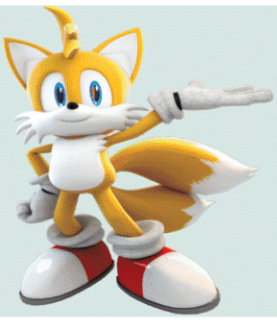
Be Qualified with Visual Media Course of INTERMEDIATE, DEGREE & DIPLOMA in

MULTIMEDIA GRAPHICS



MULTIMEDIA GRAPHICS | **COMPUTER ANIMATION** | **FILM MAKING & TELEVISION PRODUCTION**

If 'U' wish to be a part of
CORPORATE VISUAL MEDIA INDUSTRY
the only destiny..

SHAFT
ACADEMY OF MEDIA ARTS

ISO 9000-2001 CERTIFIED COLLEGE FOR VISUAL MEDIA COURSES

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www.shaftanimations.org info@shaftanimations.org

SHAFT Animation, An ISO9001-2000 Certified Institution for Multimedia Computer Animation & Graphics, **established in 2001**, with an aim of providing high quality Computer Graphic Education, in **Multimedia, Graphic & Web Design, 2D, 3D Animation, Visual Effects & Gaming**. We are herewith a strong zeal and motivation which has been spreading a technology break through, be it in department of either education or development in the field of MULTIMEDIA.. With cutting-edge technology, cultural compatibility, solid management & industry experience. **SHAFT** means" the slender, smooth stem of an arrow, hence an arrow".

Welcome to SHAFT MEDIA COLLEGE.

We are extending our services as the first Visual Media College for complete Visual Media Academic Education and offers courses starts from Media INTEMEDIATE Group, Visual Media Bachelors Graduation DEGREE, Post Graduate Degree (PG) and DIPLOMA programmes to make the students as Qualified and Qualitative Industry Professionals. Our live projects would enable the students to gain the knowledge of the realtime production environment. The education that is learnt in **SHAFT** enables the aspirant to understand the industry in a deeper manner.

The Academy provides quality education through career oriented courses by Senior Most Qualified Technicians, leading to Top JOB Placements. As we are also providing Visual Media Academic Education " To impart academic conceptual education with technical training in the sphere of Graphics , Animation, Film Making and Television Production."

VISUAL MEDIA INDUSTRY INVITES 'U'

VISUAL MEDIA is the most effective way of visual presentation in the Digital era, find its way into Corporate Presentations, Architectural, Computer based Tutorials, E-Learning, Web Designing, Interactive kiosks, Product Profiles , Television, Advertisements, Video games etc.... A Career in Visual Media demands for a thorough understanding in Creating , Capturing, Modifying & Editing of cardinal elements of Visual Industry viz.,

TEXT, IMAGE, GRAPHIC, ANIMATION, VIDEO & AUDIO.

VISUAL MEDIA ACADEMIC COURSES

INTER From BOARD OF INTERMIEDIATE EDUCATION, AP/ TS

C.G.A Computer Graphics & Animation

1st YEAR
- Part-A : English, GFC, OJT
- Part-B : Computer Fundamentals & MS-Office Programming in "C", FCGA

2nd YEAR
- Part-A : English, GFC, OJT
- Part-B : Graphic Designing, 3D Animation, Internet Technologies

C.S.E Computer Science & Engineering

1st YEAR
- Part-A : English, GFC, OJT
- Part-B : Computer Fundamentals & MS-Office, Programming in "C", Accountancy and Tally

2nd YEAR
- Part-A : English, GFC, OJT
- Part-B : Graphic Design & 3D Animation, DBMS and JAVA,Data Communications & Computer Networks.

B.Sc. MEDIA BACHELORS DEGREE PROGRAMS

From U.G.C. Recognised UNIVERSITY, Govt., of INDIA

Animation & VFX

SEM-1
English
Telugu
Computer Science
Animation, Sound
Communication skills
Foundation Course

SEM-2
English
Telugu
TV production
Computer Science
Intro to Animation
Communication skills
Foundation Course

SEM-3
English
Telugu
Computer Science
Intro to Maya
Script Writing
General Elective

SEM-4
General English
Computer Science
Corporate Communication
Visual Ethics and Analysis.
Foundation Course

SEM-5
Computer science
Compositing Multimedia
Modelling & Texturing
Animation & Rigging
Lighting & Rendering
Dynamics
sound For Animation

SEM-6
Facial Expressions
VFX for Production
advance Animation
Advance Matte Painting
Advance Story Board
3D&VFX portfolio

Computer Science

SEM-1
English
Second Language
Maths-1
Physics-1
Computer Science
Human Values and
Gender Sensitization

SEM-2
English-2
Second Language
Maths-2
Physics-2
Computer Science-2
Environmental
Studies

SEM-3
English-3
Second Language
Maths-3
Physics-3
Computer Science-3

SEM-4
English-4
Second Language
Maths-4
Physics-4
Computer Science-4

SEM-5
Maths-5
Physics-5
Computer Science-5
Maths-6
Physics-6
Computer Science-6

SEM-6
Maths-7
Physics-7
Computer Science-7
Maths-8
Physics-8
Computer Science-8
Project(Maths/Physics/CS)

Visual Communication

First Year
1.Language
2.English Prose and Composition
3.Computer Concepts and Office
4.Media Writing and Graphics
5.Effective Writing
6.Introduction to Drawing Concepts

Second Year
1.Communication Concepts and Media Ethics
2.Photography and Video Editing
3.Multimedia for Visual Communications
4.Desktop Publishing
5.Elements of Visual Advertising
6.Lab - II (Multimedia for Visual Communication)

Third Year
1.Computers in Media Design and Layout
2.Introduction to 3D Animations
3.Television Production
4.Multimedia for Visual Communication
5.Lab - IV (Video Production)
6.Lab - V (Multimedia for Vis com)

100% CAREER GUARANTEED PRODUCTION SPECIALISED

Pass, Fail, Average students...Anyone

3D ANIMATION & GAME ART DESIGNING

15-18 Months

Mod-I
Line & Perspective Drawing
Clay & Mud Modeling
Story Writing & Story Boarding
MM concepts & components
Digital Art & Photo work
Image Manipulation
2D Interface Design
Project Work

Mod-II
Principles of Animation
3D Interface& concepts
Low poly Modeling Titling & Animation
Architecture designing
Special Effects
Project Work

Mod-III
Advanced 3d Animation
Character Modeling
Texturing Techniques
Character Rigging
Character Animation
Lighting & Rendering
Project Work

Mod-IV
One Specialization in 3D Animation
Character Modeling & Texturing
Character Animation & Rigging
Lighting & Rendering Techniques
Project Work

Mod-V
Introduction to Game Development
Game Pre-Production
3D Character Animation for Game Art
Scripting Basics (MEL and C# Script)
Game Design and Game Play
Project Work

Communication Skills & PDP
Portfolio & Mockup Interviews

CAREER PROSPECTUS

3DAnimator ,Character modeler,Character Animator, Rigging Artist,Lighting artist
SFX designer, Game designer, Texturing Artist, 3Dset Designers,Game-Play Tester

Advanced Stereoscopic Film Visual Effects

15-18 Months

Mod1-Motion Graphics
Background creations
Title animation
2d Composing
Chroma Keying
Wire Removal
Matte Painting Intro
Virtual Studio Sets
Montage creation
Tracking and stabilizing
Project Work

Mod2-StereoRoto & Paint
Geometry ROTO
Articulated & Multiple
Working with Splines
Matte Extraction
Roto Tracking
2D to 3D conversion
Wire Removal
Clean Plate
Planar Tracking
Clone Brushes
Project Work

Mod3-Compositing
2D,3D Compositing
RGB Matte,
Channel Extraction
Vector Blur (Motion Blur)
Working with EXR fiels
Match Reference
LUT setting
Live action and CG Integration
Project Work

Mod4-Match Moving (3D Tracking)
Intro to 3D software
Camera Technology
Concept of 3d Tracking
Match Moving
Clean the Graph Editor
Stereo Tracking
Survey Points
Build Scene in 3D Framing
Facial Tracking.
Project Work

Mod-V SpecialEffects:
SpecialEffectswith3D,Dynamics,
Particles-Water, FireFluidEffects,
FirewallEffects, ProjectManagement

Communication Skills & PDP
Portfolio & Mockup Interviews

CAREER PROSPECTUS

Rotoscoping Artist, Mattepainter, 2D & 3D compositor, Matchmoving Artist,
TrackerArtist, VFX Artist,ColorcorrectionArtist, VFX Supervisor

HI-END DIPLOMA PROGRAMMES

100 % జాబ్ & కెరీర్ గ్యారంటీ అగ్రిమెంటుతో

Film & Television Proudction Technology

12-15 Months

Mod 1 - DIRECTION

Filmmaking Process
Film Language & Grammar
Principles of Screenplay writing
Fundamentals of Story boarding
Cinematography- Acting - Sound
Editing-Animation & VFX
Co-ordination with Core Team
Film Aesthetics & Studies
Management of Film &TV production

Mod 2 - CINEMATOGRAPHY

Introduction of Different Video & Film cameras
Motion Picture
Camera Intermittent mechanism
Camera and its accessories
Lighting systems
Sound recording
Camera Controls
Digital Films using DSLR Cameras

Mod 3 - Composting VFX

Digital Manipulation techniques
Green/blue screen Shoot
Chroma keying Studio Techniques
Articulated & Multiple Rotoscoping
Techniques of Rig and Wire Removal
Tracking & Stabilization
Creation of Motion Graphics
Rotoscoping for 2d to 3d conversion

Mod 4 - Editing

Editing for Documentary & Fiction, Various Formats,
Capturing card and process Transition & Filters,
Audio Recording & Sound track, Post production work flows
Single and Multi-Camera Editing, Online and Offline Editing,
Project Management

Communication Skills & PDP
Portfolio & Mockup Interviews

CAREER PROSPECTUS

Production manager, Asst.Director, Asst.,Camera man, Cinematographer,
Motion Graphics Artist, VFX Artist, Film editor, etc.,.

Multimedia Ad Making Technology

12-15 Months

Mod I

Multimedia Concepts
Pagemaker
Indesign
Photoshop
Coreldraw
Adv. Designing
4 Color Presentation
Project Work

Mod II

AnimationTheory
Cartoon Animation
Flash Animation
Key frame Animation
Web Template Designing
Corporate Presentation
Web Page making
Digital Marketing Techniques
ProjectWork

Mod III

3D Studio Max
Titling & Animation
Product Modeling
Architecture Designing
Special Effects
3D Character Studio
Character Animation
Project Work

Mod IV

Digital Composting
Adobe AfterEffects
Compositing Techniques
Keying
Wire Removals
Cloning
Video Effects
Project Work

Mod V

Video & Audio Editing, Adobe Premiere, Tools & Transitions
Audio Recording, Sonic Sound Forge, Sync.
Audio & Video, Project Work

Communication Skills & PDP
Portfolio & Mockup Interviews

CAREER PROSPECTUS

Graphic Designer, UI/UX Designer, Digital Artist, Layout Artist,
Web Designer, 3D Animator, Interior Designer, Video Editor,
Motion Graphic Artist, Compositor etc...

FOR IMMEDIATE JOB

SHORT TERM CERTIFICATION COURSES

MAYA SPECIALIZATION

Intro to 3d Studio Max, Basics of Maya +any specialization with INTERNSHIP

MODELING & TEXTURING

- Human & Animal Anatomy
- Skeletal aand Muscle structures
- NURBS Modeling
- Polygon Modeling
- Subdivision Modeling
- Low res Modeling for games
- Human Modeling, Cartoon Modeling
- Set Modeling and prop Modeling
- Vehicle Modeling
- Head Modeling Indepth
- UV Unwrap
- 3 point light
- Color Theory
- Mapping
- Shaders
- Shader Mixing
- Polygon Texturing

ANIMATION & RIGGING

- MAYA Animation
- Interface & navigation
- ACTING & Body language
- Animation principles
- Clean up (Graph editor)
- Broken character hierarchies
- Story bulding and characterization
- Key frames Animation
- Audio break up (scene planning)
- Deformers
- Stretchable Rigs for cartoon characters
- Mechanical rigs (cars , robots)
- Lip sync (dialogue and up matching)
- Human & animal skeletal structure
- Character setup
- Skinning
- Constraints
- Rig cleanup & hypergraph nodes.

LIGHTING & RENDERING

- Image based lighting
- Shading networks
- CG Lighting
- The fill light, back light
- Key light ,Sun light
- Ray tracing and ray casting
- Facing radiosity and area lights
- Facing caustics
- Lighting workflow
- Node rendering
- Network rendering
- Mental ray
- Toon rendering
- Film rendering techniques
- Global Illumination
- Final gather

WEB DESIGNING &Digital Marketing

Photoshop, Flash , DHTML,Dreamweaver, Web Hosting, SEO, SMO

OPPORTUNITIES

Web Designer, 2D Animator, Presentation Designer, SEO operator, Digital Marketing specialist etc.,

GRAPHIC & PUBLISHING DESIGN

Photoshop, Coreldraw, Illustrator, Pagemaker, Indesign

OPPORTUNITIES

Graphic Designer, Layout Artist, UI Designer, Digital Artist etc.,

VIDEO & FILM EDITING

Photoshop, Premiere,Sound Forge, After Effects, Avid, FCP

OPPORTUNITIES

Video Editor, Sound Editor, Promo Editor, FCP Operator, Avid Operator etc.,

3D INTERIOR DESIGNER

Photoshop, 3d Studio Max,AutoCAD, V-Ray, Premiere

OPPORTUNITIES

Interior Designer, Architecture Designer, Walk-through presentaion Designer etc.,

INDUSTRY EXPERIENCED TEAM

PUSHPA REDDY ,M.Sc (Comp Science), MFA (Digital Graphics), MHRM
Chairperson of SHAFT ACADEMY OF MEDIA ARTS

She Established an Animation Institution and successfully providing the Training and Placing the thousands of students in Multimedia Graphics in our Hyd, Vja & Gnt branches from past 17 years. Now, Working with an extended objective of building Qualified and Qualitative Students as per Visual Media Industry demands and norms, Our Media College, Offers Visual Media Academic Programmes – Intermediate, Degree & Diploma courses- 3D Maya Animation, Game Art Designing, Visual FX, Film Making & Television Production etc.,

Our core Tech Team which moulds Students as Professionals..

He moulds the students with his great production experience of more than 20 years in the filed of 2d , 3d , Maya character animation.

Mr.K.Shiva Nagesh

As a Creative Director of Deziny ad film production, has many innovative campaigns to his credit in various media like print, outdoor, films and TV over the past 14 years in Advertising Agencies and as a JNTU fine arts External Examiner.

Dr.T.L.N.Swamy, M.F.A,Ph.D.

He is holding 9 years of technical teaching Production skills in Graphics, Post Production division of Roto & paint, comp, Match Moving, Visual Effects and Editing to make the student project wide strength.

Mr. D.Krishna Mohan

He holds the work experience of 15 years in Game Designing Film & Commercial Visual Effects production. He also holds services as CG Supervisor for Symboisis Animation Production Company Guntur Division.

Mr.Y.Naga Vamsi

Holds 10 years of experience of visual technology with the expertism in all aspects of Worldwide Web, Mobile app Development, Digital Marketing SEO, etc.,

Mr. Rakesh Vemuluri

As he is having the training experiences of various Multimedia departments of Graphic, Web Designing, 2d, 3d Animation

Mr. V.Ramakrishna

100% PLACEMENT GUARANTEE

The student of **SHAFT** will be proved with Opportunity to attend the interviews conducted by the production MNC'S for the trainee internship & placement based on their academic and Practical project performance **SHAFT** will provide 100% Job Guarantee to all students after successful completion of courses.

So that, Our placement cell recognizes that to build strong links with industry and to attend placement program to ensure that the talents and skills of individual students are exhibited and their full potential is realized and rewarded by the evolving world .

ANIMATION COMPANIES IN GLOBAL WIDE..

'U' Also get Ready to be a part of CORPORATE PRODUCTIONS

MURALI.N @Prime Focus

SHAFT is the best place to learn Visual FX and 3D Animation & Sfx. It has helped me learn & enhanced my creative skills.

Sirisha.K @Data Quest

It's a good center to learn and enrich our knowledge. This is not only place for learning Software. This is the place to enjoy life and learn all things.

Krishna.J @MPC

I Just wanted to take this opportunity to express my thanks for the incredible training provided by **SHAFT ANIMATION.**

Why Only SHAFT...?

Only Genuine place for knowledge.
Here what we tell is what we do...

- Having Academics of Visual Media Intermediate, Degree Programmes in Animation and Graphics & Film and TV Production.
- Personal attention on each and every student · Expertised & Experienced Tech team as faculties
- Uncompromising standard of production training
- Mockup Interviews & Tie up with MNC companies
- Hi Equipped lab with advanced Softwares
- Impeccable courseware with video & book library
- Free Drawing & Communications Job skills

SHAFT MEDIA COLLEGE

Opp:BJP office,Shivalayam Road, Vivek Nagar, Kukatpally	Opp: Hotel Gateway, Labbipet HeroHonda Lane, M.G.Road,	Opp: Sankarvilas Hotel, 4th lane, Brodipet
HYDERABAD	VIJAYAWADA	GUNTUR

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