

VEDA CHRONICLE

JAN | FEB | MAR 2021
NEWSLETTER



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Dear Students

“Greetings. This is the first newsletter of the year 2021. Last year was a total disruption, especially for formal education. Millions of students were impacted due to the pandemic. Here I would like to appreciate the cooperation of parents and our students who tried their level best to arrange the required infrastructure at their end despite all challenges. The academic staff of the college also equally takes my kudos for bridging this gap.

We are happy to see that we have been able to complete most of our curriculum online for theory and practical subjects. Directors of our extension centers and their staff have also played a significant role in excellent education for short-term courses. The situation is still not very clear in front of us, cases are rising, and the Govt is issuing frequent warnings this year. I feel we should prepare ourselves for all sorts of situations. The college prioritizes our staff and students' safety and maintains smooth education deliveries via online mode. We will take all possible majors to ensure a smooth ecosystem amongst all stakeholders.

Animation and Multimedia have played a vital role in bringing happiness, hope, and cheerfulness to society. It is a perfect time where our students can play their role as artists for society. I wish you all a safe and blissful year ahead. This newsletter is coming into your hands with the colour of VEDA College. I hope you will enjoy the same.”

Best Regards

Prof. Dr. R. V. Acharya
Dean

Types of Motion Graphics



PROF. AJAY POPALGHAT | VISUAL EFFECTS FACULTY

Dear Readers

Greetings.

Before I begin, I wanted to share my definition of motion graphics. Motion Graphics is where animation and graphic design meet. Motion graphics and animation can definitely be interchangeable in some places. Understanding basic principles of each discipline will make you a better motion designer.

Explainer Videos

This is what I am most comfortable with. It has a wide variety of purposes and I would say it is one of the more common uses of motion graphics. Explainer videos take a complex process or situation. They use animation to break down the process into manageable chunks that tell the complete picture. It is a way to help people emotionally connect with your brand because you can bring storytelling to the mix.

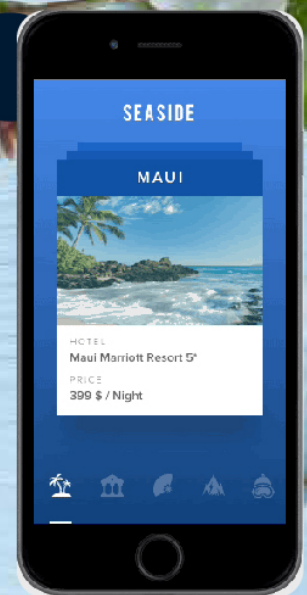
Nowadays, people prefer videos to know about products rather than look up websites or articles. A video can package sales/product into a nice emotional and engaging story that increases sales.



UI Animations

Being able to make your prototypes move is a nice skill that can give you and your team clarity. I have used my motion graphics techniques to help others understand how a menu should animate, or how something should slide in or out.

This category can overlap with product marketing. You can create a whole motion graphic video with your products UI. This is a lesser-known use of motion graphics. UI animation can be especially useful when talking to developers when handing off assets.



Logos

This can really help a brand stand above the rest. It truly enables "Design to Delight". Motion graphics brings delight to design, and in this case, logo design.



Titles (Movies and TV)

I believe this is the start of motion graphics. Saul Bass is a famous designer who created movie titles for many famous movies. If you do not know who he is, you should definitely look him up. He did the titles for "Anatomy of a Murder" and "Psycho."

**Motion
Graphics**

Infographics

You can animate graphs and elements of an infographic to emphasize the important information. It can also help people follow which information to read first. Creating animations for interactive infographics can be key for an engaging experience. Motion graphics can help solidify how the animation should occur. Another option with infographics, is to turn your info graphic into an explainer video.



What is Character Design?

PROF. NITIN CHAVAN | 2D ANIMATION FACULTY

DEAR READERS

Greetings.

A character designer creates the entire concept, style and artwork of a character from scratch. This often includes a deep look into the character's personality to develop a visual idea of the character's physical features.

Creating an entire character from scratch (human or cartoon) takes a lot of creative energy.

Every artist has her own creative process so there is no 'right way' to create a character. Typically character design starts with a briefing of the character. The character could be a mutant turtle with ninja-like abilities, or just some person who lives a simple workaday lifestyle.

After character briefing there's often a series of physical or emotional traits and the character designer uses to start the thumbnail idea. Rough thumbnails help to flesh out the many directions that the designer could take.

Once the thumbnail style is finalized, artists paint more details and bring those thumbnails to life. This might include trying different clothes, different hair styles, facial styles and maybe different weapons or props if applicable.

Then a final design is chosen and once the character is signed off the artist creates many different views of the character as reference materials. In animation this often turns into a model sheet for other artists to take reference from in their drawings.

take reference from in their drawings.

The idea of character design is to go on a creative drive into the unknown, and from that abyss pull out the best design that matches the character description.

I recently reviewed a book called creating stylized characters and probably one of the best introductions to character design. Our review covers the title in detail but to summarize: it's a series of start-to-finish character designs from totally different briefs showing how different artists approach the creative process.

The best way to start practicing character design is to draw a lot of people. This helps build a visual library of references like clothing, accessories, hair styles, glasses, shoes and similar features that you can put into your work.

But character designing also goes far beyond people. Think of a show like Adventure Time where characters often look pretty 'out there'. It takes a special kind of artist with an imaginative mind to design characters that break the mould.

This is also where the individual style of an artist comes into play. A good character designer is one who develops her own style through practice, but is also able to adapt to any style as needed





PROF. KAMRAN SIDDIQUI
3D ANIMATION FACULTY

At the beginning of this academic year, in spite of the COVID-19 lockdown, we resolved to go ahead with our 3D Animation Filmmaking.

One of the ideas that we all got excited about was basing our movie on the Disney movie Tangled. We decided to call our movie 'Untangled' and make it in a funny way by showing what would happen if the princess's hair was short!

We started from scratch as happens in the industry pipeline. The Pre-production consisted of coming up with a story, a script, rough sketching, concept art & illustrations. When all was set and reviewed, we started our Production which included 3D Modeling, Texturing, Rigging, Animation and Lighting.

We will shortly be entering the Post-production phase that will comprise Compositing, Foley Sounds, Editing and Motion Graphics.

I would like to give a huge shout-out to the students from SY and TY who are working on this project while managing their online education and assignments efficiently.

**THIS MOVIE WILL BE RELEASED SHORTLY.
WATCH OUT FOR THIS SPACE.**

FIRST LOOK OF UNTAGALED



Background



Girl Character



Boy Character

Happenings @ CREATIVE GURUKUL (PUNE)

VEDA COLLEGE'S EXTENSION CENTER

WOMEN'S DAY CELEBRATION

This event was organized by our center head Mr Saleem Sarfani for the lovely and hardworking women staff of VEDA-CG to encourage them and to let them believe that Women are not less than men.



Cake



Women's day Celebration

PLACEMENTS



VEDA PLACEMENTS 2021

It is with great pleasure that we inform you that in spite of the COVID-19 pandemic, we have managed to achieve almost perfect placement. Our students have made it to some of the best companies and studios in Pune and Mumbai.

I would also like to assure the current batch students that there is no reason to worry about placements as we do have a good industry connect program. Keep sending your portfolios and showreels.

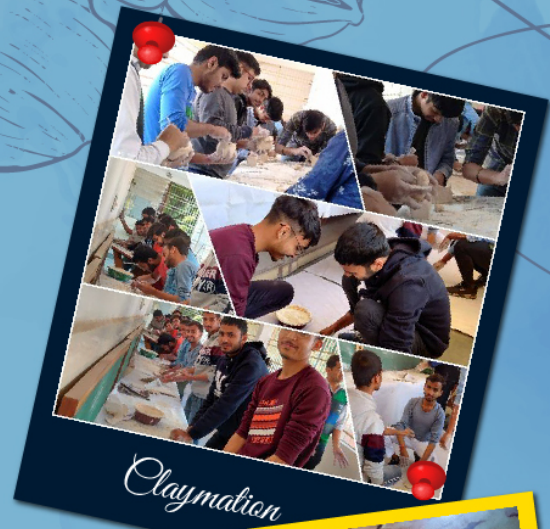


Happenings @ UNITY VEDA (Lucknow)

VEDA COLLEGE'S EXTENSION CENTER

CLAY MODELING

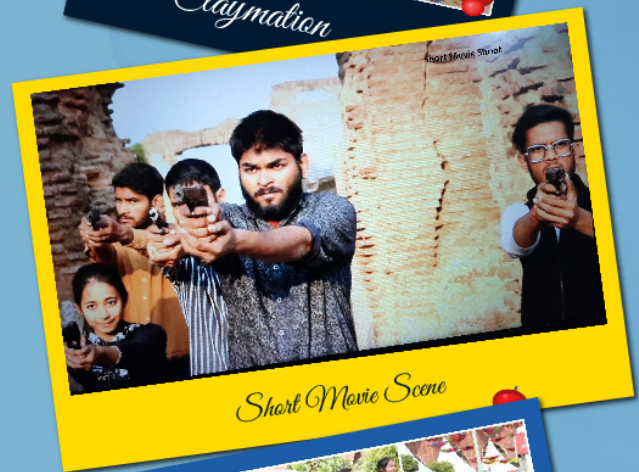
Claymation contains everything students need to create their own individual movies, including top-quality clay, fun-to-use software, adorable cameras and an amazing curriculum that can turn anyone into a filmmaker. Through cumulative daily projects, Unity VEDA students learned teamwork, technological literacy and a little bit of movie-making magic.



Claymation

HUNAR HAAT

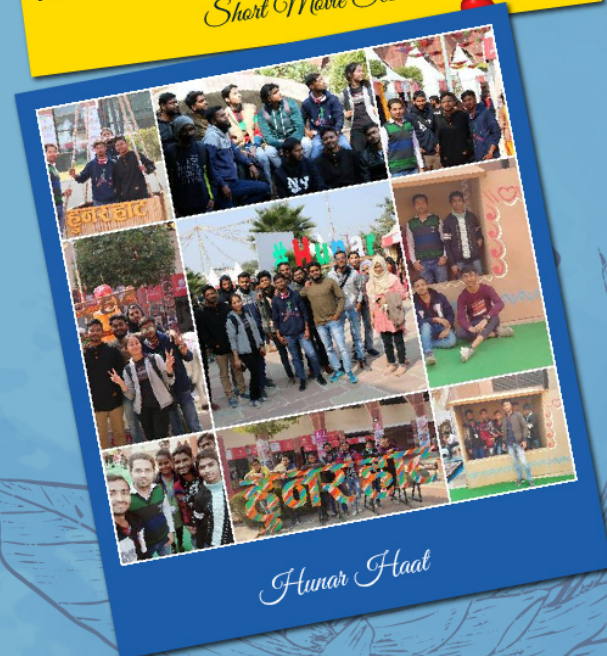
Hunar Haat, the minority affairs ministry's initiative to generate employment for master artisans, held in Uttar Pradesh's capital Lucknow between January 22 to February 4 with the theme of 'Vocal for Local'. Recently 'Unitians' visited "Lucknow Haat" where they explored and enjoyed many creative handi-crafts.



Short Movie Scene

PLACEMENTS

Our placement cell bridges the gap between employers and talented students who may not find such bright opportunities so quickly in this competitive world. In last 3 months, 5 vedians got jobs in different companies.



Hunar Haat

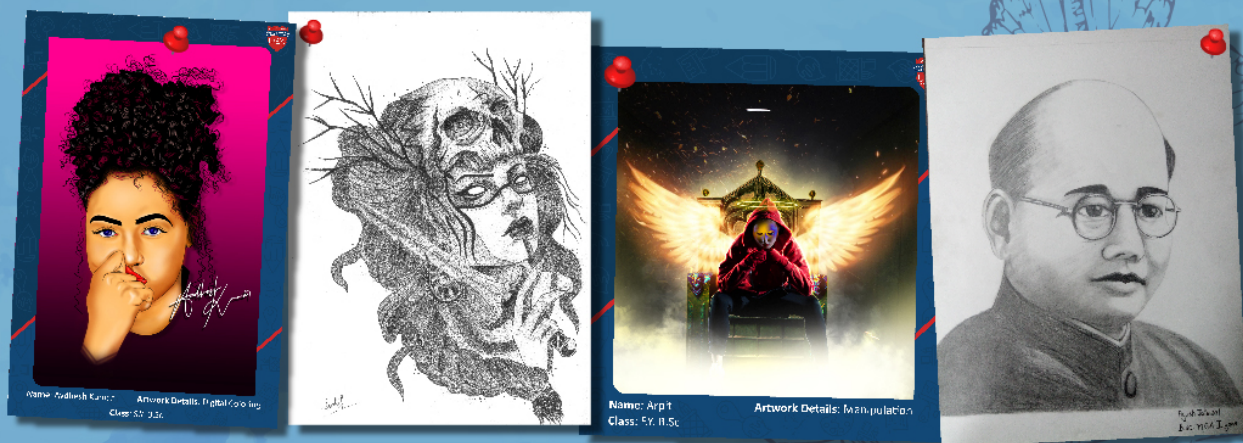


WORKSHOPS AND GUEST SESSIONS

Unity VEDA organized career guidance sessions to help students gain useful insights into career prospects, thus assisting them in goal setting and career planning.



STUDENT WORKS



VEDA's New Partners from the Industry

VEDA College has partnered with India's premier internship & freelance platforms and finishing schools for animation. Students now have an opportunity to benefit from these partnerships.



WorkDeer is an online collaborative workspace for clients and freelancers in the AVGC industry. It is a fast growing organization with a sound network in India and abroad. Powered by an advanced remote work platform, WorkDeer spurs the global online confluence of producers and freelance artists, helping them find each other and collaborate in a profitable manner. This partnership will be especially useful for all students of VEDA College and its extension centers as new avenues for earning & learning will open up. As a benefit of this partnership, VEDA College students will have received free membership coupons worth \$15 each free of cost for a period of 2 months.



Internshala is a renowned tech company on a mission to equip students with relevant skills & practical exposure through internships and online training. With more than 3500 companies onboard, Internshala is India's largest internship platform where students from pan India can search & apply for 10,000+ meaningful internships. Our students have already started benefiting from the vast range of internship opportunities available on this portal.



IFN is a one-stop opportunity platform for creative professionals of the AVGC Industry. They work with over 8000+ brands and 150+ creative influencers with a community that gets access to jobs, internships, freelance gigs, upskilling sessions, contests and much more.

On IndieFolio, you can create your own profile and post your portfolio of work. Showcase your talent to other talented creatives across the country and let them see what inspires you. Just go ahead, create & exchange!



CrazyLabs

As a top 3 mobile games developer and with over 4 billion downloads to date, CrazyLabs is a world leader in casual and hyper-casual game development, distribution and innovation.

Crazy Labs is now VEDA College's Gaming Internship Partner. Students with a good 3D portfolio can undergo a 6 months paid internship to create game ideas and short trailers and do a market survey. Those game ideas which pass the market test will go further into production.

All students selected for this training will receive a stipend of around Rs 25000 per month. The training shall be conducted in Mumbai, but students can also take it online.

At the end of 6 months, all students will receive a certificate from Crazy Labs. Those students who do make a successful game will get enough funds to hire or start their own studios.



Cosmos Maya is a premier Animation Studio based in Mumbai that produces high quality 3D as well as 2D animation content in the kids' animation space and works on multiple animation TV series. It is one of India's leading Intellectual Property (IP) creation studios which generates 60% of Indian content and also has multiple International Projects.

Cosmos Maya is now VEDA College's Finishing School Partner. VEDA students now have an opportunity to receive training and studio work experience from top artists for a period of 6 months, after which they stand a chance to be hired by top studios.

INDUS -TRY SPARK



HONGLI ANIMATION IN SUZHOU IS HIRING!

- Animators
- Riggers
- Character Modelers
- LookDev Artists
- Lighting Artists
- VFX Artists
- Compositors

If interested, send your resume and demo reel
to job@honglianimation.com to apply.



philm
JCGI



WE'RE HIRING

Openings for Pune, Maharashtra Office :

1. Senior 3D Animator (5+ years of experience)
Software knowledge requirement : Maya or Blender
2. Senior Rigging Artist (5+ years of experience)
Immediate joiners will be given preference
3. VFX Pipeline Developer (5+ years of experience)
Immediate joiners will be given preference
4. 3D FX Supervisor (5+ years of experience)
Immediate joiners will be given preference
5. Senior FX Artist (5+ years of experience)
6. Pre-Viz Artist (3+ years of experience)
7. Texturing Artist (3+ years of experience)
Software knowledge requirement: Maya, Substance Painter, Mari
Having Blender, Houdini or Unreal knowledge will be an added advantage
8. CHF Artist (3-5 years of experience)
Should have experience in cloth creation and simulation.
Software knowledge requirement: Marvelous Designer or Neko
9. Motion Graphic Artist (3+ years of experience)
Software knowledge requirement : After Effects, Photoshop & Illustrator

Immediate joiners or can't wait with 15-20 days notice period will be given preference.
If you are mentioned in the caption or you can share your resume & show reel on hr@philmjcg.com

DON'T HAVE TO WALK IN
JUST LOG IN
25th APRIL
MODELING
TEXTURING
RIGGING
From the comfort & safety of your home
REGISTRATION ENDS ON 23rd APRIL 2021 FRIDAY @ 5 pm

after
studios

WE ARE HIRING

'after studios' is a post production & animation studio in Mumbai with top-notch quality services in the realm of video post production. Digital Intermediate, visual effects Graphics and Animation.
Kindly visit our website: www.silvercloudstudios.in

Drop in your CV and showreel at
haseeb@silvercloudstudios.in For further queries, reach us at +91 8424064614

POSITION AVAILABLE

- VFX PRODUCER
- COMPOSITOR (MID TO SENIOR LEVEL)
- PAINT ARTIST (MID LEVEL)
- MATTE PAINTER (MID TO SENIOR LEVEL)
- ANIMATOR (MID TO SENIOR LEVEL)
- TEXTURING ARTIST (MID TO SENIOR LEVEL)
- LIGHTING ARTIST (MID TO SENIOR LEVEL)
- FX ARTIST (MID TO SENIOR LEVEL)
- QC EXECUTIVE

APPLY NOW

brandeurdesigns
HIRING

Midweight Graphic Designer with Video Making Skills and knowledge of Adobe After Effects and Premier Pro

Send in your portfolio
and resume at
info@brandeur.in



HMX

WE'RE ON THE LOOK-OUT FOR:

Compositing Artist

Exp. 1-5 yrs (After Effects)

Motion Graphics Artist

Exp. 1-5 yrs (After Effects & cinema 4d)

Rigging Artist

Exp. 1-3 yrs (Maya)

Modeling Artist

Exp. 1-2 yrs (Maya)

Lighting Artist

Exp. 1-5 yrs (Vray, Arnold and maya)

Lookdev Artist

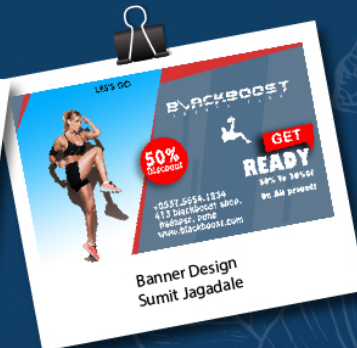
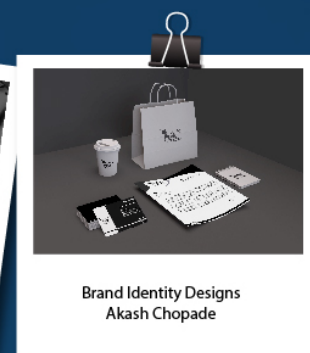
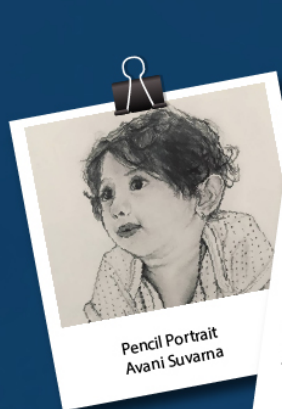
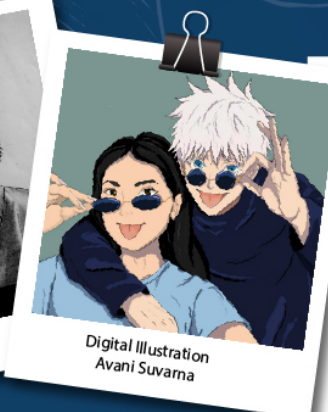
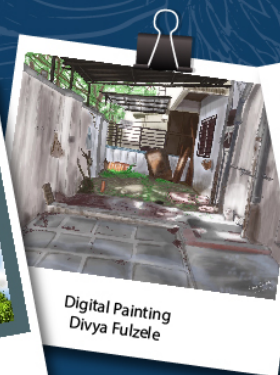
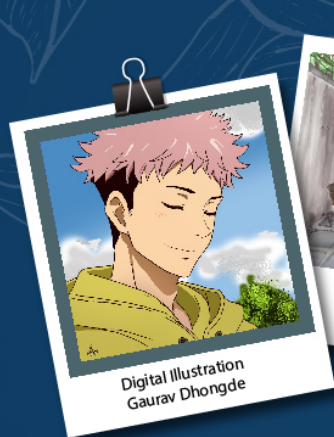
Exp. 2-3 yrs (Maya, Arnold)

Retouch Artist

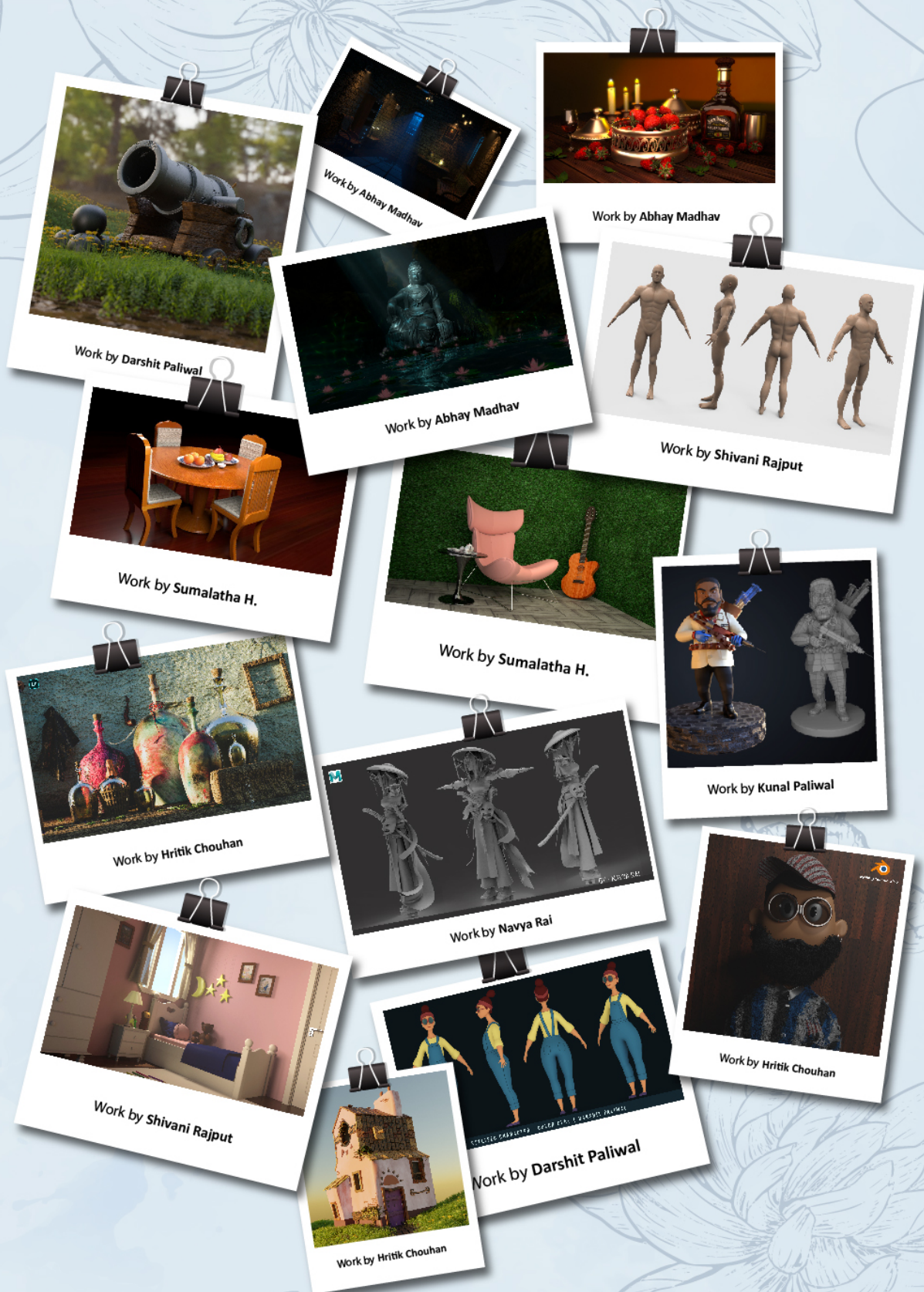
Exp. 0-1 yrs (Photoshop, illustrator)

Share resume & show reel on
Email - hr.pune@hmxmedia.com

VEDA STUDENTS ARTWORKS (FY)



VEDA STUDENTS ARTWORKS (TY)





The UI/UX Design Process

PROF. HARSHAL SATHE | WEB FACULTY

Dear Readers

I am working in the field of web designing for the past 10+ years. Having a website is an absolute necessity in today's competitive market. But wait a minute, is having just any kind of a website enough? Certainly not! We need a website that works. And to achieve this we use the UX Design methodology. So what is this? Who invented it? And how to use this? Don't worry, I will cover all your questions in this article.

The term UI/UX Design Process was first introduced in the late 1990s by the famous designer and cognitive psychologist Donald Norman. Since then, there has been no looking back.

"I invented the term because I thought human interface and usability were extremely good. I wanted to cover all aspects of the person's experience with the system, including industrial design graphics, the interface, the physical interaction, and the manual. Since then, the term has spread widely, so much so that it is starting to gain its meaning."

~ Donald Norman (put his photo with this quote bubble)

Your design can work only if you are able to create an exciting and engaging experience for your end users and for that, a systematic and efficient UI/UX design process is required.

Question 1: What is UI/UX Design?

Ans: User Experience (UX) is the process used to create engaging user experience while using a product. The main focus of a UX Designer is to find creative user centric design solutions along with efficient user interface design to sell or use products. A product could be a website, a mobile app, ATM Screen or just about anything where human interaction is desired. For this, designers use defined methods and tools.

Question 2: What are the steps involved in UX Designing?

Ans: The entire UI/UX design process can be divided into 5 phases -

1. Product Definition
2. Research
3. Analysis
4. Design

5. Validation

Let's understand each one of them:

1. Product Definition: Here, designers collect all user requirements based on the business environment to understand the scope, current status and nature of usage of the product. The Design Team, Business Manager and Product Manager are involved in this phase. The outcomes of this phase are User Personas, User Stories & Use Case Diagram

2. Research: this is the most crucial and challenging phase for designers. Here, they study how the present system works for the current client proposal. In this phase a designer should be familiar with the latest UI/UX trends, design principles and guidelines. Designers also study design strategies of their competitors.

3. Analysis: Here, designers use information from the Research phase to create hypothetical personas and experience maps.

Hypothetical Personas help designers know the various persons who will be users of the product. They allow depicting the realistic representation of the ultimate product.

Experience Maps show user flow within the final product. This is done using visual representations through proper interactions with clients in the product definition phase.

4. Design: In this phase, User Interface (UI) designers create actual visual elements of the user interface based on the above steps. The outcomes of this phase are sketches, wireframes (low & high fidelity), prototypes and design specifications.

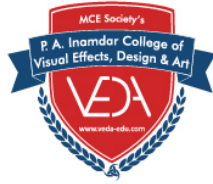
5. Validation (also called Testing): This phase is very important for determining the overall quality of the end product. Here, professional testers test the final product and make notes of the things that have to be improved. They then send them back their suggestions to the design team for correcting errors. Tester evaluate the final product by asking questions like -

- Is the system user-friendly?
- Is it flexible and easy to operate?
- Does it solve the customer's issue?
- Is it credible and attracts the users to come back every time they need your service?

Question 3: Who can make a career in UI/UX Designing?

Ans: Anyone who is creative and passionate about designing. Having a degree in a related field like B.Sc in Media Graphics & Animation will sure be useful. If you have a degree in other streams like arts, commerce or science, then you could opt for a PG Diploma in Media Graphics.

For any guidance related to career options in UI/UX Designing, you can contact me at harshal@veda-edu.com.



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