



Realize Your
Dreams

DAVINCI
MEDIA COLLEGE

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Message from the **FOUNDER**



Greetings! Glad to see your interest in this exciting Media and Entertainment sector. We at Davinci Media College and Digital Magic, strongly believe that education in any form should be useful for the student to build their career and reach great heights. This can happen only if they choose to learn the subjects they are passionate about and learn from real professionals who are keen to share their knowledge and experience. At Davinci Media College, we teach only the subjects we are passionate about, so that we can inspire the students. By doing so, the students can focus on the subjects and achieve great positions in the domain they have chosen. We are stepping in the 10th year of our training activity, and we would like to thank all our students who have transformed into professionals and creating good gesture about us among their current employers, who in turn are recruiting more and more candidates from Davinci.

Our continuous efforts of 30 years of R & D experience in industry leading innovation, and above all, the thrust to share our knowledge to the new generation has been proven, beyond doubt, as the best approach to train the students in a most productive manner. We are committed to make this eco-system bigger and better in the coming years, and welcome you to be a part of it.

We welcome you to this wonderful world of creativity and enjoy throughout the journey to become the most wanted and famous technical person in this industry.

M.ARUL MOORTHY

Founder - DAVINCI MEDIA COLLEGE

Managing Director - DIGITAL MAGIC

ABOUT OUR FOUNDER

M.ARUL MOORTHY, founder and principal, is a well-recognized and a familiar name in Visual Media Industry in India. He established himself as a technical and creative leader by holding diversified roles, such as Producer, Director, VFX Supervisor (360+ featured films), Animator, Editor (3500 + Advts. films and documentaries), Studio Owner, Software Designer, Inventor and many more.

In a quest to create the manpower of International caliber, Mr. Arul Moorthy started Davinci Media College in the year 2006. Ever since it was started, it has created more than 1000 technicians in diversified areas in this exciting industry, as a focal point of its mission. Many of our students are working with high level of satisfaction and pride as Top in the Line professionals in various organizations, including India and overseas.

His deep involvement and genuine commitment in the operation of Davinci Media College, on a day to day basis, is a rich resource of expertise and a motivational factor for the faculties and our students. His passion for continuous learning and sharing the experience with the peers and the young generation has resulted in creating lots of talented professionals in this domain.

TRACK RECORD:

- First Digital Film Produced in India (Mutham : Tamil : 2002)
- First 3D Stereoscopic Graphics in India (My Dear Kuttichathan)
- First 3D Virtual Set Songs for a movie (Muhavari: Tamil)
- VFX for 360+ movies
- Post-Production for 3500+ TV advertisements
- Invented Real Time Cartoon system 'ToonPET'
- Expertise in the upcoming areas such as 3D Stereoscopy, Augmented Reality and Virtual Reality and Virtual Reality

INNOVATING FOR PAST 30 YEARS



DAVINCI

OUR COLLEGE



High end computers in class room



One System Per Student



Less Theory Classes



Hostel for Boys and Girls



Outdoor Activities



Professional Grading Room



Cinematography Class



Industry Expert Visit



More of Practicals



Green Matte Studio



Guest Lecturer



Clay Modeling Practical

YOUR FUTURE

Media has crossed the barrier from being an element of luxury to a necessity in modern human life. One simply cannot ignore it. This has open flood gates of opportunity, so one should not miss an opportunity to be part of it

In every field, whether it is **Entertainment, Education, Engineering, Corporate Communication, Social Networking** and many other fields, Audio Visual communication is already becoming a standard. This is due to technological advancement in the information and technology domain. As a result, new and unexplored territories are using multimedia technology to do their business. This is just beginning of the revolution and the coming decades will be completely dependent on the media for all forms of communication.

One can understand how the social media, e-commerce, Internet Channels are growing at an exponential level. Multimedia talents are already enjoying the benefits if the IT professionals. This is due to the fact, international companies are coming to India for executing their jobs for the same advantages like IT, Low cost man-power, Good english communication skills, 12 Hour time difference compared to USA, Hardworking attitude and ability to put more hours in work.



JOB OPPORTUNITIES

- 3D ANIMATOR
- CHARACTER / SET MODELER
- TEXTURE AND MATTE PAINTER
- LIGHTING ARTIST
- VISUAL EFFECTS ARTIST
- ROTO / MATTE ARTIST
- CAMERA / OBJECT TRACKER
- FILM / TV DIRECTOR
- CHARACTER DESIGNER
- SMOKE ARTIST
- DI COLORIST
- 3D STEREOGRAPHER
- TV PRODUCER
- GAME PROGRAMMER
- DI CONFIRMIST
- MOVIE EDITOR
- AD FILM DIRECTOR
- ONLINE PRODUCER
- GAME DESIGNER
- GRAPHIC DESIGNER
- LINE PRODUCER

Under Prime Minister Modi's MAKE IN INDIA initiative, Media and Entertainment sector has got a special attention.

Under the National Skill Development Council (NSDC), Media & Entertainment skills are added as one of the key areas to create employable skills for the youth.

It is expected, **1,00,000 vacancies** exist in this sector every year in the coming years. With **16%** growth expected in this industry in the next couple of years, the growth opportunity to candidates entering this field now is immense.

OUTSTANDING OPPORTUNITIES



With all the technology metamorphosis, the career landscape is changing very fast. Net savvy younger generation, opts for new career choices, instead of the age old Engineering, Medicine and Commerce. In these new choices, the students find lot more job satisfaction, which helps them to rise to greater level in their career in the long term. So parents are advised to explore all the possible choices before making a final decision.

With the globalisation already in full swing, and Internet connections have created unlimited opportunities to this generation think what was not possible a short while ago. Talented person sitting in an Indian village could be working for high-end customer in New York city.

- Due to IT success story India is becoming outsource hub in the media and entertainment industry for the world.
- Good English speaking, Hard working, Cheaper and Talented manpower has given this advantage.
- India has a very good exposure to the western culture, so the artists are able to understand the client needs easily.
- India has a very robust film industry, which has withstood the Hollywood Industry dominance for a very long time.
- Indian films and brand Bollywood has been accepted around the world.
- Domestic requirement in Animation, VFX, Film Making, and Games is increasing with more accessible devices like tablets and smart phones.



Other industries that employ the media technology:

- Engineering
- Manufacturing
- Medicine
- Education
- Space Research
- Automobile Engineering
- Communication
- Virtual Reality
- Augmented Reality
- Law Enforcement
- Social Media
- Product Design
- Medical Research
- Aero-Space

ALUMINI TRACK

Our rich experience and teaching methods have helped our students to reach to the stars. Here is some samples



SHOBHAN BABU
VFX STUDENT
Position: VFX ARTIST
Company: SCANLINE VFX
VANCOUVER
CANADA



KARUPPUSAMY
VFX STUDENT
Position: VFX ARTIST
Company: PRIME FOCUS
MUMBAI



ASWANTH
EDITING STUDENT
Position: SMOKE ARTIST
Company: RJA DIGITAL
CHENNAI



RAJU
EDITING STUDENT
Position: LINE PRODUCER
Company: WHITE LOTUS
CHENNAI



VIJAY MARIMUTHU
VFX STUDENT
Position: MATTE PAINTER
Company: ACCEL MEDIA
CHENNAI



ARUN KUMAR
VFX STUDENT
Position: SENIOR MOTION
GRAPHICS ARTIST
Company: CREATIVE DIGITAL
MARKETING Ltd



NANDHU
VFX STUDENT
Position: COMPOSITOR
Company: PRISM & PIXELS
CHENNAI



SAI PRABHA
VFX STUDENT
Position: COMPOSITOR
Company: EFX
CHENNAI



PRASAD
DI STUDENT
Position: COLORIST
Company: EFX
CHENNAI



JITHIN APPU
DI STUDENT
Position: COLORIST
Company: MOBY GROUP
DUBAI



GOKUL RAJ
ANIMATION STUDENT
Position: 3D MODELER
Company: MAHINDRA
CHENNAI



YOHESH
VFX STUDENT
Position: VFX ARTIST
Company: DOUBLE NEGATIVE
CHENNAI



VARUNAN
ANIMATION STUDENT
Position: ACADEMY HEAD
Company: ICAT COLLEGE
HYDERABAD



KEERTHI VASANTH
VFX STUDENT
Position: COMPOSITOR
Company: FUTURE WORKS
CHENNAI



VIVEK MOORTHY
VFX STUDENT
Position: PRODUCTION
SUPERVISOR
Company: GREENGOLD
ANIMATION
Secunderabad



KARTHIK
VFX STUDENT
Position: ASST DIRECTOR
CHENNAI



ARUL SIDDARTH
EDITING STUDENT
Position: EDITOR
Company: AVM STUDIO
CHENNAI



SARAVANAN
VFX STUDENT
Position: ROTO ARTIST
Company: POSTONE IMAGES
CHENNAI



KHAALAMEGHAM
ANIMATION STUDENT
Position: MATTE PAINTER
Company: ACCEL MEDIA
CHENNAI



VIGNESH
VFX STUDENT
Position: COMPOSITOR
Company: WHITE LOTUS
CHENNAI



KARTHIK
VFX STUDENT
Position: LEAD PAINT ARTIST
Company: BALISUG FLY STUDIO
CHENNAI



KARTHIKEYAN
ANIMATION STUDENT
Position: ANIMATOR
Company: WEFX STUDIO
CHENNAI



PRASANNA
ANIMATION STUDENT
Position: LEAD LIGHT ARTIST
Company: TECHNICOLOR STUDIO
CHENNAI



KISHAN KETRIMAL
VFX STUDENT
Position: VFX ARTIST
Company: OYSTERR
DIGITAL INDIA Pvt



ARUN PANDIYAN
VFX STUDENT
Position: COMPOSITOR
Company: FUTUREWORKS MEDIA Pvt



PRASANNA
VFX STUDENT
Position: LIGHT HEAD
Company: TECHNICOLOR
CHENNAI



GOWTHAM RAJ
ANIMATION STUDENT
Position: VFX ARTIST
Company: WEPOP VR/AR
CHENNAI



HASAN
ANIMATION STUDENT
Position: ANIMATOR
Company: WEPOP VR/AR
CHENNAI



HELGE LINGESH
VFX STUDENT
Position: EDITOR
Company: FRENCH
PRODUCTION CENTRE



VIGNESHWARAN
VFX STUDENT
Position: GRAPHICS DESIGNER
Company: SA EONSOFTTECH PVT

VISHWANATHA SWAMINATHAN
VFX STUDENT
Position: MATCHMOVE ARTIST
Company: PIXSTONE IMAGES
CHENNAI

SRIRAM
DI STUDENT
Position: COLORIST & FOUNDER
Company: GETIN DEAMSTUDIOS
CHENNAI

MUNIRAJ DIT
VFX STUDENT
Position: DIGITAL IMAGING TECHNICIAN
Company: CINEHIVE
CHENNAI

WHY CHOOSE OUR COLLEGE

Our innovative method in bridging the gap between Institution and Industry has produced amazing results that is helping the younger generation to get a prospective career path in the media Industry. Many studios in Chennai has employed more number of students from Davinci than any other institute.

Pioneers in the Industry: Digital Magic, the parent company of Davinci Media College has pioneered many initiatives in the industry. With nearly 30 years experience in the industry, it has designed the curriculum that is very much suitable for the industry.

Integrated inside a Studio: Davinci Media College is the only media college which is completely integrated inside a fully functional studio which handles Animation, VFX, Editing and Production works. Thus, the gap between Industry and institution is completely avoided.

Dynamic Curriculum: According to the change in the industry, syllabus, teaching methodology, techniques are changed immediately. This has enabled the students to receive the relevant knowledge required in the industry, which gives them an edge during a job interview.

Industry experts as faculties: Davinci Faculties are always working in the real projects as part of their regular work. Due to this, they are able to gain and pass the relevant knowledge to the students.

Real Projects: As part of the training, the students are participating in the real projects on a regular basis. This helps the students to understand the real industry needs and learn the necessary skills and check their ability accordingly. This is almost impossible from any other institution.

Soft Skills: Apart from imparting the relevant skills required for working in the industry, the necessary soft skills such as language skills, Interview skills, networking and personality development are given.

Internship: As a regular strategy, the students are given internship at Digital Magic studio. This gives them the necessary experience that will be a great advantage when they go for their first job.

Hostel: Separate hostels for boys and girls at walkable distance allows the students to focus on their studies. Also the food and accommodation is very affordable

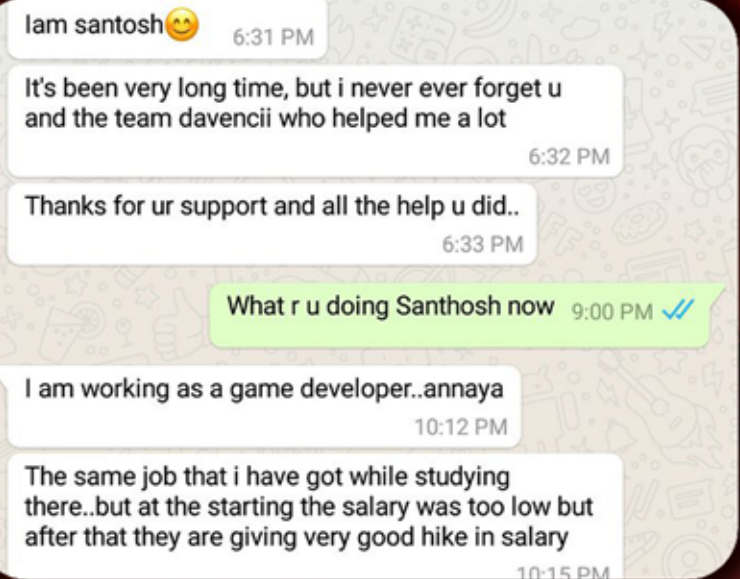
FACILITIES

- 4000 Sq. FEET AREA
- STATE OF THE ART LABS
- CLASS ROOMS WITH SYSTEMS
- MINI THEATRE WITH PROJECTOR
- GREEN SCREEN SHOOTING FLOOR
- BLACK MAGIC CAMERA & LIGHTS
- INTERNET LIBRARY
- FULL FUNCTIONAL DI FACILITY
- INDUSTRY MAGAZINES
- DVD MOVIE LIBRARY
- EDITING SUITES
- 100MBPS BROADBAND CONNECTIVITY



MESSAGE FROM OUR STUDENTS

(past and present)



Actual Screen grab From a Student's Message



Bhumika - Diploma (VFX):(VFX Artist - Pune)

I joined Davinci Media College, because I wanted to get studio experience while studying. So I came to Chennai from Mumbai, as I found Davinci is the only institute which has this advantage. I am really enjoying my study, and planning to have my own studio on completion of the course.



Akhilesh - B.Sc (3D Animation) :

My childhood dream was to become a world class animator. I was worried about the type of courses available in the regular colleges. I was lucky to join Davinci Media College. It's a fun filled atmosphere, where I am already working on projects, which is very unique in India. When I complete my course, I will not only get my university degree, but also a lot of professional experience, which will help my career dream to join a world class animation studio.



Akshaya - Diploma (Editing):

I completed Viscom in Chennai. But realised i studied only theory which will not help me for a job. So i joined Davinci and i m very comfortable now in editing. i willbe joining in TV Network which was my aim.



Thirumani - Diploma (3D Animation):

My VISCOM degree has not helped me to get a job. So I joined Davinci Media College, and I really learned a lot in Full Diploma course in Animation. I am happy now, that I am already having offers to work in a TV Channel



Wincy - BSC Degree (VFX):

At Davinci, very less of theory and more practicals are done. We almost handle all the advanced software and production technique on a daily basis. We learn lot more than the regular professional courses such as B.tech. Many of our seniors have got jobs in good studios, which is a big motivation for us.



Wishnu Rajan - Bsc Degree (Game Design)

I play lot of games from childhood, and decided to make that as my career. So joined Davinci, where I am already creating my own games. It's like a dream come true, as I have lot of ideas in the game design. Our strong foundations in modeling, animation is very helpful for me to do a end to end game program, I am planning to create and sell my games in app stores.



Suroop - Diploma (VFX):

I failed in +2, and thought that is the end of the world, but after seeing many students like me, who have achieved international fame in the Animation/VFX field, I am very much excited I will be able to reach that level soon.



DIGITAL MAGIC is a innovative Animation, VFX and Post-Production studio in Chennai. Started in 1996, it has created VFX / Post Production work for more than **360 movies, thousands of TV commercials, Documentaries and Short Films**. It has the complete facility for doing Animation, VFX, and Post-Production work for visual media.

Digital Magic pioneered **Digital Cinema Revolution** in India by producing the all digital feature film in 2002. This was done with a great amount of effort, as the film based cinema industry was not ready to accept this change. But, now Digital has been accepted 100% for production, and projection.

Digital Magic is an early adapter of new technologies. It started South India's first all Digital Based Post-Production system in 1997 by starting a SGI based Jaleo Digital Post-Production System.

It has produced **River of Promise**, a fully 3D animated short film as coproduction with **FMV** of Dallas, Texas, USA.

Animation Production for TV Channels- Documentary Production - Short Film Production -Advt film Production apart from servicing the postproduction work to clients from the film industry.

Digital Magic was the first studio in India to venture into **3D Stereoscopic animation and VFX** in the project '**My Dear Kuttichathan / Chota Chetan**'

Currently Digital Magic has created innovative solutions using Augmented Reality and Virtual Reality in the area of Architectural Visualisation, Medical Animation and 3D Cartoon Animation for Television.

Davinci's Internship Partner

Realising the importance of providing the real project experience to make students, ready for employment, Davinci College takes assistance from Digital Magic. Since the studio and college are functioning in the same campus, students get adapted to studio conditions even when they are studying. We are the only studio cum college working in this close collaboration in India.

Benefits to Students:

- Opportunity to work in real projects
 - Opportunity to understand the workflow
 - Chance to interact with the clients
 - Reward for good work done
 - Experience certificate, which is highly valued in the industry
- Opportunity to use their work in their personal showreel



“Digital Magic has done work for more than 360 movies from various languages”

Here is a partial list of projects done by us

Adhi- Adhavan - Alaiyodu Vilayadu-Anatharu-Aravindhan-Attakasam-Batchum-Bhariaava Dweepam- Banu - Bindas - Calender - Chachi 420-Chanakya-Chota Chetan - Dass - Delhi Diary - Devadayai Kanden-Dhanam - Dharma-puri - Dindigul Sarathy - E Bandhana - EEE - Gaja - Gambler - Gange Bar Thunge Bar - Go for Golds - Gulama - Hani Hani -I ndra - Ini Varum Kalam - Iyakkam - Iyndham Padai- Kadhala Kadhala - Kall Bella - Kamana Makkalu - Kanal Neer - Kanna Kanna - Nee Enakku Hanada - Kannyum Kannyum - Karna - Kathavarayan - KD - Koodal Nagar - Kranthi - Kuku - Kuppi - Killadi - Lee -Love Birds - Machakkarana - Magic Magic 3D - Manasellam Mattu-Masth - Maja Madi - Masthi - Mayabazaar - Moondram Pournami - Muhavari - My Dear Kuutichathan - Nagavalle - Nanda Deepa - Nanda Loves Nandhidha - Natpukkaha - Nee Naan Nila - Nee Venunda Chellam - Neel Raja Desh - Nenjurukum Varai - New Police Diary - Nuvante Nakistham - Odi Maha - Orang minyak - Oratta I love You - Ore Manasu - Palani - Parodi - Payum Puli - Periyar - Perumal - Piragu - Poojari - Pudhu Pettai - Pudiya Payanam - Pulan Visaranai - 2 - Question Mark - Ragava - Rameswaram - Rasikkum Semmane - Rendu - Sadhu Mirandal - Sap Mochan - Sattapadi Kutram -- Shanthi Nivas - Shiwani - Shnehana Preethana - Sindhanai Sei - Sivakasai-Sivi - Target - Thalai Nagaram - Thangam - Tharagu - Thayagam - Thee - Thee Kuchi - Themasagagi - Thenavettu

- Thirumagan - Thirupachi - Thirutham - Thiruttu Payale - Thiruvilayadal Arambam - Thozha - - Touring Talkies - Ulavu Thurai - Vaitheeswaran - Varisudhara - Vathiyar - Veera Madagari - Veerappu - Veerasamy - Vengayam - Virumamndi - Yuga ... and many more

Augmented Reality and Virtual Reality - 21 st Century Apps

DIGITAL MAGIC is always in the forefront of the technology, which is possible due to our R & D activities. Recently we have entered in to the exciting world of Augmented Reality and Virtual Reality. We have developed innovative applications for the Architectural and medical field. We are continuing our research to make it useful for the clients, which we had done in the past.



My dear kuttichathan 3D



VISUAL EFFECTS

Degree | Diploma | Certificate



First complete visual effects song with green screen was done by our founder M.Arul Moorthy, for the movie Muhavari.

ABOUT THE COURSE

Visual Effects (VFX) is centered around making the student to find a job in the field of Visual Effects, particularly focused on the Movie Industry. Anyone who has a passion for Movie Special Effects will find this course suitable to them. The course is designed in a way that the students will be able to start working in the projects as soon as they complete the course.

The art of VFX is not only technical but also requires very good level of aesthetics to give a photorealistic and believable result. Students will understand all the concepts in creation of visual effects, by having hands on experience in the VFX planning, Shooting, Post- Production and delivery. The students will find placement in other areas such as Television / Movie Commercials, Short Films, Documentaries, Television channels.



**If you love fantasy movies,
you will enjoy this
course...and start working in
those type of projects**



VFX BEFORE



VFX AFTER

INDUSTRY FACTS

Our Students are normally working and getting paid from their first month of employment
Many studios in Chennai has our students more than any other institute
Our Alumini is heading many studios and deparments in Chennai and other cities
Some of our Alumini has found their way to hollywood and are working in some of the top projects in the world. Hollywood industry has become depended on Indian talent, that almost all the movie work happens in India, atleast in some portions

CAREER OPTIONS

VFX Artist
Roto Artist
Compositor
Matte Painter
Match Mover
2D to 3D Artist
Object Modeler
Dynamics Specialist
VFX Producer
VFX Director

SUBJECT COVERAGE

History of VFX
Drawing
Matte Painting
VFX shot Planning
Story Boarding
PreViz
Shooting for VFX
Compositing
Photoshop
Maya Modelling
Animation
Dynamics
Nuke - Fusion
Vue - Mental Ray
Multipass Render
Color Correction
3D Compositing
3D Camera Tracking
3D Matte Painting
Matching Lighting
Stop Motion for Vfx
Editing Basics
Project Work

JOB OPPORTUNITIES

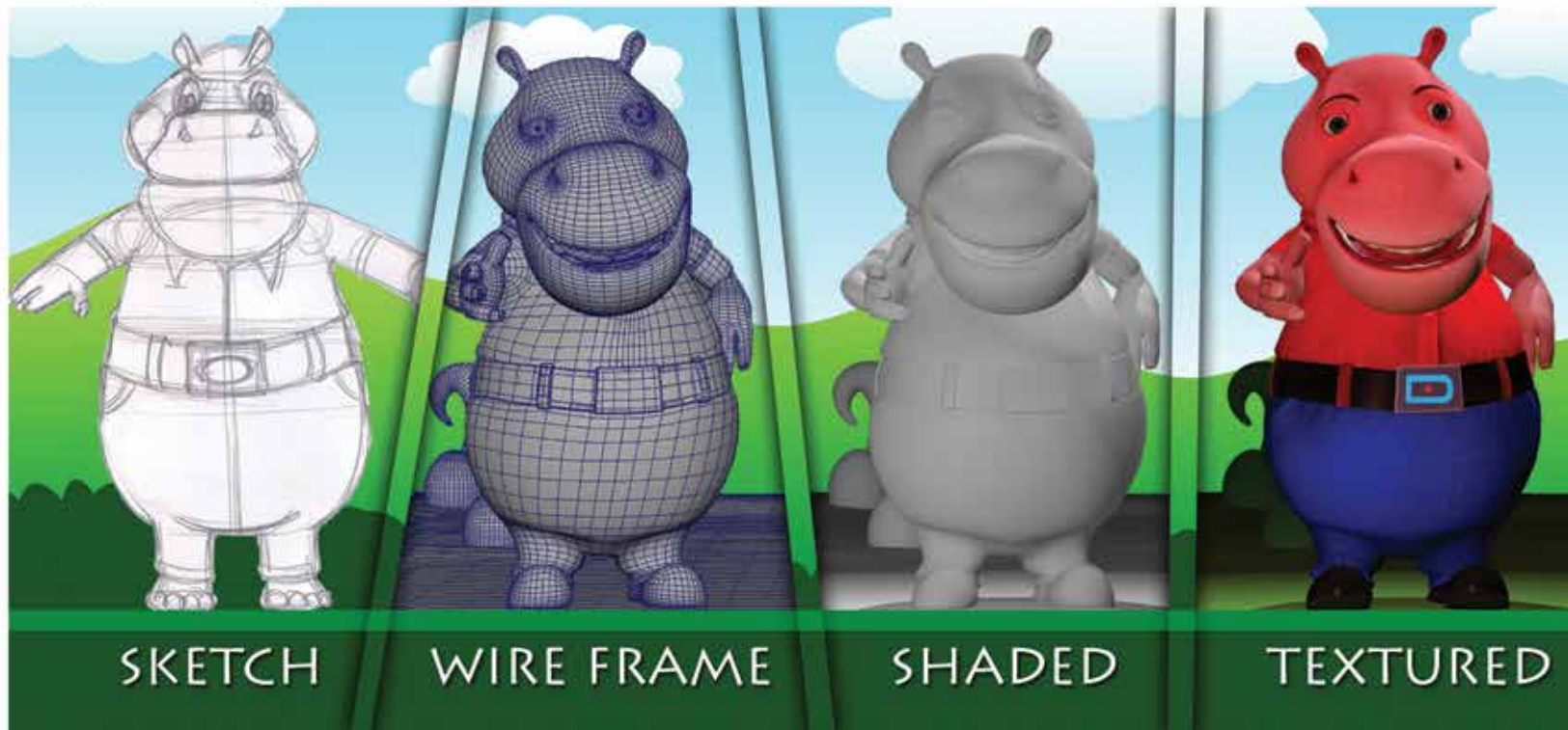
Prime Focus
Reliance Media works
Marlen Studios
Future Work
Digital Magic
VenSat
Gemini VFX
Prasad EFX
Prism & Pixels
Technicolor
Indian Artists



Performance Capture is an advanced technique used in Hollywood Industry. Digital Magic provides this service with advanced techniques not available in any other studio in India

3D ANIMATION

Degree | Diploma | Certificate



ABOUT THE COURSE

The course is centered on making the student to find a job in the field of Animation. The main focus will be on making him or her to work in **Cartoon Animation production**.

Anyone who has a passion for cartoon animation will find this course suitable to them. The course has been designed such a way whether the students with no exposure to any of the art form too can **perform excellently** in this field.

The general myth, you have to draw well to become an animator, is broke with our teaching methods. It is all about bringing emotions to the character, hence our training methods even involve a good amount of acting, which the students will pass it to the characters they are creating.

Even though, the focus is mainly on Animation Industry, the students can apply the same knowledge in other industries such **Gaming, Engineering, Visualizations, Medical Imaging, Educational Content Creation** and many other.

CAREER OPTIONS

Character Modeler
Set Modeler
Cartoon Animator
Game Artist
Texture Artist
Lighting Artist
Render Wrangler
Dynamics Specialist
PreViz Artist
Animation Producer
Animation Director



SUBJECT COVERAGE

- Drawing Concepts
- History of Animation
- Clay Modeling
- Basic Photography
- Acting
- Object Modeling
- Character Modeling
- Animation
- Texture Painting
- Lighting
- Rendering
- Compositing
- Dynamics
- Editing
- Project
- Internship
- Soft Skills



INDUSTRY FACTS

- **Hollywood companies** have setup their **studios in India**, and **major** share of their recent release done here.
- **English Speaking, Hard working, Low- Cost human resources** is the main factor
- Hollywood movie production's nowadays employs Indian animators from low-end simple tasks to very high end complex task in the production pipeline
- **Cartoon Animation, Automobile, Engineering, Architectural, Gaming** has a lot of vacancy for Animators
- **Due to IT success, Indian companies are getting a good share of outsourcing jobs in the Engineering, Architectural, and Medical Visualisation projects from overseas.**
- Education field requires a great number of animators to convert all the existing book material in to visual format.

JOB OPPORTUNITIES

DQ Entertainment
Digital Magic
Crest Communication
Reliance Media works
Toonz Animation
Image Ventures
Rhythm & Hues
Technicolor
Wipro
Walt Disney
Dream Works



GAME DESIGNING

Degree | Diploma



ABOUT THE COURSE

Gaming has become an integral part of modern human life – may be it is played in Mobile, PC, Console or in a gaming parlour. It is not just playing a game is fun, but creating a simple game or part of a huge complex game project is lot more fun. It gives a fantastic career opportunity to the young generation, who wants to be in this cool newly matured industry.

Someone who wants to be part of a modern IT style industry, but does not have the academic qualifications to get into IT industry will find this course as an interesting option.

This course focuses on a complete cycle of the game development process – Concept Design, Character and Set Design, 3D Modeling, Texturing, Lighting, Rigging, Game Engine Skills with Play Mechanics, Game Rules, Exporting the games to various platforms.



CAREER OPTIONS

- Game Character Modeller
- Game Set Modeller
- Game Level Designer
- Game Artist
- Game Programmer
- Previz Artist



WATCH DOGS

Gaming is not just for fun. It offers fantastic career options...

JOB OPPORTUNITIES

Dreamworks
Druva Interactive
Gameshastra
Zapak
Hungama
Games2Win
Red Octane
Ubisoft
Lakshya Digital
Microsoft Corporation
Zynga India

INDUSTRY FACTS

- industry is as large as the movie industry
- Grand theft Auto games collected more than Rs.13,000 crore in revenue
- Gaming industry will be used in training and education in the near future



SUBJECT COVERAGE

GAME ART

Introduction to Game industry
Game studio Pipeline
Maya Interface
Game Set Modeling
Game Props Modeling
Game Character Modeling
UV Layout
Texturing
Character Rigging
Maya to Motion builder Integration
Max Interface
Maya to Unity Integration

GAME DEVELOPMENT

Unity Interface
Terrain Creation
Environment Creation
Level Design
Physics
Light and Light Mapping
Game Effects
Introduction to Scripting in Unity
3D Game Creation
Publishing

NON-LINEAR EDITING

Diploma | Certificate



ABOUT THE COURSE

This course is centered on making the students to find a job in the field of editing in **Cinema, Television, Internet, Mobile Media**.

Editing is the nerve centre of any media production; Hence the editors command a great respect in these projects. With advantage of the state of the art non-linear systems, the boundary between **Editing, VFX and Color Correction** is disappearing fast. So it is easy for an editing student to find jobs in other areas of media production such as direction, cinematography, production etc.,

INDUSTRY FACTS

- With already **800+ satellite TV channels**, new channels are being introduced every year in India with each channel employing hundred of editors to cater to 24 X 7 operation
- Local Cable Channels also requires highly skilled editors to compete with the national channels
- Political parties, Religious outfits, Organisations all have their own channels to promote their views, thus giving huge employment opportunities
- With 4G introduction, starting a internet TV Channel for a niche market, and reaching to the target audience is becoming affordable to many

CAREER OPTIONS

Movie Editor
Ad film Editor
TV Program Editor
Documentary Editor
TV Serial Editor
DI Conformist (after DI Course)
Smoke Online Editor
DI Colorist (after DI Course)



SUBJECT COVERAGE

History of Editing
Aesthetics in Editing
FCP- Avid Editing
Motion
Live Type
DVD Studio Pro
Sound Track Pro
Various Output formats
Editing for Short Films
Editing for Advertisement
Editing for TV Serials
Editing for Feature Films
New Media
Streaming
Internship

JOB OPPORTUNITIES

SUNTV Network (20+ Channles)
Digital Magic
Vijay TV
Jaya TV
DoorDarshan
Captain TV
Hundreds of Movie Editors
Freelance Editor
Internet TV Channels
Religious TV Channels



DI COLORIST / CONFIRMIST

Diploma



SOURCE

FINAL



Mutham (Tamil) produced by **DIGITAL MAGIC** is the first movie which was digitally color corrected in India.

ABOUT THE COURSE

DI color Correction is the color grading process mainly used in the movie production and advertisement industry. A DI Colorist demands very high respect due to the value addition that they provide to the movie making process. This is particularly suitable for students who have liking for colors and photography.

Due to the lack of quality colorists, there is always a high salary packages available for good colorists. They also can find jobs in other cities such as Mumbai, Hyderabad, Bangalore and Trivandrum.

Suggested Qualifications

- **Any one with passion for color and photography**
- **Experience in Editing or VFX software**
- **Ability to handle a client with good communication skills**
- **Broad knowledge of various type of movies already released**

This is a secret to fame in the movie industry. Considering that this is a short term course, running only few months, students who complete this course will be able to find immediate employment, and they will be working in high end projects shortly.

Many of our students who have started from basic from our studio / college, have now grown to a high level in the industry in Chennai and other cities. They feel, the strong fundamentals they got from Davinci Media College, is their backbone of their growth.



Digital Magic is the first company in India to color correct a full length feature film in digital format way back in 2002 for it's feature film Mutham. This was also the first movie produced in Digital format in India



DaVinci Resolve



CAREER OPTIONS

- DI Conformist
- DI Colorist for feature Films,
- DI Colorist for Short Films
- Digital Cinema Support Engineer
- On Set - Colorist

INDUSTRY FACTS

- Good Colorists are paid a very high salary, even better than the IT industry.
- **Digital Magic** produced the first digital film ever produced in India, which also was the **first DI movie work** done in our country.
- Almost 100% of the movies produced in all languages, totalling more than 1500 movies in India uses this process.
- International companies also send part of their work for Rotoscopy to India, which will grow further in the coming years

SUBJECT COVERAGE

Davinci Resolve / assimilate Scratch Interface

CONFORMING

- What is conforming: show with project examples
- EDL – AVID/FCP
- XML – AVID/FCP
- Frame rates – 24/25 FPS
- Transitions : Multilayer Concept - Dissolves, Wipes, Fade in, Fade Out
- Reference –Image Sequence, QT
- Creating Projects
- Log / Linear Files
- Basics of Constructs
- Versions
- Staging
- Tray
- Burn –In
- Optical (Dissolve, Superimpose etc)
- Conforming in Editor
- FX Controls
- Output

GRADING

- Histogram - Waveform Monitor - Vectorscope
- Levels – Curves – Color
- Qualifier – Scaffolds – Texture
- Masks
- Primary Color Correction
- Secondary Color Correction
- Lut (look Up Table)
- Color Space – Movie, HD, Log, Linear
- Aesthetics of color Correction
- Creativity
- Example from Movies (Sad, Horror, Fun, Love, Etc)

JOB OPPORTUNITIES

Digital Magic
Prasad EFX
Prism & Pixels
White Lotus
Gemini Labs
MRT Studios
Prime Focus
Reliance Media Works
Other studios in India and Abroad

FILM DIRECTION / TV PRODUCTION



We Changed 100 year old film shooting process to Digital Movie Making by producing India's First Digital Movie

ABOUT THE COURSE

The course is designed on making the student to find a place in the field of Movie and Television Industry. The long term course will focus on Feature Film Production, Advertisement Production and Documentaries. The short term courses focuses on short film production. With the introduction of new delivery options like YouTube, WebTV, the requirement of technicians with understanding of modern technology has increased many times. Also revenue streams for film makers has opened a lot of opportunities, where they can reach to the worldwide audience at no cost.

Eligibility:

Anyone who has a passion in movies will find it suitable to them.

Students will be guided by a mentor who will take the course mostly by practically taking the students through the film making process. A professional production set-up that includes the following help the student to practice their skills:

- Black Magic Cinema Camera with Lens
- LED lights
- Mini-Track and Trolley
- Green Screen Studio
- Professional Editing Facility
- DI Color Correction Facility
- Preview Theater

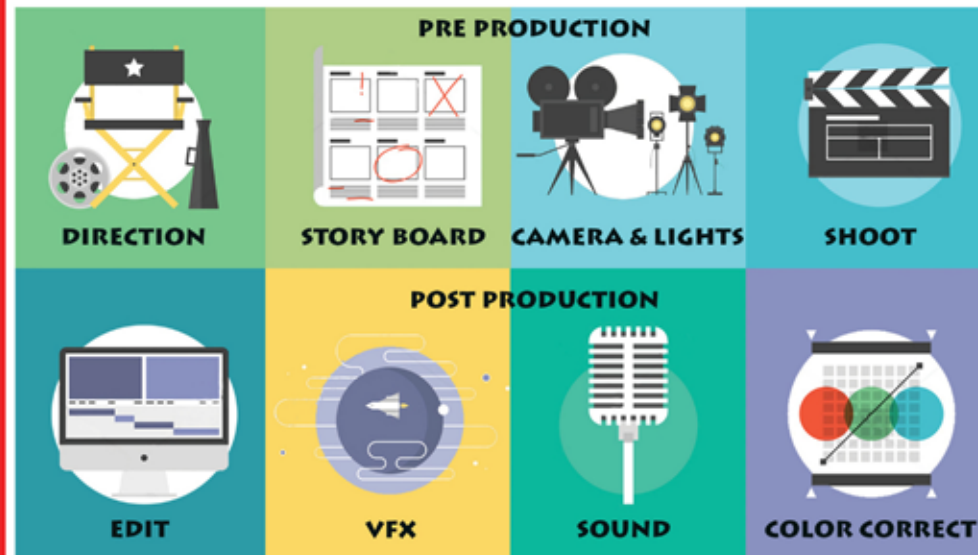
Our Expertise in the Industry

• Digital Magic started the revolution in Digital Film Production, which is the gold standard in these days, by producing and promoting the format way back in 2002. Mutham - Tamil film directed by S.A.Chandrasekaran was produced by Digital Magic Productions. In the last 30 years we have produced many TV commercials, Documentaries and Short films. We have always used the latest technology and techniques while executing these productions. With our strong networking with technicians and producers, we are able to guide our students to find work in the film industry easily. Many of our students who either studied at Davinci Media College or got the training at Digital Magic Studio has got opportunities to work in the film industry without wasting much time searching for opportunities

We introduced Digital Cinema to India. Our approach to movie production is the most modern and uses all the state of the art technology available

CAREER OPTIONS

Movie Director
Ad film Director/Producer
TV Program Producer
Documentary Producer
Web TV program Producer
Associate Director
Stereographer



SUBJECT COVERAGE

- History of Cinema
- Philosophy
- Creative Thinking
- Understanding of Mass communication
- Basic of TV Journalism
- Basics of Media Research
- Media Law and Ethics
- Ad and Corporate Film Making
- Film Analysis
- Advanced Television Journalism

- Digital Cinematography
- Scripting
- Screenplay
- Direction
- Acting
- Shooting Planning
- Costume Design
- Art Direction
- Visual Effects
- Editing
- Online media
- Project Work

Davinci students are encouraged to participate in the film production competition on a regular basis. Resources and guidance are made available so that they can continue to check their potential. Students have won prizes in these competition by applying innovative methods such as Stop Motion animation and Animation. With Youtube enables the visual creators to upload and make money in their site, the world is the limit. Creative students can create short films, instruction videos, humourous clips and other type of work and earn out of it. Since it does not cost money for uploading, the producers have to share only on the income, which makes it risk free. With all the mobile devices getting a bigger screens, and internet connectivity getting faster, more and more people will be watching the content on the mobile devices, making the reach to the audience much easier. This is never imagined opportunity for creators

JOB OPPORTUNITIES

- Cinema Industry
- Documentary
- Short Film Making
- Advertisement Films
- GEC TV Channels
- Advertising Agency
- News Channels
- Independent producers for social media and online channels

SUCCESS STORIES



Shoban Narayanan

Current Position: VFX Supervisor

Studio: Scanline vfx Canada

"After my 10th exams, I wanted to get in graphics, and felt best way is to learn from the industry directly. So I met Mr.Arul Moorthy, who was heading EDIT POINT (Now Digital Magic / Davinci Media College) and requested him for a training. He obliged and started training me and it was a very interesting experience working under his supervision. His interest on finding raw talents and moulding them in to exceptional artist is one of his best skill set. I am proud that I was trained under his supervision with strong fundamentals on visual effects with great challenging shows. Everyone has passion to achieve in their life, but to drive that passion you need to have good mentors and expertise influence to make it promising outcome. I wish all my digital magic fellow artist great success and challenging career opportunities. Last but not least! He can train anyone to be exceptional artist, but passion has to start from you."



Prasath.S

Current Position: DI Colorist

Studio: Prasad Lab / EFX, Chennai

Course done at Davinci : DI Colorist

Batch: 2010

"I joined at Digital Magic as a trainee in the VFX department. But through Davinci Media College, I was given training in DI colorist. Due to my love for photography, I was able to learn the tools and techniques very quickly, and I did my first project from Hollywood, thanks to Digital Magic management that trusted me, the project "Where are you Sophia, had very challenging color correction. In fact, that movie had nearly 80% of the shots that were shot in the day, need to be color graded to night. I did a good job, and the client was very happy. From that time, I have done lot of projects in various languages. Currently I am doing some of the top projects in South India, thanks to the strength that I got from Digital Magic and Davinci Media College."



Raju.S

Current Position: DI Colorist

Studio: White Lotus Studio, Chennai

Course done at Davinci :

Video Editing, DI Conformist, DI Colorist

Batch: 2010

"I joined Davinci Media College in the editing course. Upon completion of the course, based on my performance, I was given a job at Digital Magic Studio. I was handling lots of projects as editing assistant, but also got upgraded my training to DI conformist. I did lot of projects in Tamil, Kannada and Malayalam. Then I upgraded my training to DI Colorist. Currently, I have worked more than 50 movie projects in various capacities, as Conformist, Line Producer and DI Colorist. My growth from known knowledge about the industry, to a very important position in my company is very satisfying, thanks to Davinci Media College."



Manoj Kumar

Current Position: 3D Modeler

Studio: DQ Entertainments, Chennai

Course done at Davinci :

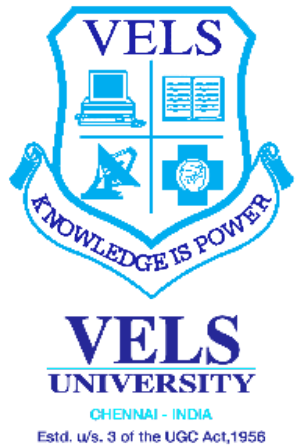
B.Sc 3D Animation

Batch: 2013

"My dream was to work good 3D Animation projects. So I joined in Davinci Media College. What I liked at Davinci was the faculty's thorough knowledge in the subjects, and their willingness to teach us in the easiest possible way. While studying, I participated in the competition and that resulted in my getting well versed with various tools. My mini project, which had "thadam" got lots of appreciation. Also Davinci helped to complete the project work. This was 3 years back. Now, I am working as the 3D modeler in the studio in Chennai. I find, all the basics that I learned at Davinci is very useful and I strongly recommend anyone who wants to learn animation to join at Davinci Media College, Chennai."

This DVD contains videos about Davinci Media College, Student work, Details about various courses, Digital Magic Demo Reel etc. Kindly watch it to get an idea, how Media & Entertainment has become an essential part in everybody's life.

Education Partners



Studio Partner





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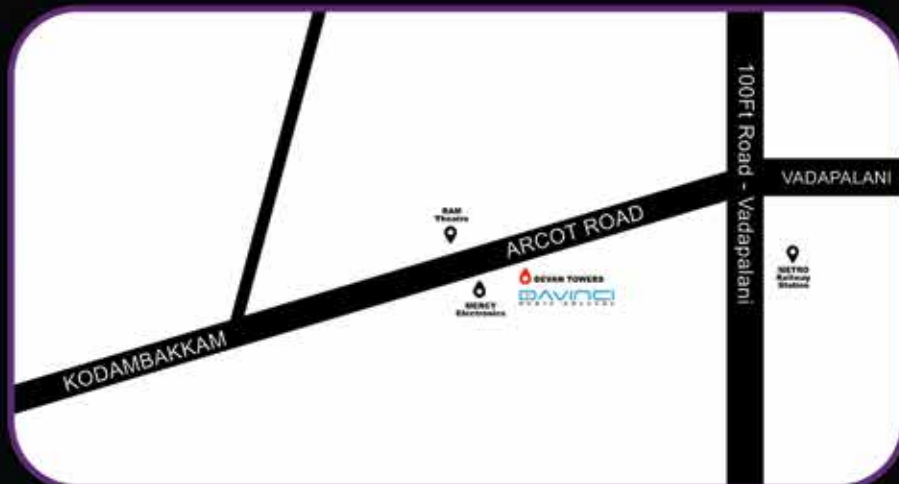
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