ARTOGRAPHY
STUDIO

Regd. with Govt. of N.C.T of Delhi

DIPLOMA IN DIGITAL ART & DESIGN

12 MONTHS COURSE

ARTOGRAPHY STUDIO
www.artographystudio.com

ARTOGRAPHY STUDIO

Regd. with Govt. of N.C.T of Delhi

Why ARTOGRAPHY STUDIO?

-100% Job oriented Courses

– Experienced Mentor and Staff

– Industry Oriented Design Courses

– Exhibitions & Workshops

-Strong Industry Network

– Industry standard portfolio development.

www.artographystudio.com

OVERVIEW

Artography is an institute which aims to focus on developing and nurturing the talent of individuals who wish to create and establish their career as an artist. We hope that this curriculum will help you as an artist in the field of digital art and design. The course is specifically designed to help you understand the depth of digital art and will help you develop the skills you need to survive and thrive in the industry. This course is a combination of traditional as well as modern art with a variety of topics, which aim to help the student understand the basics with clarity and bend the rules. Our aim with this course is to make you industry ready.

COURSE INTRODUCTION

Earlier known as computer art or multimedia art, digital art has changed the way people see and create art. It has provided the much-needed freedom to the creative mind. This course is specifi-cally collated to help you unleash your full potential as an artist. During the tenure of this course, you will learn a lot about fundamen-tals of drawing as well as design to help you create better digital art. You will be taught software skills you need to become an industry professional.

At the end of this course, you will have a vast knowledge of what the industry needs, how it works and the kind of portfolio needed to

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

ELIGIBILITY CRITERIA

This course is for students who,

–Aspire to excel in the field of digital art & Design.

–Are willing to work at the Design industry.

–Are hungry for professional guidance.

–Want to sharpen their skills and training.

– Who is willing to spend 8–10 hours a day in dawing.

COURSE DURATION– 12 MONTHS(3 TERMS)

FIRST TERM–3 MONTHS

SECOND TERM–3 MONTHS

ASSIGNMENT HOLIDAY–1 MONTH

SECOND TERM–5 MONTHS

ARTOGRAPHY
STUDIO | Regd. with Govt. of N.C.T of Delhi

VISUAL COMMUNICATION

Visual communications is the transmission of information to key audiences via visual media, including pictures and other forms of visual art, television broadcasts, billboards, videos/films, animation and live performances. There is a certain look–and–feel to production drawings. These drawings must communicate our designs clearly to clients and to everyone else on the team.Visual communiation intro–duces students to the most fundamental and vital steps of industrial art and design sketching.

KEYPOINTS

–Elements of design
–Perspective study
–Start a project using photo references.
–Explore various art and design techniques.
–Rendering different materials.

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

CHARACTER DESIGN

Character design is not just about creating a character/ caricature. It is so much more. Creating original characters is a huge task. They need to be designed in a way that they fulfill the purpose for which they've been created in the first place.

KEYPOINTS

–Learn to create unique characters.

–Learn to apply drawing skills learned in term 01.

–Bending anatomy and structure to create a funny or appealing character

–Creating character and expression sheets.

VALUE DESIGN

In term 1 you learned the basics of value design through still life study. In term 2 you will learn how value can enhance your artwork and give it more depth and character. This is a detailed session where you learn deeply about lighting and depth. Students will learn to input value into their designs.

KEYPOINTS

–Importance of value in digital art.

–It impacts on the final outcome of design.

–Realistic art creation.

–Understanding the strucuture with the help of light and shadow.

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

BACKGROUND DESIGN

It is important to know about the kind of setting you to want the viewer to be in. The kind of environment in which the story or your character demands to be in. The background is even more important to make your message pop out, enhance your story/art. It is crucial to understand and create the right kind of background.

KEYPOINTS

-Learn about environment design.
-Learn to create a balanced composition.
-Learn to understand the lighting.
-Learn to apply knowledge of value and fundamentals.

SCI-FI ART

Sci-fi short for science fiction is an art form with a huge fan base. It basically gives freedom to the artist to indulge in technical speculative theories. Students will have freedom of imagination and creation in this subject. They will apply their prior knowledge of traditional and digital art to create characters/ backgrounds etc.

KEYPOINTS

-earn how to be creative with technology.
-Utilize real-world references.
-Understanding logic and its application in fiction.
-Fun projects to inspire and motivate students.

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

FANTASY ART

Fantasy art is a form of creative expression. It has been around since ages as folklore and mythology. Fantasy art leaves a lot of room for the artists' imagination and experimental thoughts. Students will explore mythological literature for insipiration.

KEYPOINTS

-Free thinking.
-Learn about symbolism and surrealism.
-Create something magical!
-Learning to defy logic and still create something amazing.

STORY-TELLING & IT'S IMPORTANCE

Story-telling and art have been part of our lives since the dawn of day. It's the only way we knew how to communicate before language came into existence. Storytelling is the core of everything. If you cannot tell a good story how do you suppose you'll bring it in your art?

KEYPOINTS

-Basics of storytelling.
-Create an original, unique and engaging story.
-Learn story-writing.
-Work on theme-based projects.

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

WORKSHOP

Term 2 is full of workshops. The students will learn about Storytelling from experts. Concept art is another topic which will be covered through a workshop to help students gain more insight towards concept building and creating art around that concept. Design thinking is a term everyone has heard but how many of you really know about it ?

ASSIGNMENTS

Students will be taught extensively in detail and will have to perform up to mark. This term will also have project based assignments which are essential for better grading.

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

STORY DEVELOPMENT

In the final term, you will be taught how to develop a story. By now you already know its importance and various techniques for demonstrat–ing or presenting a story. Through this subject, you will be able to develop your own stories and present them however you wish to.

KEYPOINTS

–Breakdown a story.
–Building concept for final portfolio.
–Create a story based on the 3 act structure of storytelling.
–Learn dialogue writing.

PORTFOLIO GUIDELINES / DEVELOPMENT

A portfolio is such an important aspect of an artists' career with a good portfolio, you've created your brand name and marketed yourself to the world. and that is exactly what you need to do in today's competitive environment. Learn to market yourself and your skills to get better jobs.
Students will learn form industry professionals, the importance of a portfolio. They will be taught how to create a portfolio which will be acknowledged by recruiters as well as liked and appreciated.

KEYPOINTS

–An industry level portfolio.
–Representation of your style.
–Understanding the need of a good portfolio.
–Personal branding and marketing.

WORKSHOPS

ART & DESIGN HISTORY

History is what makes us what we are today and learning about it can help us understand how we landed up where we are, how we came to be, the reasons which led to today. Art appreciation is important in order to understand it.

PERSONAL BRANDING

Branding is something very underrated these days people want don't know how to create a brand; their own brand before selling. For artists, it is essential to build a brand of themselves and then market their artwork. People value brands and not the artist himself.

MARKETING & SALES(ART)

Marketing is often given less importance and left behind, but in today's fast moving world they need to have hands on knowledge about marketing and sales. It will help them create a space in the industry for themselves.

ARTOGRAPHY
STUDIO Regd. with Govt. of N.C.T of Delhi

GRADING & EVALUATION

A grading pattern for the student to understand the value and importance of each subject. Assignments- In every term the student is given project–based assignments which assess the student's scope of improvement and their responsiveness to feedback. Grading will also be based upon

–The student behavior in class.
–His/her outlook towards achieving goals.
–His/her team portfolio as well as individual portfolio.
–His/her punctuality.

FUTURE PROSPECTS & CAREER OPPORTUNITIES

–Media and entertainment
–Game studio
–Animation studio
–Digital media
–Branding and advertising
–Education
–Publishing & print

**ARTOGRAPHY**
STUDIO Regd· with Govt· of N·C·T of Delhi

ADDRESS

RAJORI GARDEN BRANCH

Artography Studio
Raja Garden, Delhi, India–110015
07399111222, 011–47008123
artographystudio28@gmail.com

PITAMPURA BRANCH

Artography Studio
31–Basement, Kailash Enclave, Pitampura,
New delhi–110034, India
08826279191, 011–47001998
artographystudio31@gmail.com

StudioArtography.

artography.studio