

**THE ANIMATION INDUSTRY
IS SET TO EARN MORE THAN
US\$**



IN THE COMING YEAR

**HOW CAN YOU BE A PART OF THIS
ANIMATION REVOLUTION?**

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PARTNER WITH ARENA MULTIMEDIA

Aptech Limited is a Global Retail & Corporate Training Solutions Provider headquartered in Mumbai, India, with a presence across 5 Continents. The company has grown & diversified into various education-related businesses.

Arena Multimedia is one of the Education brands of Aptech Limited providing Training in Animation & Multimedia Education. Trained over 3.5 lakh Students from over 20 Countries in the past 15 years, Arena is the Leader of Animation Education.

Unleash your Potential

In 25 years, a lot has changed. But our faith in the hidden potential of our current and future business partners has remained a constant.

There's a tiger in every individual. And we make it our responsibility to help all those who are associated with us to discover and unleash its true strengths. We develop our partners' instinct to spot an opportunity, and the aggression to go seize it.

We've taken the first step towards unleashing potential by changing the way we look and think. Now, we hope to inspire you to join us in a journey of self-discovery – going from who you are, to who you can be.



The Global film/TV program production market will create a US \$ 17.5 billion revenue opportunity for animation production houses

-Nasscom



THE ANIMATION AND MULTIMEDIA INDUSTRY

Multimedia design is the art of integrating multiple forms of media. It is used in video games, information kiosks, website, films and a mushrooming number of other interactive applications. The **advertising and marketing** industries have jumped on this trend using multiple forms of media to reach a wider audience. Industries as widespread as **video gaming and education** are also taking advantage of innovations in Multimedia Design. **Careers in multimedia can be found in a growing number of industries, from Madison Avenue advertisement agencies to Hollywood production companies.** The uses of multimedia are just beginning to be exploited and career opportunities are on the rise.

As I.T. infrastructure keeps improving worldwide, people's demand for entertainment continues to expand. The digital entertainment, cultural and creative industries including animation and gaming are witnessing a boom in demand. The global animation market alone is expected to **Jobs in the Animation Industry are set to double by 2012***. High labor costs in US and Europe have forced even the largest production houses to source their production work from countries where jobs are accomplished at one-fourth the price.

While the US continues to dominate the multimedia production market space, many international entertainment companies such as **The Walt Disney Company, Imax Corporation, Warner Bros. Entertainment, Universal Studios, The Cartoon Network, Sony Pictures Image Works Inc. and Sony Corporation** have over the last few years diversified by setting up studios in locations outside the US.

If you share our optimism in the multimedia and animation industry and would like to profit from the ever increasing demand for skilled professionals, we invite you to join us and **be part of an exciting business opportunity in training.**

Source: *Nasscom Report





"When a match has equal partners, then there is nothing to fear."

-Helen Keller

ARENA MULTIMEDIA A STORY OF SUCCESS

Aptech Limited, a global learning solutions company and an established leader in the field of franchised education now offers Animation and Multimedia training under its Arena Multimedia brand.

A pioneer & leader in the field of franchised education since 1986, Aptech has a rich experience of delivering training and content development solutions to a diverse list of discerning clients ranging from individual training centers to large fortune 500 corporations. Since inception we have grown into a network of over 1300 franchised training centers with a presence across more than 40 countries. Aptech has till date trained over 6.4 million individuals a testimony to its high academic quality, industry-relevant curriculum and broad international acceptance. Aptech has been ranked as amongst the 300 Best Small Companies across the world by Forbes Global. Aptech is a publicly held company listed on the National Stock Exchange and the Bombay Stock Exchange in India.



ARENA Multimedia has established itself as a leader in multimedia & animation education with over 15 years of experience and over 350,000 professionals trained across 20 countries. Arena offers a variety of career and modular programs in the fields of animation, graphic designing, web designing, advertising, gaming, audio-video editing, special effects and film-making.

Other Retail Training Services



Flagship brand
for
I.T. Education & Training



Certified Hardware
and
Networking Programs



English Language
Training



Aviation, Hospitality,
Travel and
Tourism Training



High-end 3D
Animation and Visual
Effects Training

Our Corporate Learning Services



I.T. and non I.T.
Training of International
students in India



Indian Govt.
sponsored training
for select countries



Learning Content
Development



Training Solutions
for Corporate
and Institutions



Testing and
Certification for
Academic Institutions



SUCCESSFUL CAREERS WITH ARENA

The multimedia and animation workplace is as diverse as the styles and techniques of multimedia itself. Careers in multimedia and animation run the gamut from marketing and advertising to the film making, gaming and entertainment industry. Furthermore within each of these segments multimedia professionals are employed in variety of roles. Here are some segments and careers in Multimedia and Animation.

Print and Advertising

Graphic designers and multimedia specialists – especially those well-versed in softwares such as Adobe Photoshop, CorelDraw, Adobe PageMaker, etc. have a lot of scope in fields such as in Desktop Publishing (DTP), Magazines, Newspapers and other print media. There are a variety of job options like [Graphic Artists](#), [Illustrators](#) and [Visualizers](#).

Web and Multimedia

A web designer creates web pages by using graphic design skills with tools like Flash, HTML, CSS, etc. With the rapid expansion of the Internet, the demand for skilled web designers is on the upswing and this number is only set to rise in the coming years. Some of the job options are [Web Designers](#), [Graphic Designers](#), [Flash Artists](#) or [Animators](#).

Television

From setting up a television show, to editing the broadcast, there is a large demand for [Creative Video Editors](#), [Promo Designers](#), [Channel Packaging Artists](#), [3D Graphic Artists](#) and countless other designations.

Film

From epic battle sequences in fantasy movies, to a surreal dream scenario of a romantic comedy, Animation and Multimedia plays a role enhancing the visual experience of an audience. The global film industry requires [3D Modeling](#), [Rigging Artists](#), [Texturing and Rendering professionals](#), [Compositors](#) and [Visual Effects Artists](#), to name a few.

Gaming

With the advent of high-end gaming consoles and the growing popularity of online virtual reality games, gaming means big business today. The fastest growing gaming Industry has huge demand for [Game Modelers](#), [Animators](#), [Level Designers](#) and [Environment Artists](#).



**"You don't have to be great to start, but
you have to start to be great."**

-Zig Ziglar



THE ARENA CURRICULUM

Arena courses are designed to impart knowledge in all areas of multimedia and animation. The training portfolio consists of a comprehensive array of courses in both instructor-led and technology delivered formats such as web based training. Over 2 decades of experience in developing training content allows us to offer world-class education programs, teaching methodologies and internationally accepted qualifications.

The course curricula includes **fundamentals of animation, design aesthetics, story narration, performance skills, timing and staging**. The training program also deals with subjects related to art direction, scripting, art of animation interspersed with extensive project experience creating a harmony between technology and creativity. The Arena Multimedia courses help prospective students prepare for career opportunities in a variety of entry-level positions involving technology associated with designing and developing multimedia applications and digital games.

The courses are modular in nature and focus on building specific competencies in each module. While different programs offered by **Arena are specifically designed to prepare students for a particular professional role**, all have several key characteristics in common.

- Emphasis on developing foundational skills and knowledge with complementary theory and laboratory sessions for optimal learning
- Multiple career paths based upon individual competencies
- Elaborate student courseware and teaching aids to ensure uniform learning experience
- Insightful student seminars and workshops
- Project-based learning where all students implement a project every semester
- Projects are used to create a student 'portfolio' that can be shown to potential employers

Our semester end **Online Examinations System (OES)** is designed to offer comprehensive, secure and consistent **online testing**. Evaluation happens in real time and answers are automatically encrypted for QA control.

Course Delivery at Arena





"It's never too late to be who you might have been."

-George Elliot

OUR BUSINESS PROPOSITION

Arena's training and education business is conducted through a franchise model that provides retail and corporate training. Franchising is one of the most effective systems for distribution of goods and services known today. **It combines the entrepreneurial drive and ambition of the individual business person with the experience and expertise of a larger company.** The result is often a rewarding partnership for both parties. Those who have associated with us have grown and prospered and as an Arena franchisee, you invest in a partnership suited to today's digital economy in the field of multimedia and animation.

As a franchise owner, you gain immediate access to over two decades of business expertise and a proven business model. The operation and control of your business has already been well established, leaving you free to focus on growing your business. You will be able to offer a product/ service that is **well accepted in many markets and a brand name that people are already familiar with.**

From the very beginning, we will assist you **with formulating your business plans** and site selection. We will review your remodeling plans, your external signage and your equipment specifications. Before you open for business, you will undergo one of the industry's most comprehensive and complete training program. We'll show you how to recruit and train your staff, how to manage your business and how to use our online center management portal.

Everything we do is geared to ensuring that your business gets the head start that it deserves.

What We Provide

- Rights to use the Arena Multimedia brand
- Full technical know-how to set up the center - zero gestation period and early revenue streams
- Mutually agreed revenue sharing formula and a sustainable revenue model
- Validation of laboratory/center equipment
- Course content and teaching methodology
- Teaching aids for the delivery of the courses
- Comprehensive Student Courseware
- Examination and Certification Systems
- Assistance in training and certification of trainers
- Training of marketing and administrative personnel
- Support in pricing products and services
- Help in formulating marketing strategies
- Internet based center automation software, procedure manuals, etc.
- Periodic content upgrade
- Ongoing technical and marketing support

What You Provide

- Suitable premises (300-500 sq. mt.) with sufficient scope for future expansion
- Classroom X 2 (capacity of 20 students) and administrative infrastructure
- Computer Studio (laboratory) X 2 (capacity of 20 students)
- Recommended hardware and software
- Appropriately stocked student reference library
- Adequate personnel to staff the center
 - Center Manager x 1 • faculty x 2 • Trainer x 3
 - Marketing Executive x 1 • Receptionist x 1
 - Administration & Librarian x 1 • counselor x 2
 - Student Relationship Officer x 1
- Statutory license/approvals as may be required in city/country



PAYMENTS TO ARENA

Setting up an Arena franchise would entail the following payments:

Technical Know-how Fees – A one time payment to be made at the time at which the decision to set up a center is finalized. This is followed immediately after the signing of the Franchisee Agreement. The initial Agreement is for

5 years and can be renewed on mutual acceptance.

Recurring Franchisee Fee – An amount payable every month as a percentage of the total collections of the center.

Course Material Costs – Education Course Materials are supplied by Arena and have to be purchased by the center, as per the prevailing price list.

Agreement Renewal Fees – At the time of renewing the initial agreement once the erstwhile contract has expired, this fee becomes payable.

The current amounts payable against the above are as follows:

Technical Know-how Fees: USD 20,000 a one time payment

Recurring Franchisee Fees	
Year 1 of Agreement	12.5% of Gross Collections of Center
Year 2 of Agreement	15.0% of Gross Collections of Center
Year 3 of Agreement	17.5% of Gross Collections of Center
Year 4 of Agreement Onwards	20.0% of Gross Collections of Center

Agreement Renewal Fees are USD 5,000 for a further period of 3 years.

WHAT FOLLOWS AFTER

Once an in-principle agreement to go ahead is reached the following steps need to be completed to facilitate early take off.

Fill Network Forms

These forms detail the franchisee background and act as an initial expression of interest.

Sign the Agreement

The official agreement is witnessed and signed by both parties to confirm the Franchise startup.

Pay TKH Fees

The Technical Know-how Fee is payable upon signing the agreement.

Dispatch of Center Start-Up Kit

The center receives start-up manuals and other documentation including marketing material.

Finalizing Locale

The center location is finalized by mutual consent.

Infrastructure Set-Up

The franchisee puts in place the center infrastructure.

Manpower Recruitment and Training

The franchisee shall recruit the faculty and other center staff, who will be provided with an orientation by Arena.

Marketing Plan and Center Launch

Once all of the above steps have been completed, the franchisee shall put in place a marketing plan prior to launching the center.

“If you have knowledge, let others light their candles at it.”

-Margaret Fuller

ARENA MULTIMEDIA CENTERS





Scan this code
with a QR code reader
to Partner with Aptech.