

A Report on Industrial Visit
ARENA ANIMATION & 5 Elements Entertainment
Organized by Department of CSE- Artificial Intelligence
02nd MARCH 2024



Submitted by: Mr. J. Viswanath, Assistant Professor of CSE-Artificial Intelligence

Report Received on 02.03.2024.

No of Students attended: 78 students from II Year A (40), B (27) & C (11)

No of Faculty Accompany: 4 Faculties (Mr. J. Viswanath, Mr. D. Jeganathan, Mr. P. Raguram, Mrs. A. Naga lakshmi)

Mode of Transport: 2 APSRTC buses.

Overview of Arena Animation:

The completion of 27 years of Arena Animation as a leader in vocational training. It is a significant milestone not just in view of the outstanding accomplishments along the way, but also considering the lives touched in the past two and a half decades.

As the nation enters the 75th year of its independence, it is heartening to note that Arena Animation has spent a third of this time shaping the careers of the youth with our career-oriented and skill-building courses. Therefore, contributing immensely to nation-building. Even as India is moving in the direction of “Atmanirbharta”, Arena Animation has steadfastly contributed to this direction by enabling our partners to build and scale their businesses revolving around the strength of Arena Animation. Further, our job-oriented courses have helped scores of youths to secure financial independence. As we continue to march ahead, we intend to strengthen our commitment to our six-edge advantage viz. Creativity, Resilience, Teamwork, Working under deadlines, Presentation Skills, and Industry Interface.

Aptech Limited, a pioneer in the non-formal vocational training business in the country for over 3 decades, established its media & entertainment brand - Arena Animation in the year 1996. Arena Animation today stands tall as a pioneer, trendsetter and a global leader in the animation and non-formal academic curriculum-based training programs.

With strong industry connections and affiliations, Arena Animation has been designing academic courses that are relevant, imparting skillsets that make students highly employable. Arena students are placed as Graphic Designers, Web Designers, 2D/3D Animators, 2D/3D Designers, AV Editors, Technical Trainers, 3D Modelers, Multimedia Programmers, Compositors, Visualizers, Content Developers and Pre and Postproduction Executives in blue chip animation studios and entertainment companies.

Overview of 5Elements Entertainment Pvt Ltd:

5Elements Entertainment was founded by Mr. Saravananaraja in 2010 as a boutique studio. Today, with around 150 full-time staff and still counting. It is home to some of the best minds in the industry. In the fourteen years since its inception, 5Elements’ reputation has grown ever faster than its plan-beating all expectations. leading in the development of new ideas, what keeps us apart from other studios is our ability to grow quickly to accommodate the needs of big production houses of international repute. Crafting Cinematic Wonders 5Elements has grown to become one of the biggest visual effects studios in Chennai, Innovative Demonstrating intense enthusiasm and dedication. extending its services globally to many Studios, Independent Movie Producers, TV Shows, and Commercials.



Industrial Visit Outcome:

Students gained Knowledge on,

- **ROTOSCOPING:** Uncovering the potential and reach of Rotoscoping, 5Elements provides you with the best Rotoscoping in your projects. Our visual effects team is always on the move for new innovative uses of techniques to bring you the desired output with the Rotoscope.
- **PAINT AND PREP STERO PAINT:** The team is experienced in dealing with large resolution plates and working on feature film prep/clean-up work, high-level quality control, and the expertise in matching grain, restoring color balance and edge characteristics as necessary. The team maintains a suite of comprehensive stereoscopic 3D filmmaking techniques, especially in Paint Artistry. We completed a significant 3D conversion project for one of the most famous movies of all time.
- **COMPOSITING (2D & 3D):** Innovative VFX Techniques 5Elements allows you to implement an endless variety of visual effects and design changes without compounding your work. We excel at 2D compositing shots like complex PIP shots, and we can replace green matte backgrounds efficiently.
- **3D Pipeline:** The 3D animation pipeline generally consists of three parts pre-production, production, and post-production.
- **VFX.**
- **The 5-element entertainment are worked with marvels studio films like spiderman, wonder women, Deadpool series, etc.**