard Pro • Toon Boom Harmony
- Adobe ActionScript • Adobe XD • Bootstrap

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PROGRAM IN BROADCAST DESIGN

BROADCAST PLUS

The broadcast media has boundless potential, not just with its glamour and charm, but also the scale at which it touches people. With the demand for broadcast designers constantly on the rise, MAAC has designed a program for you to have a stellar career in this medium. The course content of Broadcast Plus covers the fundamentals and advanced techniques of broadcasting. From the basics of digital filmmaking and digital design to lighting, rendering and editing with FCP, the course covers almost every major aspect of broadcasting. Get ready for an exciting career in the broadcasting industry with our program in broadcast design.

 **DURATION: 432 HRS**

COURSE CONTENT

- Basics of Digital Filmmaking • Digital Design
- Video Editing • Sound Editing • 3D Design & Modelling
- Look Development • Lighting and Rendering
- Layer Based Compositing • Chroma Screen Removal
- 2D Motion Graphics • 3D Motion Graphics • Editing with FCP
- Project & Case Studies for Motion Graphics

SOFTWARE COVERED**

- Adobe Photoshop • Adobe Premiere • Adobe Audition
- Adobe After Effects • Autodesk® 3DS Max®
- Autodesk® Mudbox® • Cinema 4D • FCP

CAREER OPTIONS

- 2D Motion Graphics Artist
- 3D Motion Graphics Artist • UI Designer
- Corporate Presentation Specialist
- Video Editor • Graphic Designer • Broadcast Designer

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SKILL ENHANCEMENT COURSES

With better understanding, come better opportunities. At MAAC, our Skill Enhancement Short-Term courses help you polish and perfect your skills. We offer short-term courses in all segments of the Media & Entertainment Industry - Animation, VFX, Multimedia, Graphic & Web Designing and Gaming, among many more. Here you get the opportunity to learn a wide range of software, helping you reach the goals you set for yourself!

BLENDER PRO

Blender is a free and open source 3D creative suite. It supports the entirety of the 3D pipeline - modelling, rigging, animation, simulation, rendering, compositing, motion tracking, video editing and game creation. This software is catching up big time, where major mid-size studios have changed their 3D pipeline to the Blender software. This software is also being used to create 3D game assets.

 **DURATION: 144 HRS**

COURSE CONTENT

- 3D Design & Modelling • Texturing
- Look Development & Rendering • CG Lighting
- Particles & Dynamics • Hair, Fur, Cloth
- Character Setup & Skinning • Character Animation

CINEMA 4D PRO

Known throughout the VFX and Graphic Design industry as a leading motion graphics powerhouse, Cinema 4D is packed with all the tools you need to make engaging and professional graphic content. This course covers Cinema 4D's robust motion graphics, also known as MoGraph, effective lighting techniques and various tools and examples covering different aspects of broadcast design and 3D motion graphics. Aimed for both, the beginner, eager to jump into the 3D motion graphics world, as well as for the more seasoned broadcast designer who wants to deepen his knowledge of the features of this wonderful software.

 **DURATION: 120 HRS**

COURSE CONTENT

- 3D Design • Non-destructive Modelling
- Texturing and Look Development
- Lighting and Rendering • Particle Dynamics
- Hair and Cloth FX • MoGraph tools • Volume Based Modelling
- Rendering Solution with ProRender & Physical renderer



MAX PRO

MAX Pro trains students in texturing, lighting, modelling, skinning and character setup. Students will be introduced to 3DS Max software. The usage of the latest software like 3DS Max helps to understand the functioning of the animation industry and the kinds of tools and technologies used. The MAX Pro course at MAAC helps students to learn the fundamentals of the 3D world along with advanced areas like dynamics and animation.

 **DURATION: 144 HRS**

COURSE CONTENT

- Introduction to 3D World • 3D Design & Modelling
- Texturing & Look Development • Digital Sculpting • Lighting
- Character Setup & Skinning • Dynamics • Animation

SOFTWARE COVERED**

- Autodesk® 3DS Max® • Autodesk® Mudbox®

3D SKILL ENHANCEMENT

**Please refer to page no. 56 for Trademark Attribution.

MAYA PRO

Maya is one of the leading animation software in the 3D industry and is used extensively in gaming and film. This software can create heavy models, which help us give Ultra 3D effects that create a realistic view at the user end. In this course, you also get to pick a specialisation of your choice, which makes you a pro in that domain.

 **DURATION: 192 HRS**

COURSE CONTENT

- 3D Design & Modelling • Texturing • Look Development & Rendering
- CG Lighting • PBR Workflow • Particles & Dynamics • Hair, Fur, Cloth
- Character Setup & Skinning • Character Animation

Elective Specialisation Options - Choose any one specialisation

MODELLING & TEXTURING

COURSE CONTENT

- Art & Technical Aesthetics • Inorganic Modelling • Stylised Character
- Realistic Character • Digital Sculpting • Low Poly Character for Games

SOFTWARE COVERED**

- Autodesk® Maya® • Adobe Substance 3D Painter • Substance Designer • Zbrush

LIGHTING

COURSE CONTENT

- Fundamentals of Lighting, Design & Colour Theory • CG Lighting & Use of Shader
- Lighting Environments • Advance Shaders • Production Tips N Tricks

SOFTWARE COVERED**

- Autodesk® Maya® • Zbrush • Adobe Substance 3D Painter • Katana • Redshift

ANIMATION

COURSE CONTENT

- Animation Foundation • Character Animation & Body Dynamics
- Basic Performance Animation • Advanced Performance Animation

SOFTWARE COVERED**

- Autodesk® Maya® • Zbrush • Adobe Substance 3D Painter • Motion Builder





DESIGN VISUALISATION & COMPOSITING

DESIGN VIZ PRO

Design Viz Pro allows you to deep dive into design and visualisation, right from planning to execution. If you want to give a 3D form to a design in the field of architecture, engineering, or landscape designs before they are built, then this course is best suited for you. Some of the major areas of the course are simulation, interactive design, video editing, and real world lighting. On successful completion of this course, you will be able to make a career in the animation industry, architecture & engineering companies and event production houses.

 **DURATION: 180 HRS**

COURSE CONTENT

- Photoshop for Texturing • 3D Design Visualisation
- 3D Walk Through • Real World Lighting Simulation
- Video Editing • Interactive Design

SOFTWARE COVERED**

- Adobe Photoshop • Adobe Premiere
- Autodesk® 3DS Max® • Sketchup • Lumion • V-Ray • Unity



COMPOSITING PLUS

 **DURATION: 172 HRS**

COURSE CONTENT

- Digital Design • Layer-based Compositing
- Node-based Compositing • Art of Rotoscopy • Match Moving
- Camera Tracking • Title Graphics • Stereoscopic Pipeline
- 3D Camera Projection • Live Action Compositing

SOFTWARE COVERED**

- Adobe Photoshop • Adobe After Effects • Fusion
- Mocha • Silhouette • 3D Equalizer • Nuke™

ADVANCE COMPOSITING

 **DURATION: 72 HRS**

COURSE CONTENT

- Live Action Compositing • Multipass Compositing Techniques
- Rotoscopy • 3D Camera Projection • Planar Tracking

SOFTWARE COVERED**

- Nuke™ • Silhouette • Mocha

**Please refer to page no. 56 for Trademark Attribution.



DIGITAL FILMMAKING & PHOTOGRAPHY

DIGITAL PHOTOGRAPHY***

A picture can tell an entire story! That's the power of photography. This revolutionary course provides you with the ideal structure to acquire the skills that help you perform exceptionally in the industry.

 **DURATION: 28 HRS**

COURSE CONTENT

- Principles of Photography • Working with ISO • Exposure
- Concept of Aperture & Shutter Speed • Auto & Manual Focus
- Framing & Composition • Depth of Field • Outdoor Photography
- Portrait & Product Photography • Fundamentals of Photo Editing
- Studio Lighting Techniques



DIGITAL FILMMAKING (DFM)

The Digital Filmmaking course is a preferred short term course, where students can learn the basics and core areas of filmmaking, like pre-production techniques, linear editing, sound editing, and clay animation. A hands-on experience with software like Photoshop, Audition, Premiere, and After Effects make you an expert so you can work as a cinematographer, director, producer or screenwriter.

 **DURATION: 144 HRS**

COURSE CONTENT

- Pre-production • Concepts of Filmmaking • Digital Design
- Basics of Compositing • Sound Editing • Concepts of Non-linear Editing

SOFTWARE COVERED**

- Adobe Photoshop • Adobe After Effects
- Adobe Premiere • Adobe Audition • Storyboarder



THE MAAC ADVANTAGE

We are here for your success. Here's how MAAC helps students discover exciting career opportunities.



One of the biggest advantages of joining MAAC is getting to be industry-relevant. We incorporate the latest advancements to make the entire learning experience richer. We have hence started powering our courses with GEN AI to help our students enhance their creative output.

*Applies to select courses only. Terms and Conditions apply.

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SPECIALISED, ADVANCED COURSES
Designed in sync with industry requirements, helping students become job-ready, skilled professionals.
- 

CERTIFIED FACULTY MEMBERS
Our certified and trained faculty members transform students into expert professionals.
- 

PLACEMENT ASSISTANCE*
Complete support to students with career opportunities.
- 

INDUSTRY EXPOSURE
Regular interaction with Industry Professionals and Subject Matter Experts.
- 

EDUCATIONAL EVENTS
An array of events that help make students industry-ready.
- 

ONLINE VARSITY
A unique digital platform that lets students learn anytime, anywhere.
- 

CREOSOULS
Access an online portfolio management platform that provides lucrative career opportunities to students.
- 

ENHANCED LEARNING WITH AUGMENTED REALITY
AR integrated books to enhance a student's learning experience.





MAACXIMUM EDGE

We have a wide array of industry-backed events and contests that help students hone their talents and give them wider exposure to industry stalwarts.



24 FPS is an exclusive annual event of MAAC for the students that is held every year since its inception in 2003. This marquee property of MAAC is a springboard to showcase the student's talent and growth from strength to strength. The 'who's who' of the Media Entertainment Industry are a part of this event. 24 FPS receives 1,500+ International entries from 100 countries.



The 100 Hours – Creative Marathon is a filmmaking competition where students from different MAAC centres will work in teams to create 20-25 second films in a span of 100 hours at a stretch. The competition ecosystem allows the student teams to compete with each other at an inter-centre and country level. With expert mentorship, the students learn a professional approach while working on an animated short film.



MAAC Creative League (MCL) is one of the most popular events at MAAC wherein students from all centres participate, irrespective of their course, course duration, or academic qualification. Through MCL, a competitive ecosystem is created for every student to nurture, groom and improve their skills.



An initiative by MAAC that comprises master classes delivered by renowned experts from the media & entertainment industry. These master classes have been exclusively designed to give the students a glimpse into the professional world and make them industry-ready.



The idea behind NSM is to encourage students from all over the country to come together at one location and interact with Industry Experts along with fellow students from different parts of the country. The students get to be a part of creative and technical seminars, workshops, case studies and panel discussions.

INDUSTRY EXPERTS



ABHYUDAY GROVER

Founder & CEO, Resonance Digital

MAAC has definitely been a key influencer in my journey so far. One way to keep the momentum going is to have constant greater goals and I don't think any institute has raised the bar like MAAC has.



VIRAL THAKKAR

Creative Director/VFX Supervisor - ReDefine, India

Art is the magic of creating miracles every moment and artists are magicians who dream to create and create a dream. MAAC continues to create such magicians who make even the most complex work look so effortless.



RAJIV CHILAKA

Founder and CEO, Green Gold Animation Studio Pvt. Ltd.

Bring your imagination and ideas to life that lives forever. The curriculum at MAAC is specially designed to aid imagination and ideas and a way to bring those ideas and imagination to life.



RAJAT OJHA

CEO, Gamitronics

I haven't seen any educational institute putting this much effort to bring value and knowledge to students' lives the way MAAC does. It's incredible to see how MAAC has been playing the role of a perfect bridge between students and the industry for so long. The AVGC sector is finally booming in India and a lot of credit goes to MAAC to continue to produce high quality resources for this industry.



UTKARSH VEER

Founder & Managing Director, Rocksalt Interactive Games Pvt. Ltd.

MAAC has been putting noteworthy efforts by designing structured training programs for the aspiring art students and bridging the gap of the industry requirements and curriculum seamlessly and creating a versatile talent pool.



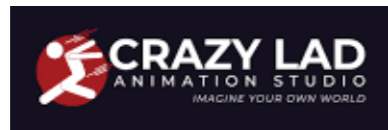
VRINDA SOOD

Chief Executive Officer, Citrus Ink Studios Pvt. Ltd.

MAAC is the stepping stone into the world of possibilities for every creative aspirant.

MAACXIMUM RECRUITMENT

Companies that have recruited our students.



& many more...

MAACXIMUM PLACEMENTS

Some of our top placed students.



RAJESH MUDUNURI

3D Generalist

Amazon

Salary ₹ 1,00,000 per month



JATIN BUNDELA

Concept Artist

Atomverse

(Truedim Technologies)

Salary ₹ 67,000 per month



VARUN KOTIAN

Graphic Designer & Video Editor

AB InBev

Salary ₹ 80,000 per month



ASHWINI GAONKAR

Graphic Designer

J B Chemicals

& Pharmaceuticals

Salary ₹ 66,000 per month

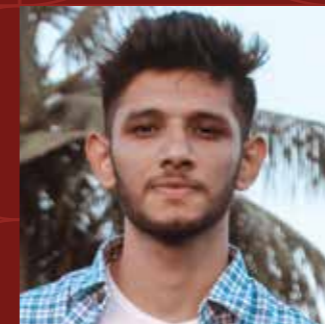


MOHAN MISHRA

Senior Animator & Video Editor

Cactus Communication Pvt. Ltd.

Salary ₹ 75,000 per month



PRASHAM PATEL

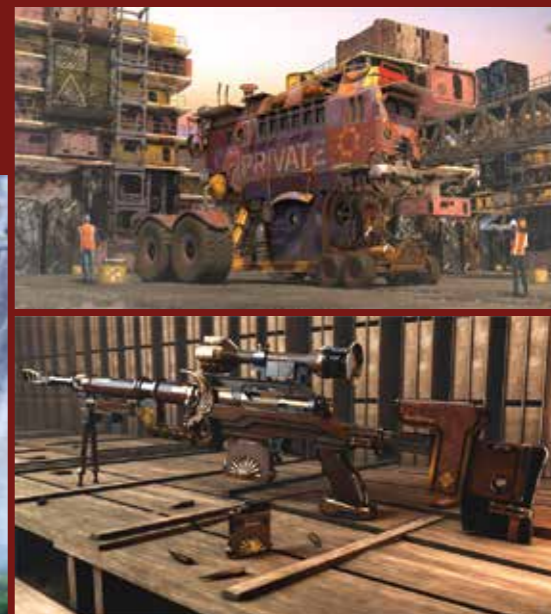
FX Artist

Sola Digital Arts

Salary ₹ 60,000 per month

MAACXIMUM CREATIVITY

A showcase of the work by our students.





MAACXIMUM CENTRES

150+ CENTERS ACROSS INDIA



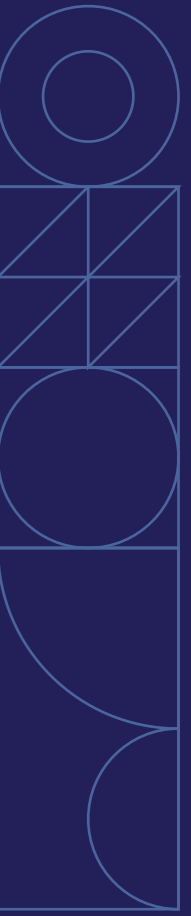
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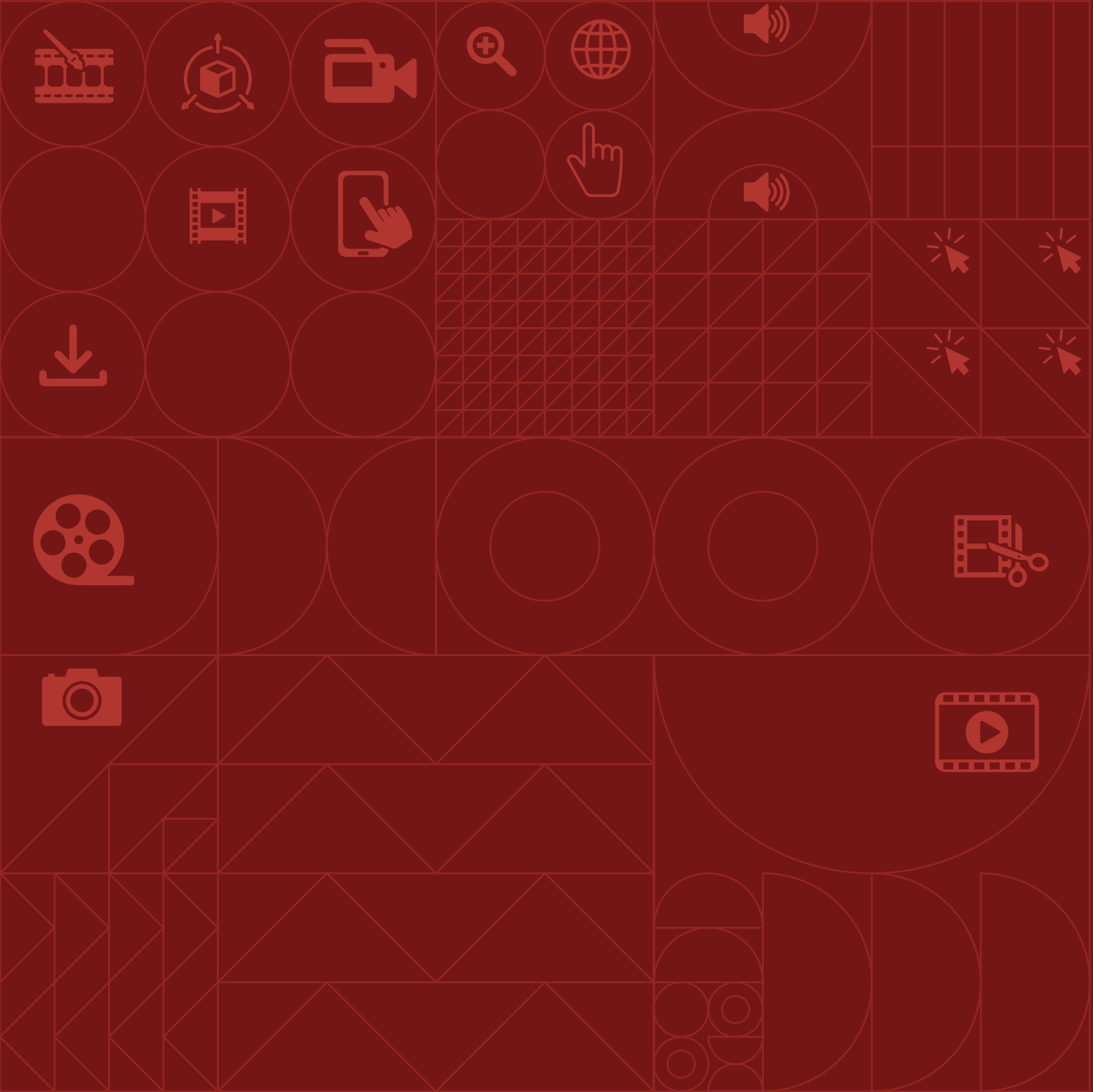
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