



moople[™]
INSTITUTE OF
ANIMATION AND DESIGN

B.Sc in Animation

B.Sc in VFX

**BBA in Digital
Marketing**

Explore the world
of Animation, Design, VFX
& Digital Marketing!

**2024-2025
ADMISSION BROCHURE**



about us



Moodle - a unit of Hi-Tech Animation, has a line of premiere educational institutions across India offering **certificate and degree courses in Animation, Graphics, Motion Graphics, Web design, and VFX.**

40,000 sqft
Largest animation production house in Eastern India

15,000+
Certificate course students

700+
Degree course students

1500+
Employees

Awarded | Trusted | Respected



- Best Institute of Animation and Design - ASSOCHAM 2023
- Best Institute of Placement in AVGC - ASSOCHAM 2023
- Excellent Institute in Animation and Design - ARDORCOMM 2022
- Best Institute of Animation and Design - ASSOCHAM 2021
- Best Animation Company - HRD India Awards 2020
- Tele Cine Award 2018
- Tele Cine Award 2017
- Brands Impact Award 2016

our projects

	Guru Bhole Sony Yay 3D Animation		Hirak Rajar Darbare ABP Ananda 3D Animation
	Prince Jai Aur Dumdaar Viru Sony Yay 2D Animation		Gattu Battu Nickelodeon 3D Animation
	Bhut Bandhus Nickelodeon 3D Animation		Shiva Nickelodeon 3D Animation
	Rudra Nickelodeon 3D Animation		Tarak Mehta Ka Chhota Chahshma Sony Yay 3D Animation
	Case Deben Na Please ABP Ananda 3D Animation		Ekans Cartoon Network 3D Animation
	Dhinchak Dino Youtube Channel 2D Animation		Chikoo Aur Bunty Nickelodeon 2D Animation

channels we work for





Why AVGC ?



about AVGC industry

A career in the Animation, Visual Effects, Gaming and Comics (AVGC) industry can be both exciting and dynamic, offering a range of opportunities for individuals with diverse skills and interests. The AVGC industry encompasses various sectors, including animation, visual effects, gaming, virtual reality, augmented reality, and more.

Career scope in Animation & VFX Industry

The future of the VFX and Animation industry in India looks promising, with significant growth and potentiality. The demand for VFX and animation work is on the rise, especially in the fields of films, TV shows, and marketing campaigns. This increasing need for high-quality work is expected to greatly benefit the industry

There are opportunities in diverse industries, including video games, television, movies (Bollywood and beyond), advertising and commercials, the corporate world, real estate, and more!

The AVGC industry is a dynamic and competitive field, and success often comes from a combination of education, skills, networking, and a passion for creativity. Whether you aspire to work for established studios, contribute to indie game development, or explore virtual reality experiences, the AVGC industry offers a multitude of pathways for a fulfilling career.

- **Animation and special effects are in high demand on television, film and advertising industries - [India Today](#)**
- **Gaming is one of the key industries that is generating a variety of job opportunities right now - [The Economic Times](#)**
- **Government says AVGC sector to provide employment over 20 lakh people in upcoming years - [News Services Division All India Radio](#)**
- **The pandemic has opened new horizons for animators all over the globe, including in India - [Telegraph India](#)**



golden days for AVGC



“Animation, Visual Effects, Gaming, and Comic (AVGC) sector offers immense potential to employ youth. Prime Minister Shri Narendra Modi highlighted the need to promote AVGC to build domestic capacity for serving Indian markets and the global demand”



why moople?

Learn from the largest production house In eastern India:

Hi-Tech Animation is one of the leading 2D & 3D animation production houses in India servicing clients like Sony Yay, POGO, Nickelodeon, Cartoon Network to name a few

Industry relevant curriculum:

Moople, the education vertical of Hi-Tech Animation leverages the production experience to create a strong job oriented curriculum

Individual PC for each student in class:

Modern lab equipped with high end systems enable students to learn subject well

Latest software & plug ins:

All systems are equipped with latest softwares & plug ins for the students to be job ready

Faculty with production experience:

All Moople faculties come with prior production experience which helps them guide students technically



Our Foremost Priority - Placement:

Being a part of the industry Moople understands and trains the students as per industry requirements. Given our strong focus on education, our students are able to qualify technical rounds with over 90% students getting placed easily

Our Recruiters: The best companies hire our students e.g. Prime Focus, Netscribes, Red Chillies Entertainment, SVFX, Technicolor, Amazon, DNEG, Cimpres, Studio 56, Trace VFX, PWC, Hula Studio, Fotographic, Esolz Technologies to name a few

Strong Alumni Connect: Most of our students are now senior level employees in national and international projects all across the nation. Moople provides multiple job openings for mid level & senior positions for the alumni



our degree courses

Moople programs are united by one single focus – to make you the best creatively, intellectually and emotionally for an exciting career in your chosen profession. Our courses are so designed, that every student gets the maximum opportunity to hone their skill. Choose a program below and get started on the path to your dream career!

- B.Sc in Animation Film Making: 3 years & 4 years
- B.Sc in VFX Film Making: 3 years & 4 years
- BBA in Digital Marketing: 3 years & 4 years



Associate College
Institute of
Management
Study, Kolkata



Associate College
Dr. B. C. Roy Academy
of Professional Courses,
Durgapur



Degree Provider



Training & Placement
Partner



Production House



Under the visionary leadership of Smt. Mamata Banerjee, Hon'ble Chief Minister, West Bengal, The Higher Education Department of West Bengal has introduced the Student Credit Card Scheme for the students of West Bengal to enable them to pursue education without having any financial constraints. A student from West Bengal can obtain a maximum loan upto Rs. 10 lakh.

For more information & to apply or student credit card please visit – <https://wbacc.wb.gov.in>


Scholarship

Students are eligible for **scholarship** based on merit

our infrastructure



college campus-Kolkata



college campus - Durgapur



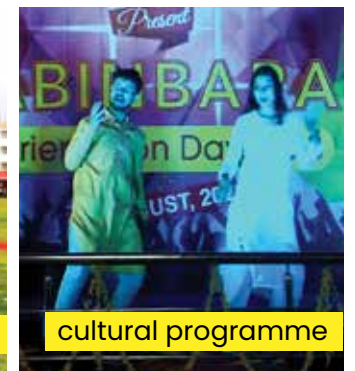
auditorium



cafeteria



play ground



cultural programme



practice lab



class room



class room

B.Sc in Animation & Film Making

course content

- Principles of design
- Colour theory
- Working with vector graphics
- Iconography
- Typography
- Logo design portfolio
- Working with raster graphics
- Corporate identity design
- Branding & advertisement
- Branding portfolio
- Introduction to drawing
- Methods of perspective design
- Art of light & shade
- Clay modelling
- Introduction to maya
- 3D assets modelling
- 3D environment modelling
- Introduction to CG texturing
- 3D lighting & rendering
- 3D game assets modelling
- Rigging
- Human rigging and setup
- Maya dynamics
- Bifrost liquid simulation



- N cloth
- CG pyro & smoke effects
- Introduction to 3D character animation
- Principle of animation
- Human walk and locomotion
- Basic body mechanics
- Storyboard & animatics
- 2D character animation
- 3D character performance
- Introduction to acting & expression
- Lip sync and facial animation
- Acting for animation
- Portfolio & show reel making



duration: 36 months/48 months

career options

- Graphic designer
- Branding artist
- Logo designer
- Print media artist
- Social media designer
- Publication house
- Digital marketing
- Digital content creation
- Gaming industry
- Advertising agency
- Film animation studios
- E-commerce industry
- Interior designing
- 3D designer & CG content creator
- Automation industry
- Instrument & mechanical industries as 3D artist
- Comics and cartoon industry
- Corporate trainer
- Independent digital content creator

software usage

Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Animate CC, Autodesk Maya



B.Sc in VFX Film Making

course content

- Introduction to drawing
- Visual effects process & models
- Design fundamentals
- History of filmmaking
- Still to motion picture journey - early films of lumiere brothers
- World cinema
- Narrative & non-narrative Filmmaking
- Screenplay
- Film psychological continuity
- Sound design for film
- Clay modelling & CG modeling
- Texturing
- Rigging & 3D animation
- Fundamentals of motion graphics
- Media design
- Digital art & animation
- Lighting & compositing
- Introduction to Nuke
- CG pyro techniques
- Roto technique
- Paint
- Chroma keying
- Clean ups & matte painting
- Camera tracking
- Match moving
- Compositing
- Set extention
- Cinematography
- Compositing & CG integration



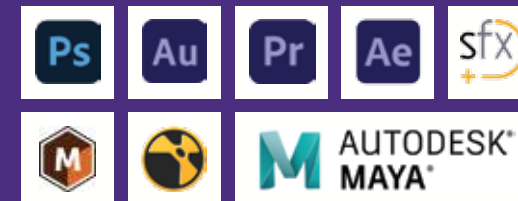
duration: 36 months/48 months

career options

- Film industry
- IT industry
- Broadcast industry
- Advertisement agency
- Broadcast industry
- E-commerce industry
- Gaming industry
- VFX industry
- Media industry

software usage

- Adobe Photoshop
- Adobe Audition
- Silhouette Fx
- Adobe Premiere Pro
- Autodesk Maya
- Adobe After Effects
- Mocha Pro
- Nuke



BBA in Digital Marketing

course content

- Principles of management
- Business statistics
- Marketing management
- Computer fundamental
- Digital marketing process
- Website creation using WordPress
- Introduction to SEO
- Working with the search console
- Understanding the Google algorithm
- Keyword research
- On-page SEO techniques
- Off-page SEO techniques
- Backlinks creation
- Creating Backlinks for SEO
- E-commerce SEO
- Search engine marketing
- Social media marketing
- Run ads on different social platforms
- Lead generation
- Affiliate marketing
- Analytics
- Management information system
- Principles of accounting
- Human resource management
- Digital business strategy
- Consumer behaviour
- Principles of design
- Working with vector graphics
- Working with raster graphics
- Branding and advertising
- Web design and development
- Development with HTML and CSS
- Introduction to Python
- Business analytics using R/Python
- Cyber security & cyber Law
- Computerized accounting system
- Research report & project



duration: 36 months/48 months

career options

- Digital marketing manager
- Social media specialist
- SEO specialist
- Content marketer
- Marketing analyst
- Digital marketer
- Content strategist
- E-commerce manager
- Project manager











software usage

- WordPress
- Adobe Illustrator
- Adobe Photoshop
- HTML
- CSS
- Python



B.Sc students placed

Salary Range: Rs. 26,000 – Rs. 41,000

	Akash Hossain Placed at AFFINITYX		Ehtesham Jamil Ansari Placed at PWC
Ayontika Basu Placed at AMAZON		Supratim Sarkar Placed at AMAZON	
	Shlok Das Placed at AMAZON		Pritam Sil Placed at TECHNICOLOR
Soumyadeep Banerjee Placed at TECHNICOLOR		Raj Anand Placed at AFFINITYX	
	Sriza Chakraborty Placed at AMAZON		Abhay Kumar Placed at Hi-Tech Animation

and many more...

placement drives

- **E-commerce giant Amazon** conducted a **2 day placement drive** at our campus. Students were successfully placed as **3D Artist – Junior & 3D Artist – Support**. The students were placed at their **Bengaluru, Chennai and Hyderabad** offices
- **Adnet Global** – One of the fastest growing CGI, VFX and Post – Production studio in India conducted a **placement drive** at our campus. Students were placed as **3D Generalist** at their **Mumbai studio**

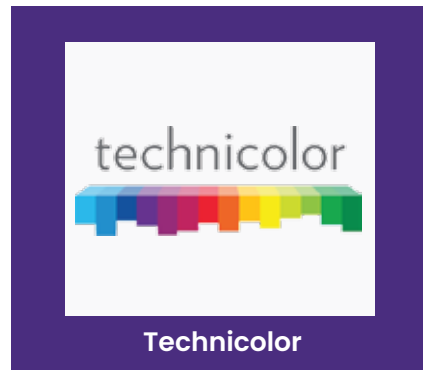


some of our recruiters

Red Chillies	Studio 56	Amazon	Trace VFX	Double Negative	Technicolor
PWC	SVFX	MPC	Cimpress	Netscribes	BYJU'S
Fotografik	Tutopia	Pixelmind Studio	Digitoonz	Xentrix	Adnet Global
Urban Ladder	Hula Studio	Hi-Tech Animation	SITI Group of Channels	AffinityX	CrazyCub Animation
Movie Fx Studio	Educational Technology	Shreejan Associates	Ray & Martin	BOT VFX India Private Limited	National Systems Pvt. Ltd.

and many more...

recruiter's speak

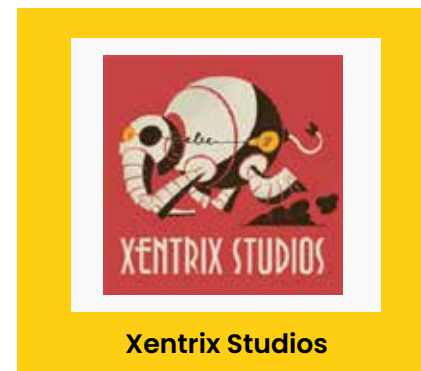


"Moople Institute's commitment to produce great talent has been evident in the calibre of candidates that Technicolor Creative Studios Academy has received. The candidates who are graduating from Moople Institute have displayed a deep understanding of VFX techniques, technologies and have shown good problem-solving skills."

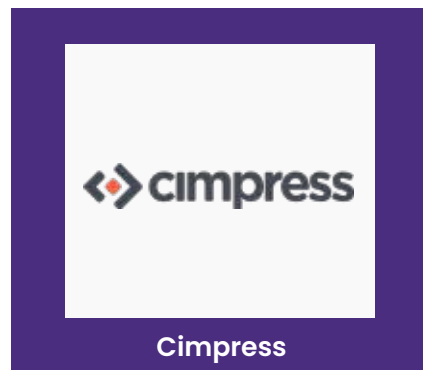
Ms. Nikita Mishra, Admissions Manager

"It has been a pleasure to work with Moople - Institute of Animation and Design, with regards to our organizational needs of resources in different departments. The students from Moople are very creative and are equipped with required skill sets. We look forward to a continued working relationship with Moople for our future hiring needs."

Mr. Parthapratim Mitra, Technical Head



Xentrix Studios



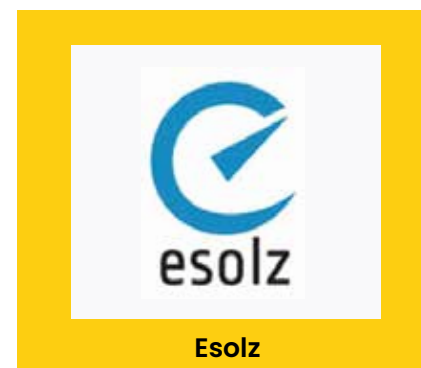
Cimpress

"Our association with the Moople Institute of Animation and Design has been very fruitful. We have been able to pick out some very capable and confident students for our company. We are very impressed by the hard work that has been done on these students by the faculty. We will look forward for a future association as well, and wish the best for the same."

Ms. Shruti Garg, Specialist Recruitment

"We had a great collaboration with Moople - Institute of Animation and Design, we hired some candidates who are performing quite well in their respective projects. Good professionals with technically sound skills are serving by them to our clients with full enthusiasm. In future we will look forward to hire more such great pools of talents from Moople."

Ms. Ankit Dutta, HR Manager



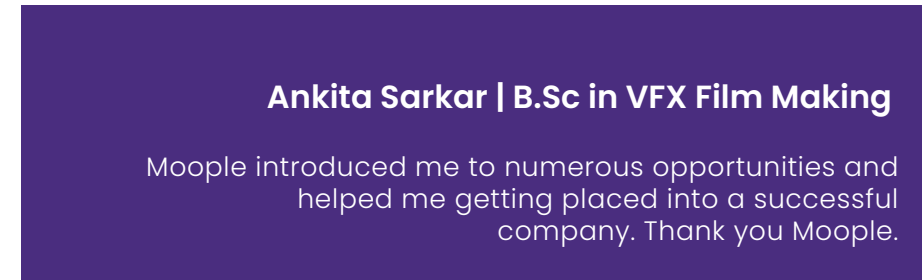
Esolz

testimonials



Eshita Ghosh | B.Sc in Animation & Film Making

While doing internship at Moople I learned a lot and even today as an employee I am still learning from the best leaders. Thank you Moople.



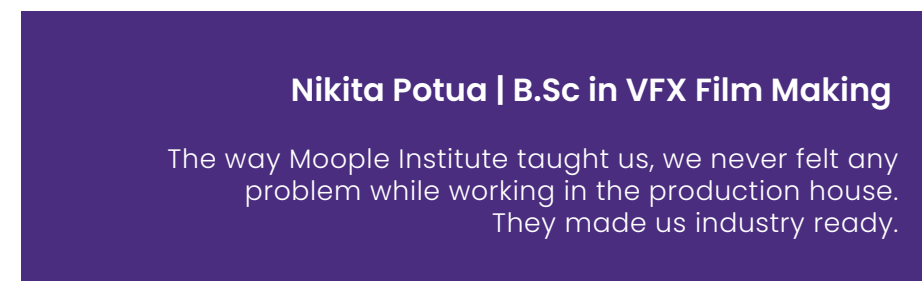
Ankita Sarkar | B.Sc in VFX Film Making

Moople introduced me to numerous opportunities and helped me getting placed into a successful company. Thank you Moople.



Supratim Sarkar | B.Sc in VFX Film Making

Moople helped me to get a placement at a desirable company that can shape my future better. Thank you Moople.



Nikita Potua | B.Sc in VFX Film Making

The way Moople Institute taught us, we never felt any problem while working in the production house. They made us industry ready.



Sriza Chakraborty | B.Sc in Animation & Film Making

The placement team has arranged for valuable placement opportunities and helped us through each steps of the process. Thank you Moople.



Production House:

Hi -Tech Animation Production House
113A, Matheswartala Road, Kolkata - 700046

Head Office:

PS Srijan Maestro, 4th Floor
113G, Matheswartala Road, Kolkata - 700046

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