MAAC®

MAYA ACADEMY OF ADVANCED CREATIVITY

ANIMATION | VFX | GAME DESIGN | DIGITAL CONTENT CREATION

25 YEARS LEGACY

MAAC®

MAYA ACADEMY OF ADVANCED CREATIVITY



STEP INTO A NEW DIMENSION OF CREATIVITY

A NEW DIMENSION

OF POSSIBILITIES AWAITS

Your 3D experience starts here. Pick up your glasses from here.

ABOUT MAAC

MAAC is the Media & Entertainment education brand of Aptech Ltd., a global education leader since 1986. With 25+ years of specialization in creative training, MAAC has established deep industry relationships and curriculum credibility.

- Studio-like classrooms that replicate professional workflows
- State-of-the-art software & hardware (current-generation industry tools
- Collaborative spaces designed for project-based learning

GEN AI

The creative industry is experiencing its biggest transformation with the arrival of Generative AI tools, and GenAI has become the driving force behind this change.

By integrating Generative AI into its learning ecosystem, MAAC empowers students with skills that align with modern creative industries and emerging global workflows.

GenAI-Assisted Creativity is the New Industry Standard – Studios now use GenAI across concept art, animation, VFX, gaming, and design pipelines.

GEN AI POWERED COURSES

THE MAAC ADVANTAGE

At MAAC, your success is our priority. We go beyond traditional learning to equip you with industry-relevant skills, cutting-edge tools and real-world exposure, ensuring you are job and future-ready.

PLACEMENT ASSISTANCE*
Complete support to students with career opportunities

INDUSTRY EXPOSURE
Regular interaction with industry professionals & subject matter experts

INTERVIEW PREPARATION
Guidance on resume building, mock interviews and confidence boosting to ace job interviews

PRESENTATION SKILLS
Enhance communication, storytelling & body language for impactful presentations

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

EDUCATIONAL EVENTS
An array of events like MCL, 24FPS & 100 Hours help make students industry-ready

PROCONNECT
Learning, networking & career growth

GEN AI
MAAC Integrates GenAI into Core Learning – GenAI is embedded within existing modules

INDUSTRY OVERVIEW

The Media & Entertainment industry is a technology-fueled sector that is constantly evolving to meet the demands of immersive storytelling. Today, Animation, VFX, Gaming and Digital Content Creation have transcended traditional boundaries.

At MAAC, we don't just equip students with industry skills; we prepare them to lead it. Our focus is to give students the expertise and confidence to not just enter the industry, but shape the future and push the boundaries of possibility.

India's AVGC (Animation, VFX, Gaming & Comics) industry is projected to cross $25 billion by 2027, driven by projected growth in OTT, gaming and immersive content.

DESIGNED FOR FUTURE CREATORS

Step into a world where creativity meets opportunity. Our courses are built to match the demands of a dynamic and growing industry.

ANIMATION | VFX | DIGITAL DESIGN GAME DESIGN | BROADCAST | EXTENDED REALITY GENERATIVE AI

From blockbuster films to cutting-edge game designs to immersive digital experiences, the world is looking for storytellers who can blend art and technology to push creative boundaries.

A NEW WORLD OF WORK
A NEW KIND OF CREATOR

India is at the centre of a fast-growing creative revolution. The AVGC, digital media, and immersive technology sectors are expanding rapidly—reshaping how content is created, consumed, and monetised. At the heart of this shift is the creator economy: a new ecosystem where artists, designers, animators, game creators, filmmakers, and digital storytellers build careers beyond traditional jobs—careers that are flexible, global, and driven by digital platforms rather than fixed roles.

India's Creative Opportunity

- A fast-expanding creative ecosystem: AVGC and digital media are emerging as major growth drivers.
- A growing creator workforce: Independent creators are redefining entrepreneurship and content creation.
- A global production and IP hub: Indian studios and talent deliver for leading international platforms.
- Jobs and income at scale: Creative careers now span employment, freelancing, platform earnings, and IP-led ventures.

16–20% CAGR
India's AVGC & Digital Media Growth

80M+ CREATORS
India's Independent Creator Workforce

GLOBAL PRODUCTION HUB
IVFX • Animation • Games • Digital IP

2M+ JOBS
Across the AVGC–Creator Economy

Source: E&Y Report, MIB

CHOOSE YOUR X

CAREERX

CREATORX

INTRODUCING TWO FUTURE-READY PATHWAYS

CAREERX

Industry-Ready Skills

CareerX is MAAC's industry-driven framework that creates production-ready AVGC-XR and Media & Entertainment artists through workflow-based learning, industry-grade portfolios, and outcome-led education.

CREATORX

Independent Content Creator & Creative Entrepreneur

CreatorX is MAAC's creator-economy framework that prepares learners for independent AVGC-XR careers through freelancing, personal branding, monetization, original IP Creation, Content pitching skills and startup readiness.

Both pathways share a common vision
helping you thrive as a creator, whether as a studio professional or as an independent content creator.



CAREERX

STUDIO-ALIGNED, PRODUCTION-READY LEARNING

CareerX is MAAC's industry-driven career acceleration framework, designed to create production-ready artists for the AVGC-XR and Media & Entertainment industries through production workflows, industry-grade portfolios, and outcome-led education.

WHAT CAREERX INCLUDES

- Curriculum designed through studio feedback
- Sessions mapped to real production workflows
- Industry-led modules + workflow walkthroughs
- Industry case studies + studio mentoring support
- Industry level portfolio building
- 48 hours of studio-driven learning across career programs

WHAT IT DELIVERS

- Production-ready technical skills
- Workflow awareness + collaboration readiness
- Software adaptability + cross-platform proficiency
- Role-specific, studio-aligned portfolios
- Faster studio onboarding and long-term career growth

OUTCOME

Become a production-ready artist with real workflow exposure studio-aligned portfolio outputs, and measurable career outcomes.

CREATORX

LEARN TO CREATE, MONETISE CONTENT & GROW

CreatorX is MAAC's creator-economy and entrepreneurship readiness framework, designed to help learners build sustainable, independent creative careers in the AVGC-XR and digital content ecosystem through freelancing, personal branding, monetization, original IP creation, pitching, and startup readiness.

WHAT CREATORX INCLUDES

- Freelancing and gig-economy readiness
- Personal branding and professional networking
- Studio setup and project management
- Project pitching skill and client communication handling
- Entrepreneurship mindset and content monetization
- Business models, contracts, IP creation ethics, and legal basics

WHAT IT DELIVERS

- Freelance-ready creative professionals
- Strong personal brand and monetization strategy
- Confidence for global and remote work environments
- Capability to build, pitch content and grow original IP

OUTCOME

Become a creator-entrepreneur ready for freelancing, independent IP ownership, brand collaborations, and long-term creative sustainability.

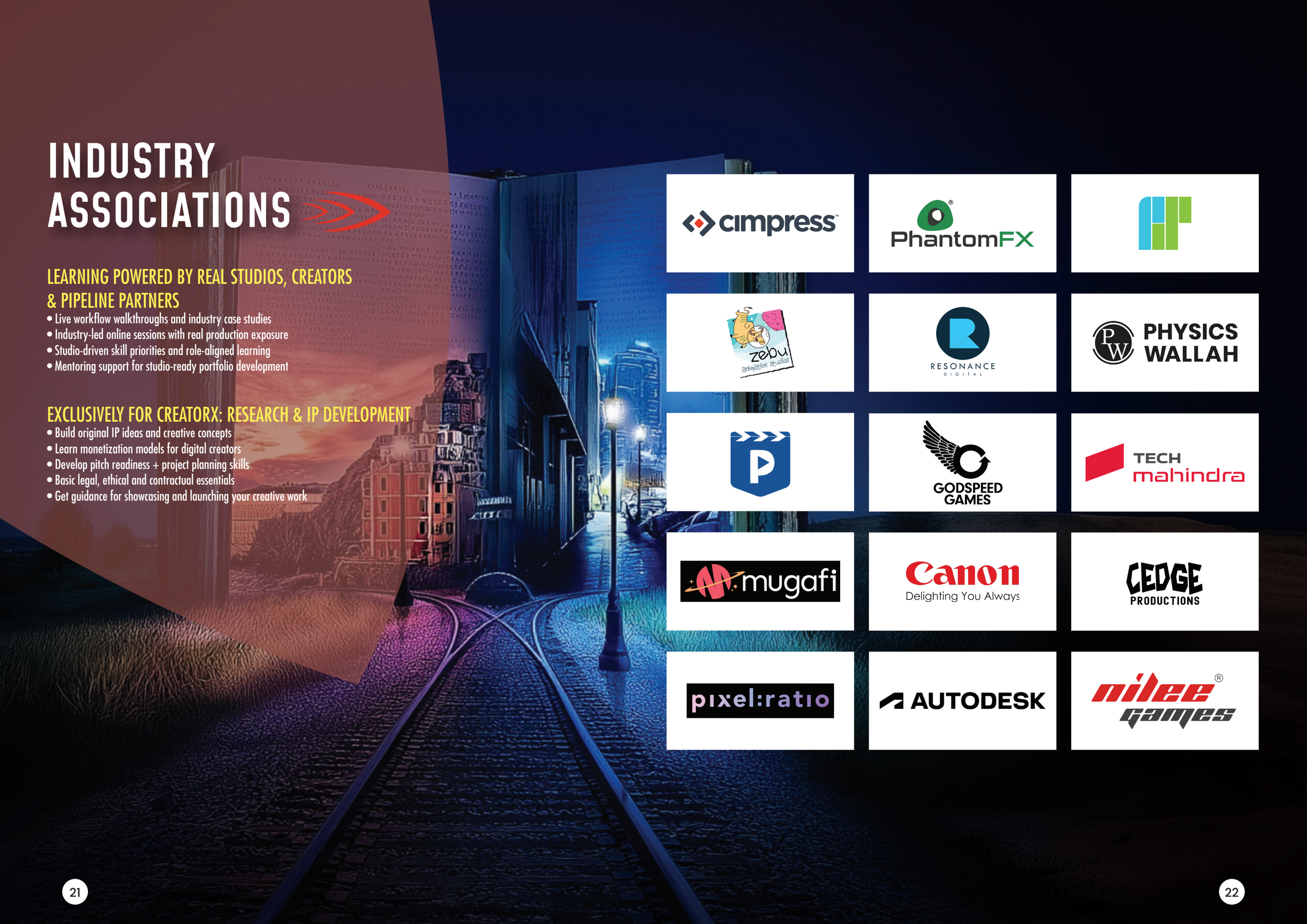
INDUSTRY ASSOCIATIONS

LEARNING POWERED BY REAL STUDIOS, CREATORS & PIPELINE PARTNERS

- Live workflow walkthroughs and industry case studies
- Industry-led online sessions with real production exposure
- Studio-driven skill priorities and role-aligned learning
- Mentoring support for studio-ready portfolio development

EXCLUSIVELY FOR CREATORX: RESEARCH & IP DEVELOPMENT

- Build original IP ideas and creative concepts
- Learn monetization models for digital creators
- Develop pitch readiness + project planning skills
- Basic legal, ethical and contractual essentials
- Get guidance for showcasing and launching your creative work



ANIMATION

Since childhood, animation has brought dreams to life. Be it creating iconic characters, immersive worlds or pushing the limits of creativity. It's where imagination meets innovation through storytelling in motion. Every animated masterpiece goes through three key stages before it reaches the screen:

PRE-PRODUCTION: LAYING THE FOUNDATION

This is where ideas take shape. Character design, storyboarding and animatics set the foundation, mapping the story frame by frame. By blending visuals, dialogue and sound, the stage is set for the film's rhythm, direction and creative vision.

PRODUCTION: BRINGING CHARACTERS TO LIFE

Artists bring characters, backgrounds and props to life in 3D; adding texture, movement and depth. Lighting and rendering refine the visuals, ensuring a polished, immersive and captivating experience.

POST-PRODUCTION: THE FINAL TOUCH

This is where it all comes together. Compositing, editing, special effects, colour correction and sound design blend seamlessly to enhance storytelling. The result? A visually stunning, emotionally engaging animation ready for the world. So, are you ready to be a part of it?

Scan to see our students' creative work!

AD3D EDGE PLUS

POWERED BY

CAREERX & CREATORX

COURSE DURATION: 650 HRS
WITH CAREERX

COURSE DURATION: 698 HRS
WITH CAREERX & CREATORX

Enter a world where imagination knows no bounds. 3D animation isn't just movement, it's the power to create stunning universes, unforgettable characters and impactful stories. From blockbuster films to digital experiences, animation captivates and inspires across generations. Master storytelling through cutting-edge animation techniques with this course. Whether you dream of crafting films, creating series or redefining digital media, your journey begins here.

CAREER OPTIONS

- 3D Modeling Artist • Texturing Artist • Lighting Artist
- Render Wranglers • 3D Animator • Rigging Artist
- 3D Generalist • 3D Visualizer • Game Asset Artist
- Environment Artist • Pre-Visualization Artist
- Look Development Artist • Product Modeling
- CG Layout Artist • AI Content Strategist • AI Visualizer
- AI Concept Artist • AI Digital Designer • AI Video Editor

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COURSE CONTENT

TERM I

- Fundamentals of Visual Design • Digital Design
- Basics of Filmmaking • Layout & Animatics
- Generative AI for Digital Creators – Imagery
- Generative AI for Digital Creators – Video & Audio
- Video & Sound Editing • Basics of Compositing
- Introduction to Digital Content

SOFTWARE** COVERED

- Photoshop • Storyboarder • Premiere • Audition • After Effects
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Sora
- Gen Ai Video generation tools- (Higgsfield/Runway ML***)
- ElevenLabs • Suno AI • Comfy UI • Firefly • Canva AI Tools

TERM II

- Introduction to 3D World • 3D Design
- Introduction to Texturing • Fundamentals of CG Lighting
- Lighting & Rendering in V-Ray
- Hierarchy, Connections & Character Setup
- Introduction to 3D Animation • Dynamics and FX

SOFTWARE** COVERED

- 3ds Max • V-Ray

TERM III

- 3D Modeling • PBR Texturing • Advanced CG Lighting
- Prop & Character Setup • Lighting & Rendering in Arnold
- 3D Animation • Particles, Dynamics & Advanced Effects with Bifrost

SOFTWARE** COVERED

- Maya • Substance 3D Painter

TERM IV

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

SOFTWARE** COVERED

- Marvelous Designer • Substance 3D Stager • Substance 3D Sampler
- Quixel Mixer • Unreal Engine

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

ELECTIVE SPECIALISATION WITH AD3D EDGE PLUS

Why settle for one-size-fits-all when you can specialise? With AD3D EDGE PLUS, you get the power to level up your expertise in the area that excites you the most. Choose any 1 from three dynamic specialisations and stand out in the industry.

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MODELING & TEXTURING

COURSE CONTENT

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

SOFTWARE** COVERED

- Maya • ZBrush • Substance 3D Designer

LIGHTING

COURSE CONTENT

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

SOFTWARE** COVERED

- Maya • Redshift • Katana

ANIMATION

COURSE CONTENT

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

SOFTWARE** COVERED

- Maya • Motion Builder

3D ARCHI & PRODUCT DESIGN

COURSE CONTENT

- Fundamentals of Computer Aided Design
- 3D Architectural & Event Design
- Event & Stall Design Visualisation
- Advanced 3D Visualisation
- Realtime 3D Visualisation
- 3D Product Design & Visualisation

SOFTWARE** COVERED

- Sketchup • 3ds Max • Maya
- V-Ray • Twinmotion • Substance 3D Stager

CAREERX

SEMESTER I:

- Storytelling: Multi-platform narratives for Film, Games, and XR
- Art Direction: Visual impact via mood, color, and composition
- World Building: Narrative-driven environment design
- Studio Pipeline: Professional workflows, timelines, and approvals
- GenAI Power: AI-driven ideation, storyboarding, and previz

SEMESTER II:

- 3D Pipeline: Mastering departmental workflows and deadlines
- Asset Workflow: Creating production-ready assets without errors
- Scene Optimization: Using proxies, LODs, and instancing for performance
- LookDev & Lighting: Cinematic lighting using practical references
- Animation: Transforming storyboards into shots with clear body mechanics

SEMESTER III:

- Studio Workflow: Execute professional workflows from modeling to final texturing
- Asset Optimization: Build optimized, production-ready assets with clean topology
- VFX Integration: Master CG-to-plate matching through lighting and LookDev
- Performance Driven Animation: Create story-driven performances with precise body mechanics
- GenAI Integration: Leverage GenAI for rapid ideation and production optimization

SEMESTER IV:

- Character FX: Solving hair, fur, and cloth simulation issues
- Real-Time Worlds: Building optimized, game-ready environments
- Unreal Cinematics: Mastering real-time lighting and mood
- GenAI LookDev: Enhancing visual development via GenAI
- Studio Portfolio: Finalizing professional-grade showcases



CREATORX

Eligible post completion of CareerX

MODULE I: Freelance Fundamentals & Gig Economy

- Explore creative career pathways
- Identify strengths and niche
- Build job-ready portfolios
- Learn pricing and client skills
- Practice professional ethics

MODULE II: Studio Setup & Project Management

- Set up a production-ready workspace
- Adopt the production workflow
- Master project management basics
- Work effectively in teams
- Develop a deadline-driven mindset

MODULE III: Project Pitch & Client Readiness

- Decode creative briefs with ease
- Pitch creative projects with clarity
- Confident presentation across pitches
- Professional feedback management
- Master portfolio presentation strategies

MODULE IV: Personal Brand & Network Building

- Build a strong professional identity
- Use online platforms strategically
- Professional network building
- Plan long-term career growth
- Master remote and hybrid teamwork

MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability

AD3D EDGE NEO

POWERED BY

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COURSE DURATION: 650 HRS
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COURSE DURATION: 698 HRS
WITH CAREERX & CREATORX

This comprehensive program is designed to shape versatile creators for the fast-growing AVGC (Animation, VFX, Gaming, and Comics) industry and the expanding creator economy. It blends visual storytelling, digital content creation, generative AI, 3D world-building, cinematic production, and real-time experiences into one creative journey.

CAREER OPTIONS

- 3D Artist • Character Animator • Lighting Artist
- Motion Graphics Designer • Pre-Visualization Artist
- Game Asset / Environment Artist • Unreal Engine Artist
- Technical Animator • Real-Time Cinematics Artist
- AI Content Creator • Generative AI Visual Artist
- AI Motion Capture Specialist • Product Visualization Artist
- Digital Campaign Designer • Social Media Video Creator
- Blender Generalist • Hybrid 3D + AI Artist
- Independent 3D Filmmaker • Freelance 3D & AI Artist

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COURSE CONTENT

TERM I

- Fundamentals of Visual Design • Introduction to Digital Content
- Digital Design • Gen AI for Digital Creators - Imagery
- Basics of Film Making • Layout & Animatics
- The Art of Video Storytelling • Audio Crafting Essentials
- Basics of Compositing • Gen AI for Digital Creators - Video & Audio

SOFTWARE** COVERED

- Photoshop • Storyboarder • Premiere • Audition • After Effects
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Sora
- Gen Ai Video generation tools- (Higgsfield/Runway ML***)
- ElevenLabs • Suno AI • Comfy UI • Firefly • Canva AI Tools

TERM II

- Introduction to 3D World • Blender - Modeling
- Blender - Texturing • Blender - Lighting
- Blender - Rigging • Blender - Animation
- Blender - Dynamics & FX

SOFTWARE** COVERED

- Blender

TERM III

- 3D Modeling • PBR Texturing • Advanced CG Lighting
- Prop & Character Setup • Lighting & Rendering in Arnold
- 3D Animation • Particles, Dynamics & Advanced Effects with Bifrost

SOFTWARE** COVERED

- Maya • Substance 3D Painter

TERM IV

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

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- CG Lighting & Use of Shaders • Lighting Environments
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ANIMATION

COURSE CONTENT

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CAREERX

SEMESTER I:

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MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability

3D & REAL-TIME DESIGN PLUS

Unlock your creativity with a 3D animation course that blends art and technology. Whether it's game environments, cinematic VFX, architectural designs or next-gen multimedia, gain the skills and hands-on experience to bring your vision to life.

COURSE DURATION: 384 HRS

COURSE CONTENT

TERM I

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

SOFTWARE** COVERED

- Photoshop • Storyboarder • Premiere
- Audition • After Effects • ChatGPT • Leonardo AI

TERM II

- Introduction to Maya • 3D Modeling • PBR Texturing • Advanced CG Lighting
- Lighting & Rendering in Arnold • Prop & Character Setup • 3D Animation
- Particles, Dynamics & Advanced Effects with Bifrost

SOFTWARE** COVERED

- Maya • Substance 3D Painter

TERM III

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

SOFTWARE** COVERED

- Marvelous Designer • ZBrush • Unreal Engine
- Substance 3D Sampler

CAREER OPTIONS

- 3D Modeling Artist • Texturing Artist • Environment Artist
- Lighting Artist • 3D Animator • 3D Generalist
- 3D Visualiser • Game Asset Artist • 3D Pre-Viz Artist
- Look Dev Artist • Product Modeler • CG Layout Artist • Unreal Generalist

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PROGRAM IN 3D ANIMATION FILMMAKING

D3D

Transform your imagination into stunning animated worlds with our D3D program in 3D Animation Filmmaking. Covering everything from storyboarding to full-scale production, this course equips you with hands-on training, industry-leading software and expert mentorship. Master the craft, build your portfolio and launch a career where creativity knows no limits.

COURSE DURATION: 432 HRS

COURSE CONTENT

- Fundamentals of Visual Design • Basics of Filmmaking • Digital Design
- Video & Sound Editing • 3D Modeling • PBR Texturing • Advanced CG Lighting
- Prop & Character Setup • 3D Animation • Particles, Dynamics & Advanced Effects

SOFTWARE** COVERED

- Photoshop • Premiere • Audition • After Effects • 3ds Max • Maya • Substance 3D Painter

CAREER OPTIONS

- 3D Modeling Artist • Texturing Artist • Lighting Artist
- Render Artist • 3D Generalist • Character Animator
- Layout Artist • Rigging Artist • 3D Visualiser

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PROGRAM IN ANIMATION FILMMAKING

DAFM

Animation and Filmmaking are the languages of storytelling. DAFM, an intensive 1-year program, blends animation, live-action cinematography, character design and 3D animation to shape versatile creators. With hands-on training in industry-standard tools, gain the skills to craft compelling visual stories.

COURSE DURATION: 288 HRS

COURSE CONTENT

- Fundamentals of Visual Design • Layout & Animatics • World of Generative AI
- Concepts of Filmmaking • Digital Design • Compositing • Video & Sound Editing
- 3D Modeling • Texturing • 3D Animation • Lighting & Rendering in V-Ray
- Character Setup & Skinning • Particles, Dynamics & Advanced Effects

SOFTWARE** COVERED

- Photoshop • After Effects • Premiere
- Audition • 3ds Max • Storyboarder • V-Ray • ChatGPT • Leonardo AI

CAREER OPTIONS

- Design Visualisation Artist • Lighting Artist
- Animator • Rigging Artist • Motion Graphics Artist
- 3D Modeling Artist • Video Editor • 3D Visualiser

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NEXT GEN 3D FILM MAKING

NG3DFM

This course nurtures creative storytellers for the AVGC (Animation, VFX, Gaming, and Comics) industry and the growing creator economy. It strengthens foundations in visual storytelling, design thinking, filmmaking, and generative AI, enabling learners to transform ideas into engaging digital content.

COURSE DURATION: 324 HRS

COURSE CONTENT

TERM I: CONCEPTS & FILMMAKING

- Fundamentals of Visual Design • Introduction to Digital Content
- Digital Design • Basics of Film Making
- GenAi for Digital Creators • Layout & Animatics
- The Art of Video Storytelling • Audio Crafting Essentials
- Basics of Compositing

TERM II: BLENDER

- Intro to 3D World • Blender - Modeling
- Blender - Texturing • Blender - Lighting • Blender - Rigging
- Blender - Animation • Blender - Dynamics & FX

CAREER OPPORTUNITIES

- 3D Artist • Character Modeler • Environment / Asset Artist
- Texture & Look Development Artist • Lighting Artist
- Animator • Motion Graphics Designer
- Game Asset Designer • Digital Content Creator
- Indie Filmmaker • Creative Entrepreneur

SOFTWARE** COVERED

- Adobe Photoshop • Gen AI Tools • Storyboarder
- Adobe Premiere • Adobe Audition • Aobe AfterEffects
- Blender • Meshy Ai

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VISUAL EFFECTS

VFX is the heart of modern storytelling, transforming the impossible into stunning cinematic experiences. From action-packed sequences to hyperrealistic creatures and seamless world-building, VFX pushes creative boundaries. Today, nearly every film, series and digital production relies on cutting-edge visual effects. With advancements in CG integration, virtual production and real-time rendering, the demand for skilled VFX artists is soaring.

To master visual effects, you must understand its three key stages:

PRE-PRODUCTION: DESIGNING THE VISION

Every VFX sequence begins with pre-visualisation (pre-viz) – the blueprint for storytelling. This phase includes script breakdowns, storyboarding, animatics, character and environment design. This is to define the film's look and ensure seamless VFX integration during live shoots.

PRODUCTION: CAPTURING THE MAGIC

This is where filmmaking meets digital artistry. Live-action is enhanced with Computer-Generated (CG) elements, like 3D models, digital characters and environmental effects. Techniques like texturing, rigging and HDRI-based lighting ensure smooth integration between real and digital worlds.

POST-PRODUCTION: CRAFTING THE MASTERPIECE

This is where it all comes together, rotoscopy, clean-up, camera tracking, matte painting and compositing merge live-action with CG, refining every frame for a photorealistic finish. This results in breathtaking visuals that transport audiences to new dimensions.

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Scan to see our students' creative work!

ADVANCED PROGRAM IN VISUAL EFFECTS PLUS

POWERED BY

CAREERX & CREATORX

COURSE DURATION: 650 HRS
WITH CAREERX

COURSE DURATION: 698 HRS
WITH CAREERX & CREATORX

ADVFX PLUS

VFX is the heart of modern content creation, driving modern content creation, shaping films, TV commercials, web series and digital media with stunning visuals. ADVFX PLUS takes you deep into the art and science of VFX, from fundamentals to advanced industry techniques. With the rising demand for high-quality VFX, studios seek professionals who blend creativity with technical expertise. ADVFX PLUS is an intensive program designed to sharpen your skills, refine your craft and set you apart as an industry leader.

CAREER OPTIONS

- VFX Compositor • CG Compositor • FX Artist • CHF Artist
- Layout Artist • Matchmove Artist • Motion Graphics Artist
- BG Prep Artist • Roto Artist • Pre-Visualisation Artist
- Video Editor • Matte Painter • AI Visualiser • AI Concept Artist

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COURSE CONTENT

TERM I

- Fundamentals of Visual Design • Introduction to Digital Content
- Digital Design • Basics of Filmmaking • Generative AI for Digital Creators — Imagery
- Layout & Animatics • Video & Sound Editing • Basics of Compositing
- Generative AI for Digital Creators - Video & Audio

SOFTWARE** COVERED

- Photoshop • Storyboarder • Premiere • Audition • After Effects
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Sora
- Gen Ai Video generation tools- (Higgsfield/Runway ML***) • ElevenLabs • Suno AI
- Comfy UI • Firefly • Canva AI Tools

TERM II

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

SOFTWARE** COVERED

- 3ds Max • Maya • Substance 3D Painter

TERM III

- Advanced CG Lighting & Rendering • Virtual Cinematography • 3D Animation
- Prop & Character Setup • Particles, Dynamics & Advanced Effects
- Hair Grooming with X-Gen • Photogrammetry Workflow • Introduction to Procedural FX

SOFTWARE** COVERED

- Maya • Substance 3D Stager • Reality Capture • Houdini

TERM IV

- Introduction to Pyro and Fluids FX • Cloth Simulation & FX
- Introduction to Rotoscopy • Planar Motion Tracking
- Camera Tracking and Matchmove • Advanced Compositing
- Look Development • Colour Grading

SOFTWARE** COVERED

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

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

CAREERX

SEMESTER I:

- Storytelling: Multi-platform narratives for Film, Games, and XR
- Art Direction: Visual impact via mood, color, and composition
- World Building: Narrative-driven environment design
- Studio Pipeline: Professional workflows, timelines, and approvals
- GenAI Power: AI-driven ideation, storyboarding, and previz

SEMESTER II:

- 3D Pipeline: Mastering departmental workflows and deadlines
- Asset Workflow: Creating production-ready assets without errors
- Scene Optimization: Using proxies, LODs, and instancing for performance
- LookDev & Lighting: Cinematic lighting using practical references
- Animation: Transforming storyboards into shots with clear body mechanics

SEMESTER III:

- Studio Workflow: Execute professional workflows from modeling to final texturing
- Asset Optimization: Build optimized, production-ready assets with clean topology
- VFX Integration: Master CG-to-plate matching through lighting and LookDev
- Performance Driven Animation: Create story-driven performances with precise body mechanics
- GenAI Integration: Leverage GenAI for rapid ideation and production optimization

SEMESTER IV:

- Matchmoving: Tracking cameras and complex motion for production footage
- Plate Prep: Mastering high-level rotoscoping, clean-up, and keying
- FX Integration: Blending FX elements seamlessly into live-action shots
- Color Management: Using accurate LUTs and color space for CG compositing
- Career Ready: Building a professional showreel with technical breakdowns



CREATORX

Eligible post completion of CareerX

MODULE I: Freelance Fundamentals & Gig Economy

- Explore creative career pathways
- Identify strengths and niche
- Build job-ready portfolios
- Learn pricing and client skills
- Practice professional ethics

MODULE II: Studio Setup & Project Management

- Set up a production-ready workspace
- Adopt the production workflow
- Master project management basics
- Work effectively in teams
- Develop a deadline-driven mindset

MODULE III: Project Pitch & Client Readiness

- Decode creative briefs with ease
- Pitch creative projects with clarity
- Confident presentation across pitches
- Professional feedback management
- Master portfolio presentation strategies

MODULE IV: Personal Brand & Network Building

- Build a strong professional identity
- Use online platforms strategically
- Professional network building
- Plan long-term career growth
- Master remote and hybrid teamwork

MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability

PROGRAM IN VISUAL EFFECTS PLUS

VFX PLUS

The demand for VFX professionals is skyrocketing, driven by the boom in entertainment, digital media and immersive experiences. VFX PLUS offers hands-on training in a simulated studio environment, preparing you for high-pressure, real-world production. From advanced compositing to dynamic effects, this course equips you with industry-standard skills for high-end films, TV and digital projects. Whether crafting cinematic sequences or hyperrealistic visuals, VFX PLUS gives you the technical expertise and creative edge to bring your vision to life.

COURSE DURATION: 384 HRS

TERM I

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

SOFTWARE** COVERED

- Photoshop • Storyboarder • Premiere • Audition • After Effects
- ChatGPT • Leonardo AI

TERM II

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

**Please refer to page no. 110 for Trademark Attribution.

SOFTWARE** COVERED

- Maya • Substance 3D Painter

TERM III

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

SOFTWARE** COVERED

- Mocha • SilhouetteFX • Substance 3D Sampler
- Reality Capture • 3D Equalizer • Nuke

CAREER OPTIONS

- VFX Compositor • CG Compositor • Matchmove Artist
- Motion Graphics Artist • BG Prep Artist • Roto Artist
- Pre-Visualisation Artist • Video Editor • Matte Painter

PROGRAM IN COMPOSITING AND EDITING PLUS

COMPOSITING AND EDITING PLUS

The final stage of production defines the look and feel of any film, TV show or music video. Compositing & Editing Plus trains you in key VFX techniques like rotoscopy, matchmoving, BG prep, compositing and editing. This career course focuses on two crucial aspects of visual effects, compositing and editing, where multiple visual elements merge into seamless scenes. Gain the skills to excel in these essential filmmaking techniques and bring stunning visuals to life.

**Please refer to page no. 110 for Trademark Attribution.

COURSE DURATION: 240 HRS

COURSE CONTENT

- Basics of Filmmaking • Digital Design • Video & Sound Editing
- Layer-based Compositing • Art of Rotoscopy • Matchmoving
- Camera Tracking • Motion Graphics • Audio-Video Synchronisation
- Node-based Compositing • Colour Grading
- 3D Camera Projection • Live Action Compositing

SOFTWARE** COVERED

- Photoshop • After Effects • Premiere
- Audition • Fusion • Mocha • SilhouetteFX
- 3D Equalizer • Nuke • DaVinci Resolve

CAREER OPTIONS

- Compositor • Roto Artist • Paint Artist • BG Prep Artist
- Matchmoving Artist
- Motion Graphics Artist • Video Editor

DIGITAL DESIGN & CONTENT CREATION

In today's visual and digital world, design and multimedia shape how we communicate, connect and create. From graphics and animation to immersive content, digital design blends art and technology to tell captivating stories.

With the rise of social media, OTT platforms and virtual experiences, the demand for skilled designers is skyrocketing. Brands, businesses and entertainment platforms are seeking creative minds to craft compelling visuals across print, web and motion media.

At MAAC, our Digital Design & Content Creation courses equip you with the skills to master graphic design, web design, 2D/3D animation and multimedia storytelling. Whether designing for brands, creating digital experiences or leading creative projects, this course prepares you for a future driven by design.

- Advertising Agencies • Graphic Design Studios • E-learning Companies
- Print & Publishing Houses • Digital Marketing Agencies • TV Production Houses
- 2D Animation Houses • E-Commerce • Website Design & Development Companies

Scan to see our students' creative work!

ADVANCED PROGRAM IN DIGITAL MEDIA CREATION PLUS

POWERED BY

CAREERX & CREATORX

COURSE DURATION: 624 HRS
WITH CAREERX

COURSE DURATION: 672 HRS
WITH CAREERX & CREATORX

APDMC PLUS

This APDMC 2.0 course is mapped for the next generation of designers, creators and digital innovators. This comprehensive program builds expertise in Graphics, Video Production, UI/UX Design, Web Development and 3D Design, blending artistic vision with technical mastery for careers in multimedia, web and animation.

With digital content consumption soaring and the UI/UX job market expanding, the demand for versatile, future-ready professionals is at an all-time high. This 4-term course bridges the gap, offering a well-rounded learning experience - from design fundamentals and visual storytelling to cutting-edge digital experiences.

TERM I: DIGITAL DESIGN

- Design Principles • Principles of Visual Communication • Introduction to Digital Design
- Digital Design • Image Editing • Vector Illustration • Advanced Graphic Design • Digital Publishing
- Generative AI for Digital Creators — Imagery • 3D Design for Product • Branding Case Study

SOFTWARE** COVERED

- Express • Canva • Photoshop • Lightroom
- Illustrator • InDesign • Dimension • ChatGPT • Deepseek • Leonardo AI • Midjourney
- Firefly • Canva AI Tools

TERM II: VIDEO PRODUCTION

- Essentials of Cinematography • Basics of Filmmaking • Storyboarding & Animatics
- The Art of Video Storytelling • Video & Sound Editing • Colour Grading
- Motion Graphics Essentials • Working with Plugins • Video Editing for Social Media
- Generative AI for Digital Creators — Video & Audio

SOFTWARE** COVERED

- Storyboarder • Premiere • DaVinci Resolve • Audition
- After Effects • Duik Angela • Red Giant • Media Encoder • Handbrake
- Riverside • OBS • Sora • Gen Ai Video generation tools- (Higgsfield/Runway ML***)
- ElevenLabs • Suno AI • Comfy UI

**Please refer to page no. 110 for Trademark Attribution.

TERM III: UI AND UX DESIGN

- Design Thinking • Principles of User-centric Design • Interactive Design
- AI for Interactive Design • Web Pages — HTML & CSS • Responsive Framework
- JavaScript • Content Management System • No Code Design
- Concepts of Digital Marketing • Industry Trends and Case Studies

SOFTWARE** COVERED

- Miro • Figma • Figma Ai • Webflow • VS Code
- Dreamweaver • Bootstrap • Wordpress

TERM IV: 3D CONTENT DESIGN

- Introduction to Maya • 3D Modeling • PBR Texturing • CG Lighting
- Lighting & Rendering in Arnold • Prop & Character Setup
- 3D Animation • Particles, Dynamics & Advanced Effects • Virtual Cinematography

SOFTWARE** COVERED

- Maya • Substance 3D Painter • Substance 3D Stager

CAREER OPTIONS

- Graphic Designer • UI/UX Designer • Digital Content Creator • Video Producer
- Social Media Designer • Motion Graphics Designer • 3D Artist • Multimedia Specialist
- Digital Marketing Specialist • Interactive Media Designer • Web Designer
- Brand Identity Designer • Video Editor • Sound Designer • Storyboard Artist
- Digital Illustrator • Content Strategist • Digital Production Manager • AI Visualiser
- AI Concept Artist • AI Video Editor

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

CAREERX

SEMESTER I:

- Hands-on studio briefs, deadlines, feeback and approvals
- Use GenAI for faster ideations, with ethical use and limits
- Build strong branding designs and logos
- Follow pro workflows: feedback, file formats, versions, and problem-solving skills
- Design for print, digital, social, and packaging using mockups

SEMESTER II:

- The Process of filmmaking and team workflow
- Ideation to Finalization with timelines and budget
- Create Short & Clear content for Social Media and ads
- Impact of Motion graphics & Sound
- Design with GenAI: scripts, storyboards, and workflow

SEMESTER III:

- Solve user problems using UX and design thinking
- Visualize UI and present with prototypes
- Use GenAI in UI/UX wisely and know its limits
- Turn Designs into websites with developers
- Test, Improve, and Present UX work using feedback

SEMESTER IV:

- Navigate full 3D ecosystem while utilizing AI to streamline production
- GenAI-Enhanced Design: Command GenAI tools to push creative boundaries
- Studio-Grade Output: Create stunning 3D product stories
- Cinematic Realism: Match CG to reality with flawless precision and advanced compositing
- Transform your technical output into a curated professional identity



CREATORX

Eligible post completion of CareerX

MODULE I: Freelance Fundamentals & Gig Economy

- Explore creative career pathways
- Identify strengths and niche
- Build job-ready portfolios
- Learn pricing and client skills
- Practice professional ethics

MODULE II: Studio Setup & Project Management

- Set up a production-ready workspace
- Adopt the production workflow
- Master project management basics
- Work effectively in teams
- Develop a deadline-driven mindset

MODULE III: Project Pitch & Client Readiness

- Decode creative briefs with ease
- Pitch creative projects with clarity
- Confident presentation across pitches
- Professional feedback management
- Master portfolio presentation strategies

MODULE IV: Personal Brand & Network Building

- Build a strong professional identity
- Use online platforms strategically
- Professional network building
- Plan long-term career growth
- Master remote and hybrid teamwork

MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability

PROGRAM IN GRAPHICS, WEB AND 2D ANIMATION

DGWA PLUS

As the digital world evolves, the demand for skilled designers, animators and visual artists is higher than ever. From engaging websites to immersive 2D animations, high-quality visuals are shaping the future of digital communication. DGWA PLUS prepares you for this dynamic industry with hands-on training in graphic design, web development and animation. Gain real-world experience, build a standout portfolio and master the skills needed to excel in digital design.

COURSE DURATION: 288 HRS

COURSE CONTENT

TERM I

- Interactive Design • Digital Design • Image Processing
- Vector Illustration • Digital Publishing • World of Generative AI

SOFTWARE** COVERED

- Photoshop • Lightroom • Illustrator • InDesign • ChatGPT • Leonardo AI

TERM II

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

SOFTWARE** COVERED

- Figma/XD • Dreamweaver • VSCode • Premiere • Audition • JavaScript • Bootstrap

TERM III

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

SOFTWARE** COVERED

- Animate • After Effects • Toon Boom Harmony

CAREER OPTIONS

- Graphic Designer • UI & UX Designer • Web Designer • Digital Designer
- Designer for Interactive E-learning • Digital Content Developer
- Video Editor • Illustrator • Social Media Designer
- Media Packaging • 2D Animator

**Please refer to page no. 110 for Trademark Attribution.

UI & UX DESIGN PRO

As the digital landscape evolves, so do the expectations for seamless, user-centric design. Keeping pace with industry demands, we have revamped our UI/UX curriculum to go beyond the basics of Design Thinking and User-Centered Design (UCD), focusing on real-world application and innovation.

With the transformative power of AI now shaping digital experiences, this course integrates AI-driven design tools and strategies to prepare learners for the future of interactive experiences.

This program blends theoretical foundations with hands-on application, ensuring students develop a strong balance of creative problem-solving, technical expertise and cutting-edge design principles. Whether you're crafting intuitive interfaces or optimizing user journeys, this course equips you with the skills to thrive in the modern digital landscape.

COURSE DURATION: 192 HRS

COURSE CONTENT

- Design Principles • Principles of Visual Communication • Digital Design • Vector Illustration
- Advanced Graphic Design • Design Thinking • Principles of User Centric Design
- Interactive Design • AI for Interactive Design • Web Pages — HTML & CSS
- Responsive Framework • JavaScript • Content Management System • No Code Design
- Concepts of Digital Marketing • Industry Trends and Case Studies

SOFTWARE** COVERED

- Photoshop • Illustrator • Miro • Figma
- Figma Ai • Webflow • VS Code • Dreamweaver
- Bootstrap • Wordpress

CAREER OPTIONS

- UI/UX Designer • Digital Graphic Designer • Interaction Designer
- Front-end Designer • Visual Communication Specialist
- Web Designer • Mobile App Designer • Digital Product Designer
- Brand Experience Designer • Content Strategist • Visual Storyteller

ADVANCED PROGRAM IN DIGITAL MEDIA & DESIGN

APDMD

This all-in-one program is designed to equip you with the skills to thrive in both print and digital media. From digital design to creating responsive front-end design and 2D animation, this course blends creativity with industry-driven techniques, ensuring you are ready to lead in the ever-evolving digital space.

COURSE DURATION: 384 HRS

TERM I

- Fundamentals of Drawing • Digital Design • Vector Illustration
- Advanced Graphic Design • Digital Publishing • World of Generative AI

SOFTWARE** COVERED

- Photoshop • Illustrator • InDesign • ChatGPT • Leonardo AI

TERM II

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

SOFTWARE** COVERED

- Animate • Dreamweaver • Premiere • Audition

TERM III

- Responsive Design • Utilizing Responsive Frameworks • Creating Interactive Web Pages
- Essentials of PHP and MySQL • Front-end Designing • Concept of Content Management System

SOFTWARE** COVERED

- XD • Dreamweaver • HTML • CSS • JavaScript • VS Code • XAMPP • PHP • MySQL

**Please refer to page no. 110 for Trademark Attribution.

TERM IV

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

SOFTWARE** COVERED

- Storyboard Pro • Animate • Toon Boom Harmony

CAREER OPTIONS

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

BROADCAST

In a world driven by content and ruled by visuals, broadcast design plays a defining role in shaping what we see on screen. From newsrooms to OTT platforms, it brings motion graphics, storytelling and visual identity together, creating powerful experiences across TV, digital streaming and live broadcasts.

MAAC's Broadcast courses are designed to equip you with in-demand skills in digital filmmaking, motion graphics, 3D design, editing and compositing. Designed for today's content-driven landscape, the program prepares you to craft high-impact visuals for media houses, production studios and digital platforms, making you ready for a career where creativity meets real-time storytelling.



Put on your 3D glasses to bring this page to life!

BROADCAST

ADVANCED PROGRAM IN MOTION GRAPHICS

APMG

The Advanced Program in Motion Graphics & Broadcast Design equips students with technical expertise, artistic creativity and AI-driven workflows for film, advertising, UI/UX and digital content creation.

With hands-on training, industry-standard tools, real-world projects and portfolio development, this program prepares students for careers in Motion Graphics.

Designed to meet industry demands, technological advancements and evolving creative workflows, it bridges creativity and technology, ensuring mastery of design fundamentals and technical execution using cutting-edge tools.

COURSE DURATION: 288 HRS

TERM I

- Design Principles • Introduction to Digital Design • Video & Sound Editing
- Vector Illustration • Advanced Graphic Design • Art of Type and Visual Design
- Generative AI for Digital Creators — Imagery

SOFTWARE** COVERED

- Express • Canva • Photoshop • Illustrator • Premiere • Audition
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Firefly • Canva AI Tools

TERM II

- Principles of Motion Design • Design Thinking • Interactive Design
- Motion Graphics Essentials • Working with Plugins
- 3D Motion Graphics • Case Study: E-Learning/Film Titles/News Channel
- Online Portfolio Showcase • Generative AI for Digital Creators — Video & Audio

SOFTWARE** COVERED

- Figma • After Effects • Duik Angela • Red Giant • Cinema 4D • Sora
- Gen Ai Video generation tools- (Higgsfield/Runway ML***) • ElevenLabs
- Suno AI • Comfy UI

CAREER OPTIONS

- Motion Graphics Designer (2D/3D) • UI/UX Motion Designer
- Game Motion Artist • Broadcast & OTT Graphics Artist
- Corporate & Explainer Video Designer • Graphic Designer
- Brand Identity Designer • Video Editor

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

BROADCAST PLUS

Broadcast media is more than just screens and sound, it's about creating impactful visuals that reach millions. With the demand for broadcast designers skyrocketing, this program equips you with the creative and technical expertise to thrive in this fast-paced industry.

From digital filmmaking and motion graphics to lighting, rendering and editing with FCP, Broadcast Plus covers every essential skill needed to bring stories to life on TV, digital platforms and beyond.

COURSE DURATION: 432 HRS

TERM I

- Fundamentals of Visual Design • Basics of Filmmaking • Digital Design
- Basics of Compositing • Video & Sound Editing

SOFTWARE** COVERED

- Photoshop • After Effects • Premiere • Audition

TERM II

- Introduction to 3D World • 3D Design • Introduction to Texturing
- Fundamentals of CG Lighting • Lighting & Rendering in V-Ray
- Introduction to 3D Animation • Hierarchy & Connections • Dynamics and FX

SOFTWARE** COVERED

- 3ds Max • V-Ray

TERM III

- 3D Design in C4D • Texturing • Look Dev
- 3D Motion Graphics • Case Study • Colour Grading

SOFTWARE** COVERED

- Cinema 4D • DaVinci Resolve

**Please refer to page no. 108 for Trademark Attribution.

CAREER OPTIONS

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

DIGITAL FILMMAKING & PHOTOGRAPHY

In a world that scrolls, streams and shares non-stop, powerful visuals and compelling stories are what truly stand out. Whether it's capturing a striking frame or crafting a seamless narrative, digital filmmaking and photography, let you create content that speaks louder than words.

At MAAC, our programs blend creative storytelling with technical precision. You will learn the art of capturing the perfect shot, crafting cinematic edits, working with professional gear and mastering industry tools, all from pre-production to post. Whether you are making films, shooting for brands or building content for digital platforms, you will be ready to turn vision into visual impact.

PROFESSIONAL PROGRAM IN VIDEO PRODUCTION (PPVP)

PPVP

The Professional Program in Video Production is an industry-driven program that equips students with creative, technical and AI-powered skills for filmmaking, video editing, motion graphics and content creation. This structured course covers visual storytelling, editing fundamentals, AI-enhanced workflows, social media content creation and post-production mastery, preparing you for high-demand careers in film, advertising, social media and digital content.

COURSE DURATION: 272 HRS

TERM I

- Fundamentals of Visual Design • Design Principles
- Digital Design • Introduction to Digital Design
- Fundamentals of Filmmaking • Layout & Animatics
- Generative AI for Digital Content - Imagery

SOFTWARE** COVERED

- Express • Canva • Photoshop • Illustrator • Storyboarder
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Firefly
- Canva AI Tools

TERM II

- Video & Sound Editing • Motion Graphics Essentials • File Formats
- Colour Grading • Metadata • Video Codecs • Podcast Production Workflow
- Video Editing for Social Media • Transcription and Text-based Audio Editing
- Tips & Tricks for Portfolio Development
- Generative AI for Digital Creators - Video & Audio

SOFTWARE** COVERED

- Premiere • DaVinci Resolve • Audition • After Effects
- Duik Angela • Red Giant • Media Encoder • Handbrake
- Riverside • OBS • Descript • Sora • ElevenLabs • Suno AI • Comfy UI
- Gen Ai Video generation tools- (Higgsfield/Runway ML***)

CAREER OPTIONS

- Video Editor • Motion Graphics Artist • Video Content Creator
- Corporate Video Producer • Motion Graphics Designer
- Video Strategist • Social Media Video Editor • Podcast Producer & Editor
- Short-form Video Creator • AI-driven Video Content Creator
- Game Cinematics Editor • Independent Filmmaker
- Video Freelancer & Consultant • YouTube & Digital Content Entrepreneur

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

DIGITAL FILMMAKING (DFM)

Filmmaking is more than just storytelling, it's about crafting captivating visuals, seamless edits and immersive soundscapes. DFM is a power-packed, short-term course that introduces you to the fundamentals of filmmaking, covering pre-production techniques, linear editing, sound editing and even clay animation.

With hands-on training in industry-standard software like Photoshop, Audition, Premiere and After Effects, you will develop the skills to step into roles like cinematographer, director, producer or screenwriter.

COURSE DURATION: 144 HRS

COURSE CONTENT

- Fundamentals of Visual Design • Fundamentals of Filmmaking
- Digital Design • Layout & Animatics • Concepts of Non-linear Editing
- Basics of Compositing • Video & Sound Editing • World of Generative AI

SOFTWARE** COVERED

- Photoshop • After Effects • Premiere • Audition • Storyboarder
- ChatGPT • Leonardo AI

DIGITAL PHOTOGRAPHY***

A single photograph can tell a story, evoke emotions and leave a lasting impact. This revolutionary course equips you with the skills to excel in the photography industry. Learn composition, lighting, framing and editing through hands-on training with professional tools and techniques. Whether you aspire to be a commercial photographer, visual artist or content creator, this course provides the perfect foundation to turn your passion into a profession.

COURSE 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

**Please refer to page no. 110 for Trademark Attribution.

GAMING & INTERACTIVE DESIGN

Gaming is where creativity meets code – merging design, storytelling, art and interactivity – to create unforgettable player experiences. From concept to console, every game goes through three key stages before it becomes a reality:

PRE-PRODUCTION: IMAGINING THE GAME WORLD

This is where it all begins. Game concepts are born, characters and environments are visualised and the gameplay journey is mapped. Designers, writers and artists collaborate to build the world, define mechanics and shape the player experience.

PRODUCTION: BRINGING THE GAME TO LIFE

Ideas turn into action. 3D assets, animations and textures are created, while developers build gameplay systems and interactivity using advanced game engines. Every element – from visuals to sound – is carefully crafted to ensure seamless, bug-free and engaging play.

GAME PUBLISH: READY FOR LAUNCH

Learn to publish games and bring them to the world. Master game engine integration, platform requirements, and deployment workflows. From build to store, discover what it takes to launch with confidence.

Scan to see our students' creative work!

ADIDG PLUS

POWERED BY

CAREERX & CREATORX

COURSE DURATION: 650 HRS
WITH CAREERX

COURSE DURATION: 698 HRS
WITH CAREERX & CREATORX

The new ADIDG Plus course includes Gaming, Metaverse and 3D design, equipping students with skills for careers in Media & Entertainment and beyond. This program is designed to meet the evolving demands of the industry.

**Please refer to page no. 110 for Trademark Attribution.

TERM I: Digital and Interactive Design

- Game Art Fundamentals • Digital Design • Visual Design for Games • Vector Illustration
- UI Design for Games • Motion Design for Games • Video & Sound Editing
- Generative AI for Digital Creators - Imagery • Generative AI for Digital Creators - Video & Audio

SOFTWARE** COVERED

- Photoshop • Illustrator • Animate • Premiere • Audition • ChatGPT
- Deepseek • Leonardo AI • Midjourney • Sora • Suno AI • Descript • Comfy UI • Firefly
- Gen Ai Video generation tools- (Higgsfield/Runway ML***) • ElevenLabs • Canva AI Tools

TERM II: Animation & Modeling for Games & Interactive Design - 1

- Introduction to 3D World • 3D Design • Introduction to Texturing
- PBR Texturing • Fundamentals of CG Lighting • Dynamics and FX
- Lighting & Rendering in V-Ray

SOFTWARE** COVERED

- 3ds Max • Substance 3D Painter

TERM III: Animation & Modeling for Games & Interactive Design - 2

- 3D Modeling • Realtime PBR Texturing • Advanced CG Lighting • Prop & Character Setup
- Advanced Lighting & Rendering in Arnold • 3D Animation • Hair Grooming with XGen
- Particles, Dynamics & Advanced Effects with Bifrost • Virtual Staging

SOFTWARE** COVERED

- Maya • Quixel Mixer • Substance 3D Stager

TERM IV: Digital Assets, Real Time 3D & Interactive Design

- Digital Sculpting • Photogrammetry Workflow • Cloth Simulation & FX • Realtime 3D
- Motion Capture Animation • Unity Mobile Gaming • Unity AR/VR Module
- Game Level Design • Motion & Performance Capture Integration • MetaHuman

SOFTWARE** COVERED

- ZBrush • Substance 3D Sampler • Marvelous Designer • Motion Builder
- Unity • Unreal Engine • MetaHuman

CAREER OPTIONS

- Game Artist • Game Designer • 3D Asset Artist • Game Level Designer • Game Animator
- Technical Artist • Environment Artist • 3D Artist (AR/VR) • Game UI/UX Designer
- Game Character Artist • 3D Generalist • Texturing Artist • VAD Artist • 3D Visualiser
- Pre-viz Artist • 3D Modeler • Lighting Artist • Rigging Artist • Interactive Product Demo Artist
- Layout Artist • Motion Capture Animator • 3D Modeling Artist • Animator • Texturing Artist
- Game Asset Creator • E-learning • Editor

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

CAREERX

SEMESTER I:

- Narrative Design: Align worldbuilding and story with gameplay mechanics
- Art Direction: Maintain visual consistency and style across all assets
- GenAI Workflows: Use GenAI for rapid ideation and production-ready concepts
- Character Design: Design functional characters with strong, readable silhouettes
- Game Art & UI Design: Build scalable, optimized assets and UI for games

SEMESTER II:

- 3D Pipeline: Mastering departmental workflows and deadlines
- Asset Workflow: Creating production-ready assets without errors
- Scene Optimization: Using proxies, LODs, and instancing for performance
- LookDev & Lighting: Cinematic lighting using practical references
- Animation: Transforming storyboards into shots with clear body mechanics

SEMESTER III:

- Studio Workflow: Execute professional workflows from modeling to final texturing
- Asset Optimization: Build optimized, production-ready assets with clean topology
- VFX Integration: Master CG-to-plate matching through lighting and LookDev
- Performance-driven Animation: Create story-driven performances with precise body mechanics
- GenAI Integration: Leverage GenAI for rapid ideation and production optimization

SEMESTER IV:

- Asset Pipelines: Studying studio workflows via industry case studies
- Character Pipeline: Mastering end-to-end real-time character creation
- MoCap & Simulations: Implementing motion capture and cloth simulation
- Level Design: Crafting real-time environments and cinematic stories
- Portfolio Prep: Gaining industry insights for career readiness



CREATORX

Eligible post completion of CareerX

MODULE I: Freelance Fundamentals & Gig Economy

- Explore creative career pathways
- Identify strengths and niche
- Build job-ready portfolios
- Learn pricing and client skills
- Practice professional ethics

MODULE II: Studio Setup & Project Management

- Set up a production-ready workspace
- Adopt the production workflow
- Master project management basics
- Work effectively in teams
- Develop a deadline-driven mindset

MODULE III: Project Pitch & Client Readiness

- Decode creative briefs with ease
- Pitch creative projects with clarity
- Confident presentation across pitches
- Professional feedback management
- Master portfolio presentation strategies

MODULE IV: Personal Brand & Network Building

- Build a strong professional identity
- Use online platforms strategically
- Professional Network building
- Plan long-term career growth
- Master remote and hybrid teamwork

MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability

3DGAI

The 3D Game Art and Integration Course is a 1-year intensive program designed to fast-track aspiring game artists into the industry. It covers the complete game art pipeline - from foundational design to advanced 3D modeling, texturing, animation and game engine integration.
By blending creative and technical training, the course equips graduates to produce high-quality, game-ready assets. Advanced modules, including PBR texturing, digital sculpting with ZBrush and 3D+GenAi workflows, ensure proficiency with the latest industry technologies.

The creation of this program is driven by industry demands, technological advancements and evolving educational needs in the gaming and digital content sectors.

COURSE DURATION: 296 HRS

TERM I: FOUNDATION OF 3D GAME ART

- Visual Design for Games • Digital Design • UI Design for Games
- Game Art Fundamentals and Game Design Document
- Generative AI for Digital Creators-Imagery • Introduction to Maya
- 3D Modeling • Materials & Textures • PBR Texturing
- Prop & Character Setup • 3D Animation • Look Development

SOFTWARE** COVERED

- Photoshop • Maya • Substance 3D Painter • ChatGPT • Deepseek • Leonardo AI
- Midjourney • Firefly • Canva AI Tools

TERM II: ADVANCED 3D SCULPTING, SIMULATION & AI

- Digital Sculpting & Advanced CG Modeling • Working with Game Engine
- Cloth Simulation and FX • Node-based Texturing
- Photogrammetry Workflow • 3D-Genrative AI Workflow

SOFTWARE** COVERED

- ZBrush • Unreal Engine • Marvelous Designer • Substance 3D Designer
- Substance 3D Sampler • Reality Capture • Meshy AI

CAREER OPTIONS

- 3D Modeler/Artist • Texture/Material Artist • Technical Artist
- Character Artist • Environment Artist • UI/UX Designer for Games
- Lighting Artist • Cloth/FX Artist • Generative AI Artist
- Game Engine Artist • 3D Generalist Artist • Game Concept Artist

APGDI

ADVANCED PROGRAM IN GAME DESIGN & INTEGRATION

APGDI is a comprehensive career course offering end-to-end training in Game Art, Design and Integration across all platforms. Learn the technology behind stunning game art and gain expertise in 2D interactivity, AR & VR development with UNITY and game asset integration using UnREAL Engine for PCs, Consoles and Mobile gaming.

COURSE DURATION: 480 HRS

COURSE CONTENT

TERM I: Game Art & Design Fundamentals
- Digital Design • Vector Illustrations for Games • Sound Editing
- Game Production & Design Documents • 3D Design • Introduction to Texturing
- Character Setup

SOFTWARE** COVERED
- Photoshop • Illustrator • Audition • 3ds Max

TERM II: Game Art & Design Advanced
- 3D Modeling • PBR Texturing • Realtime PBR Texturing • CG Lighting • Prop & Character Setup
- 3D Animation • Motion Capture Animation • Digital Sculpting

SOFTWARE** COVERED
- Maya • Substance 3D Painter • Quixel Mixer • Motion Builder • ZBrush • Unreal Game Engine

TERM III: Game Engine
- Game Theory & Pre-production • Working with Unity Game Engine
- Unity Game Asset Integration & Level Design Mobile
- Unity Game Asset Integration & Level Design AAA • Unreal Game Engine

SOFTWARE** COVERED
- Unity • Unreal Engine

TERM IV: Specialisation in Mobile Gaming
- Mobile Game Theory • Mobile Pre-production & Design Documentation
- UI/UX for Mobile Game • Creating a 3D Mobile Game
- Creating a First Person Shooter Mobile Game • Creating a 2D Casual Mobile Game

SOFTWARE** COVERED
- Unity • Unreal Engine

TERM V: Specialisation in PC & Console
- Console Game Theory • Console Pre-production & Design Documentation
- UI/UX for AAA Game • AAA Game Level Design

SOFTWARE** COVERED
- Unity • Unreal Engine

CAREER OPTIONS
- Game Asset Development Artist • Game Artist • Game Environment Designer
- Character Modeler • Game Animation • Game UI/UX Designer • Asset Integration Artist
- Game Level Designer • Technical Artist • Game Designer • Concept Artist • Pre-viz Artist

PMGDI

PROGRAM IN MOBILE GAME DESIGN & INTEGRATION

PMGDI trains you in Mobile Game Design & Integration, equipping you to create exciting, mobile-friendly games for the ever-growing mobile gaming industry. With mobile gaming on the rise, this course teaches you to design, develop and publish advanced 2D & 3D games using interactive AR & VR technology.

COURSE DURATION: 388 HRS

COURSE CONTENT

TERM I: GAME ART & DESIGN FUNDAMENTALS

- Digital Design • Vector Illustrations for Games • Sound Editing • 3D Design
- Game Production & Design Documents • Hierarchy, Connections & Character Setup
- Introduction to Texturing

SOFTWARE** COVERED

- Photoshop • Illustrator • Audition • 3ds Max

TERM II: GAME ART & DESIGN ADVANCED

- 3D Modeling • PBR Texturing • Realtime PBR Texturing • Prop & Character Setup
- 3D Animation • Motion Capture Animation • Digital Sculpting • Look Development

SOFTWARE** COVERED

- Maya • Substance 3D Painter • Quixel Mixer • Motion Builder • ZBrush

TERM III: GAME ENGINE

- Game Theory & Pre-production • Working with Unity Game Engine • Unreal Game Engine
- Unity Game Asset Integration & Level Design Mobile

SOFTWARE** COVERED

- Unity • Unreal Engine

TERM IV: SPECIALISATION IN MOBILE GAMING

- Mobile Game Theory • Mobile Pre-production & Design Documentation • UI/UX for Mobile Game
- Creating a 2D Casual Mobile Game • Creating a 3D Mobile Game
- Creating a First Person Shooter Mobile Game

SOFTWARE** COVERED

- Unity • Unreal Engine

CAREER OPTIONS

- 2D Mobile Game Artist • 3D Mobile Game Artist (Modeling & Texturing)
- Game Environment Artist • Game Animator • Game Rigging Artist • Mobile Game Developer
- Mobile Game Designer • Concept Artist • Mobile Game Environment Artist
- Mobile Game UI/UX Designer • Technical Artist • Game Designer
- Mobile Game Level Designer • Look Dev Artist • Pre-viz Artist

**Please refer to page no. 110 for Trademark Attribution.

IPVAD-XR

India's creative economy is entering a new phase, where Generative AI, XR, real-time engines, and immersive technologies are reshaping how ideas are designed, built and experienced. Stories today no longer live on a single screen or format. They flow across films, games, digital platforms, interactive experiences and virtual worlds. Yet, much of traditional design education struggles to keep pace with this shift.

Studios, agencies, platforms and independent creators are no longer looking for single-skill specialists. They seek hybrid creators—professionals who can think in transmedia terms, design for multiple platforms, and work seamlessly across digital design, 3D, VFX, immersive media and emerging content ecosystems. Creators who can translate ideas into production-ready outputs, adapt stories for scale, interaction and audience engagement.

This evolution calls for a new-age learning pathway, one that blends creative thinking with advanced technology, real-world workflows. A pathway designed not just to teach tools but to prepare creators to build, extend and monetise content across the rapidly expanding AVGC-XR landscape.

IPVAD-XR

POWERED BY

CAREERX & CREATORX

COURSE DURATION: 912 HRS
WITH CAREERX

COURSE DURATION: 960 HRS
WITH CAREERX & CREATORX

International Program in Visual Arts, Design & XR*

THE FUTURE-READY LAUNCHER FOR CREATIVE & TECH CAREERS

IPVAD-XR is an all-in-one, future-ready program designed to build cross-disciplinary creators for the evolving AVGC-XR ecosystem. The program integrates Digital Design, Video Production, 3D Content Design, XR, VFX and Creator Economy Essentials into a single structured learning pathway, preparing learners for studio roles, freelancing and creator-led careers.

COURSE CONTENT

YEAR 1 – DIGITAL DESIGN & VIDEO PRODUCTION

SOFTWARE** COVERED

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Express | Canva
Adobe Premiere | Adobe After Effects | Adobe Audition | Adobe Lightroom
Autodesk 3ds Max | Autodesk Maya | Adobe Substance 3D Painter
Unreal Engine | Maxon ZBrush | Marvelous Designer Houdini | Nuke
DaVinci Resolve | SilhouetteFX | 3D Equalizer GenAI Tools

CAREER OPTIONS

- Digital Designer • Video Producer & Video Editor
- 3D Artist / 3D Generalist • XR & Immersive Content Creator
- VFX Artist • Compositing Artist • Unreal Engine Content Creator
- Game Visual Designer • AI-driven Content Creator
- Freelance Creator / Creative Entrepreneur

*Available in selected centers

COURSE CONTENT

YEAR 1 – DIGITAL DESIGN & VIDEO PRODUCTION

TERM I: Foundations of Digital Design

- Introduction to AVGCXR & Industry Trends – Concepts
- Essentials of Digital Design – Concepts
- Digital Design
- Web Based Content Creation
- Vector Graphics and Illustrations
- Advanced Graphic Design
- Digital Publishing
- Product Mock-up for Advertising
- Concepts of UI and UX Design
- UI and UX Design
- GenAI for Imagery
- Branding Case Study

TERM II: Essentials of Video Production

- Art & Aesthetics – Photography
- Image Processing
- Storyboarding & Animatics
- Fundamentals of Filmmaking
- Visual Communication and Typography
- Basics of Motion Design
- The Art of Video Editing
- Essentials of Sound Editing
- GenAI for Video Production
- Fundamentals of Visual Design

YEAR 2 – FUNDAMENTALS AND ADVANCED 3D CONTENT DESIGN

TERM III: Fundamentals of 3D Content Design

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

TERM IV: Advanced 3D Content Design

- Introduction to Maya
- 3D Modeling
- Materials & Textures
- PBR Texturing
- Prop & Character Setup
- Animation
- Particles, nDynamics and BiFrost

YEAR 3 – XR, IMMERSIVE, VFX & CREATOR ECONOMY ESSENTIALS

TERM V: Next-Gen 3D Content Design

- Hair Grooming with XGen
- Digital Sculpting & Advanced CG Modeling
- Cloth Simulation and FX
- 3D Photogrammetry Workflow
- Visual Design for Games
- Game Level Design
- Unreal Engine for Content Creators
- Design Thinking for Immersive Media
- Introduction to Augmented Reality & Virtual Reality

TERM VI: VFX and Creator Economy Essentials

- Introduction to Procedural FX
- Introduction to Pyro and Fluids FX
- Introduction to Rotoscopy
- Camera Tracking and MatchMove
- Advanced Compositing
- Video Editing and Color Grading
- Creator Economy Essentials – Concepts

CAREERX

SEMESTER I:

- Hands-on studio briefs, teams, deadlines, revisions, and approvals
- Use GenAI for faster ideas, with ethical use and limits
- Build strong branding and logos, avoiding common mistakes
- Follow pro workflows: feedback, files, versions, and problem-solving
- Design for print, digital, social, and packaging using mockups

SEMESTER III:

- 3D Pipeline: Mastering departmental workflows and deadlines
- Asset Workflow: Creating production-ready assets without errors
- Scene Optimization: Using proxies, LODs, and instancing for performance
- LookDev & Lighting: Cinematic lighting using practical references
- Animation: Transforming storyboards into shots with clear body mechanics

SEMESTER IV:

- Studio Workflow: Execute professional workflows from modeling to final texturing
- Asset Optimization: Build optimized, production-ready assets with clean topology
- VFX Integration: Master CG-to-plate matching through lighting and LookDev
- Performance-driven Animation: Create story-driven performances with precise body mechanics
- GenAI Integration: Leverage GenAI for rapid ideation and production optimization

SEMESTER VI:

- Matchmoving: Tracking cameras and complex motion for production footage
- Plate Prep: Mastering high-level rotoscoping, clean-up, and keying
- FX Integration: Blending FX elements seamlessly into live-action shots
- Color Management: Using accurate LUTs and color space for CG compositing
- Career-ready: Building a professional showreel with technical breakdowns



CREATORX

Eligible post completion of CareerX

MODULE I: Freelance Fundamentals & Gig Economy

- Explore creative career pathways
- Identify strengths and niche
- Build job-ready portfolios
- Learn pricing and client skills
- Practice professional ethics

MODULE II: Studio Setup & Project Management

- Set up a production-ready workspace
- Adopt the production workflow
- Master project management basics
- Work effectively in teams
- Develop a deadline-driven mindset

MODULE III: Project Pitch & Client Readiness

- Decode creative briefs with ease
- Pitch creative projects with clarity
- Confident presentation across pitches
- Professional feedback management
- Master portfolio presentation strategies

MODULE IV: Personal Brand & Network Building

- Build a strong professional identity
- Use online platforms strategically
- Professional network building
- Plan long-term career growth
- Master remote and hybrid teamwork

MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability

SHORT-TERM COURSES

MAAC's Skill Enhancement Short-term Courses help you polish, perfect and specialize in key areas of the Media & Entertainment industry, including Animation, VFX, Multimedia, Graphic Design and Gaming.

Whether you are looking to expand your expertise, master new software or fast track your career, these focused programs provide industry-relevant training that helps you reach your creative and professional goals.

BLENDER PRO

Blender is a free, open-source software that supports the entire 3D pipeline, ranging from modeling, rigging, animation, simulation, rendering, compositing, motion tracking, video editing and game asset creation. Gaining rapid adoption, many mid-size studios are now integrating Blender into their 3D workflows, making it a powerful tool for animation and game development.

COURSE DURATION: 144 HRS

COURSE CONTENT

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

SOFTWARE** COVERED

- Blender

CINEMA 4D PRO

Cinema 4D is a leading tool in VFX and graphic design, known for its cutting-edge motion graphics, dynamic visual effects and seamless 3D workflows.

Whether you are an aspiring designer or a seasoned professional, this course equips you with MoGraph tools, advanced lighting techniques and broadcast design workflows to create professional-grade motion graphics and immersive 3D content.

COURSE DURATION: 120 HRS

COURSE CONTENT

- 3D Design • Non-destructive Modeling • Texturing and Look Development • Lighting and Rendering
- Particles & Dynamics • Hair and Cloth FX • MoGraph Tools • Volume-based Modeling
- Rendering Solution with ProRender & Physical Renderer

SOFTWARE** COVERED

- Cinema 4D

**Please refer to page no. 110 for Trademark Attribution.

MAX PRO

Elevate your 3D skills with MAX Pro, a specialized course in texturing, lighting, modeling, skinning and character setup. This program trains you in 3ds max, a leading tool in the animation industry, equipping you with the technical expertise to create high-quality 3D assets and dynamic animations.

From foundational concepts to advanced techniques like dynamics and animation, MAX Pro prepares you for real-world industry applications, helping you build a strong portfolio and master the tools shaping animation, gaming and VFX.

COURSE DURATION: 144 HRS

COURSE CONTENT

- Introduction to 3D World • Introduction to 3D Animation • 3D Design
- Introduction to Texturing • Fundamentals of CG Lighting
- Lighting & Rendering in V-Ray • Hierarchy, Connections & Character Setup
- Dynamics and FX

SOFTWARE** COVERED

- 3ds Max • V-Ray

MAYA PRO#

Maya is the industry's leading software for 3D animation in films, gaming and VFX, renowned for creating high-quality, ultra-realistic models and effects. This course dives deep into advanced animation, modeling and rendering, equipping you with the skills to craft stunning visuals for movies, games and immersive experiences.

COURSE DURATION: 192 HRS

COURSE CONTENT

- 3D Modeling • PBR Texturing • Advanced CG Lighting • Prop & Character Setup
- Advanced Lighting & Rendering in Arnold • 3D Animation
- Particles, Dynamics & Advanced Effects with Bifrost

SOFTWARE** COVERED

- Maya • Substance 3D Painter

#Please refer to page no. 26 for Specialisation options.

SHORT-TERM COURSES

DESIGN VIZ PRO

Design Viz Pro takes you deep into design and visualisation, from planning to execution. Ideal for those looking to bring 3D form to architecture, engineering or landscape designs, this course helps you create realistic models before they are built. Key areas include simulation, interactive design, video editing and real-world lighting. Upon completion, you will be ready for careers in animation, architecture & engineering firms and event production houses.

COURSE DURATION:176 HRS

COURSE CONTENT

- Digital Design • 3D Design Visualisation
- 3D Walkthrough • Introduction to 3D World • 3D Design
- Video Editing • Interactive Design • Introduction to Texturing
- Fundamentals of CG Lighting • Lighting & Rendering in V-Ray

SOFTWARE** COVERED

- Photoshop • Premiere • 3ds Max • Sketchup
- Lumion • V-Ray

ADVANCED COMPOSITING

COURSE 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. 110 for Trademark Attribution.

CGPD PLUS

COURSE DURATION: 110 HRS

COURSE CONTENT

- Introduction to Digital Content • Digital Design
- Image Editing • Vector Illustration • Advanced Graphic Design
- Digital Publishing • 3D Design for Product Advertising

SOFTWARE** COVERED

- Photoshop • Lightroom • Illustrator • InDesign • Dimension

COMPOSITING PLUS

COURSE DURATION: 172 HRS

COURSE CONTENT

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

SOFTWARE** COVERED

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

GEN AI CREATOR PRO

Step into the future of content creation with a course designed for the new creator economy. Learn how to combine storytelling, design thinking and Generative AI workflows to create cinematic visuals, engaging content and portfolio-ready projects across digital platforms.

CAREER OPTIONS

- Gen AI Visual Storyteller • Gen AI Content Creator
- Gen AI Concept Artist • Gen AI Digital Designer
- Storyboard Artist (Gen AI Workflows)
- Digital Content Designer
- Social Media Content Creator
- Visual Development Artist



COURSE DURATION: 168 HRS

COURSE CONTENT

TERM I:

Visual Storytelling + Visual Design Fundamentals
- Visual Elements of Art
- Principles of Design
- Basics of Visual Communication

Cinematography Foundations for Creators
- Essentials of Cinematography

Digital Design & Image Editing
- Introduction to Digital Design
- Digital Design

Art of Storyboarding
- Layout & Animatics

Fundamentals of Filmmaking
- Basics of Filmmaking

Gen AI for Imagery
- AI Foundations and Prompt Engineering Basics
- Introduction to Gen AI Tools
- Introduction to Gen AI in Creative Industries
- Creative Writing Skills with Gen AI
- Image Creation and Manipulation
- Advanced Image Generation
- NextGen Designing Techniques
- Storyboarding and Pre-Visualization with Gen AI

TERM II:

Gen AI For Advanced Video Content
- Principles of Art Direction
- Video Content Creation with Gen AI
- Audio Content with Gen AI
- ComfyUI Essentials
- Building GenAI workflows using ComfyUI

Post Production
- The Art of Video Storytelling
- Basics of Compositing

Capstone Project
- Final Project

SOFTWARE COVERED

• ChatGPT • Claude • MidJourney • Leonardo AI
• Firefly • ComfyUI • Higgsfield Ai • Kling Ai • Veo3
• Runway ML • Meshy Ai • Eleven labs • Suno Ai • Photoshop
• Premiere • After Effects • Canva • Express

A STAGE FOR EVERY DREAM

At MAAC, there's always something exciting happening. Our events bring students together to learn, create and connect through competitions, masterclasses and industry interactions that go beyond the classroom and into the real world.

LEARNING OUTCOME:

- Hands-on Learning/Skill Enhancement
- Guidance from Experts
- Industry Project Pipeline Learning
- Time & Production Management
- Cross-platform Working Techniques
- Soft Skills Development (Personality, Leadership, Team Building)
- Portfolio Development

24FPS INTERNATIONAL ANIMATION AWARDS

24FPS is an exclusive annual event by MAAC, held every year since its inception in 2003. This marquee property serves as a launchpad for students to showcase their talent and continuous growth. The event sees participation from the 'who's who' of the Media & Entertainment industry and attracts over 1,500 international entries from 100+ countries.

100 HRS RACE AGAINST TIME

The 100 Hours – Creative Marathon is a unique filmmaking competition where students from various MAAC centres collaborate in teams to create 20-25 second films within a non-stop 100-hour timeframe. The competition fosters an inter-centre and national-level ecosystem, where students compete, collaborate and learn. Guided by expert mentors, participants gain hands-on experience in professional animated film production.

MAAC CREATIVE LEAGUE MCL

MAAC Creative League (MCL) is one of the most anticipated events at MAAC, inviting students from all centres to participate - regardless of their course, duration or academic background. MCL cultivates a competitive environment that encourages every student to learn, improve and hone their skills.



LEARNING POWERED BY REAL STUDIOS, CREATORS & PIPELINE PARTNERS

- Live case studies from production teams
- Mentoring by studio supervisors & founders
- Access to creator-entrepreneur sessions
- Exposure to real production & pitch rooms

24FPS CREATOR FEST

Creator Fest is a flagship MAAC platform that brings emerging creators and industry leaders together to showcase storytelling, technology, and evolving career pathways. The fest features curated knowledge sessions' masterclasses.

MAAC MANIFEST

An initiative by MAAC, this series of masterclasses is conducted by renowned experts from the Media & Entertainment industry. These sessions are carefully curated to offer students first-hand industry exposure and prepare them to be job-ready professionals.

NSM National Students Meet

The objective of NSM is to bring together students from across the country at a single venue to interact with industry experts and peers from diverse regions. Students gain exposure through creative and technical seminars, hands-on workshops, insightful case studies and engaging panel discussions.

BTS: BEHIND THE SCREEN

BTS: Behind the Screen is an exclusive knowledge-sharing initiative by MAAC that brings students face-to-face with industry legends through insightful webinars and masterclasses. These sessions offer a deep dive into the world of animation, VFX and gaming—covering the latest tools, techniques and trends. Students also get the opportunity to learn directly from MAAC alumni who have worked on blockbuster films and AAA games, gaining valuable exposure to real-world experiences and career pathways.

VOICES OF THE INDUSTRY



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."



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."



VIJAY SHAH
Director- Design & Media, Physics Wallah

"MAAC builds more than careers—it builds confidence, clarity, and creative excellence. Its industry-driven approach prepares students to turn passion into profession."



DEEPESH BHANSALI
Associate Director - Operational Excellence, Cimpress

"MAAC Institute stands out for its industry-relevant curriculum that truly makes students job-ready. At Cimpress, we've hired great talent from MAAC and their skills and professional readiness speak for themselves."



YOGESH CHHAG
Business Head - NY VFXWALLA

"MAAC has played a pivotal role in shaping world-class artists who have helped Indian studios match global—Hollywood—standards. A large number of leading creative directors and studio owners come from MAAC, making it the backbone of the AVCG industry."



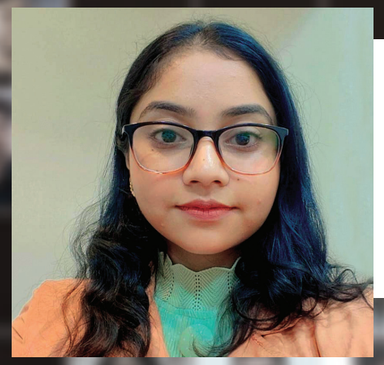
TAJINDER PAL
Co-Founder & Partner at CEDGE Productions

"Animation is a craft that improves with the right training and regular effort. At MAAC, the focus stays on fundamentals and consistent skill development."

THE HIRING HUB



NEW BEGINNINGS



DIVYA AGGARWAL
Graphic Designer

PROVANA
Salary: ₹54,000 per month

KAMNA GAUTAM
Creative Director

JAC NUTRITION
Salary: ₹50,000 per month





JYOTI SHARMA
Graphic Designer

PMG ASIA-INDIA
Salary: ₹35,000 per month

RITIK KUMAR
3d Animation Artist

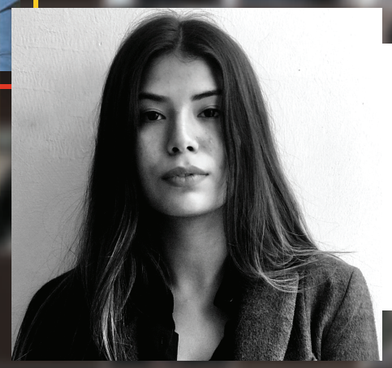
PMG ASIA-INDIA
Salary: ₹45,000 per month





HARSHIT
Sr. Compositor & AI Tool Expert

SKYLIGHT MEDIA KART
Salary: ₹70,000 per month



RIYA BHARDWAJ
Motion Graphic Artist

IPLIX MEDIA
Salary: ₹45,000 per month



KARAN KAUSHIK
Sr. Motion Designer

SILVERPUSH
Salary: ₹95,000 per month

SCAN THE QR CODE TO VIEW THE PLACEMENT REPORT

...AND MANY MORE

STUDENTS' SPOTLIGHTS





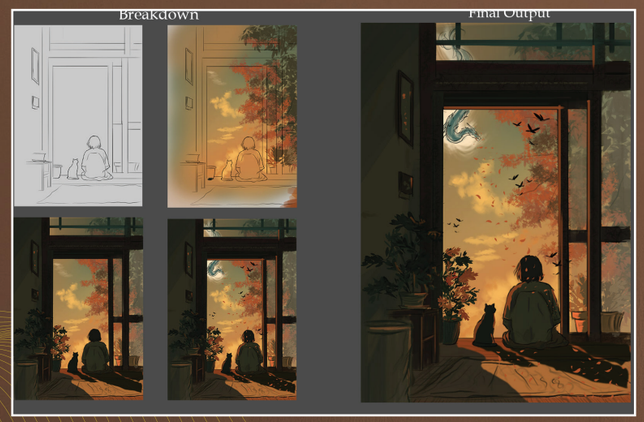
• Canva AI Tools















Scan to see our students' creative work!



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