

SRUJANA

# NEWS LETTER

KLH-GLOBAL BUSINESS SCHOOL

**B.Sc. ANIMATION AND GAMING**



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- Industry Visit to Green Gold Animation Studio
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- ABHINAVA Sparks Innovation and Collaboration (2024)

## FROM THE MAKERS OF CHOTA BHEEM



# B.SC. ANIMATION AND GAMING

## KLH GLOBAL BUSINESS SCHOOL

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## HIGHLIGHTS FROM “SRUJANA” ART AND TECH EXPO

- Students showcase games, films, and digital art
- Mythological and sci-fi games steal the spotlight.
- Comic book creations on display.
- Creativity meets industry-ready skills.
- Final-year major projects featured.
- Jury by industry experts – Creative Director, Green Gold Animation & Gaming.
- Final display and exhibition of student works





## DEPARTMENT OF B.SC. ANIMATION AND GAMING

# MESSAGE FROM DEAN



Dean KLH-GBS

It is with great excitement and deep respect that I extend my warmest greetings to each of you as your Dean Dr. Anand.

At **KLH-Global Business School**, we are proud to host a state of the art, world-class, highly computerized lab within the **B.Sc. Animation department**. Equipped with the latest cutting-edge technology, this facility serves as a creative playground for innovation and artistic expression. Our distinguished faculty—seasoned experts with rich industry experience—nurture an environment of exploration, excellence, and personalized mentorship.

We have proudly participated in several remarkable events, including our flagship program—the **Srujana Art Exhibition**—as well as **3D-Modelling workshops, outdoor sketching sessions**, Entrepreneur Fest Abhinava and **Industry-led seminars** and workshops. These initiatives reflect our commitment to providing hands-on, immersive experiences that enrich learning and foster creative excellence.

The Animation Department has long been a thriving hub of creativity, innovation, and storytelling, and we are honoured to have such a vibrant and talented community.

Animation is more than just a medium—it is a **powerful language** that bridges art, technology, and emotion. As we look ahead, we are committed to supporting your artistic and academic endeavours, fostering collaboration, and helping our department continue to grow as a leader in the field.

To our faculty thankful for your dedication towards teaching, mentoring, and inspiring the next generation of **storytellers, animators, design engineers**. To our students uplift your imagination and passion, they are the heartbeat of this department, and I look forward to seeing the remarkable work all of you will co-create.

Let us continue to push the boundaries of what is possible, what is creative, what is needed in animation world but yes

# WELCOME NOTE HEAD OF THE DEPARTMENT

## Department of B.Sc. Animation & Gaming, KLH GBS

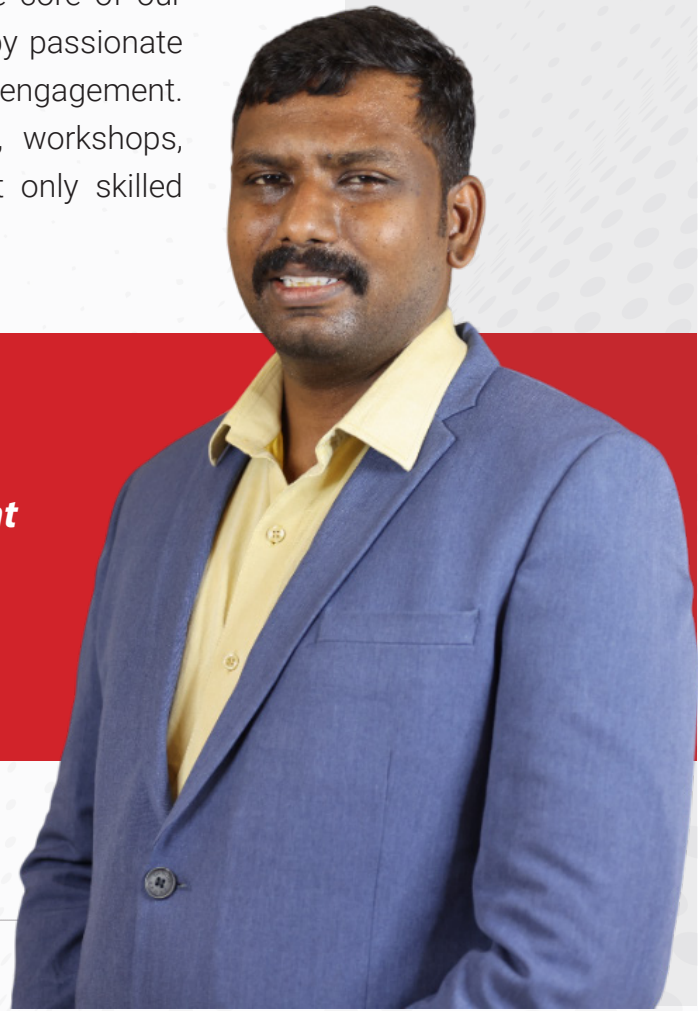
It gives me immense pleasure to extend a warm welcome to you on behalf of the Department of B.Sc. Animation and Gaming at KLH Global Business School. In a world increasingly shaped by digital storytelling, immersive experiences, and visual innovation, our department stands at the forefront of nurturing young, dynamic creators who are ready to shape the future of entertainment, education, and digital art. The B.Sc. in Animation and Gaming program at KLH GBS is designed to spark creativity, build strong technical foundations, and encourage critical thinking. By blending traditional art principles with emerging digital technologies, our curriculum empowers students to explore a wide spectrum of creative practices—from classical animation and game design to 3D production and interactive media. At the core of our department is a vibrant learning ecosystem enriched by passionate students, dedicated faculty, and active industry engagement. Through hands-on projects, study tours, internships, workshops, and interdisciplinary learning, we aim to develop not only skilled professionals but also thoughtful visual storytellers.

### Mr. G. Christhu Raja

*Assistant Professor & Head of the Department*

Department of Animation and Gaming

KL Deemed to be University, Hyderabad





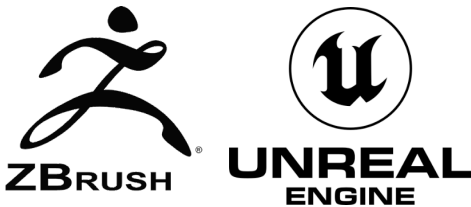
# ACADEMICS IN A GLANCE:

## B.Sc. Animation and Gaming

The B.Sc. Animation and Gaming program offers a dynamic blend of creativity and technology, preparing students for exciting careers in the animation, VFX, and gaming industries. With a

strong academic foundation, the curriculum covers key subjects such as Visual Effects (VFX), Game Art and Design, 3D Modelling, Texturing, Rigging, and Animation, alongside scripting and real-time game development. Students receive hands-on training with industry-standard software like Autodesk Maya, Blender, Adobe Suite, Unreal Engine, Unity, and more, ensuring they gain practical experience and production-ready skills. The program also emphasizes storytelling, cinematography, and interactive media, fostering both artistic expression and technical proficiency. Through workshops, live projects, and regular assessments, the academic journey empowers students to innovate and collaborate, turning imagination into immersive visual experiences.

### ADOBE CREATIVE SUITS



# PROGRAM CURRICULUM OVERVIEW

(semester-wise subjects with focus areas)

## B.SC. ANIMATION AND GAMING

The B.Sc. Animation and Gaming program at KL University offers a balanced mix of traditional art, digital media, and industry tools. The course is spread across six semesters, progressively building creative and technical expertise

### 1ST YEAR IN B.SC. ANIMATION AND GAMING

- Basic drawing
- Photography,
- Graphic design,
- Clay modelling.
- Introduction to Adobe Creative Suite
- Concepts OF 3D
- Game art

### 2ND YEAR IN B.SC. ANIMATION AND GAMING

- 3D modelling and texturing,
- 2D Animation and animation principles
- Environment Design for games
- Design Thinking and Innovation
- Shading, Lightning and rendering
- game design and Development by using unreal engine
- Digital Media design

### 3RD YEAR IN B.SC. ANIMATION AND GAMING

- UI and UX design
- Virtual production
- Major Project
- Compositing technique
- portfolio reviews
- Internships

By the end of the program, students are equipped with a strong portfolio and real-world skills for careers in animation, gaming, and digital media.

### ADMISSION CRITERIA

Candidates must pass 10+2 from a recognized educational board with a minimum of 55% or above to be eligible for the B.Sc. Animation and Gaming program.



# GUEST LECTURE BY **INDUSTRY EXPERTS**

**THEME: LEVEL UP YOUR DESIGN: UX STRATEGIES FOR  
GAMING & ANIMATION (2024)**

**EVENT: ORIENTATION PROGRAM**

Convenor: Bivas Paul

Faculty Co-ordinator for the article: Bivas Paul



The B.Sc. Animation and Gaming Department hosted a vibrant orientation program to welcome the 1st-year students into the world of animation and game design. The event brought together students from all three years, fostering a sense of community and excitement. A special highlight was the guest lecture by Kumar Shashwat, Sr. UX Specialist at Human Factors International, who shared invaluable insights into the animation and gaming industry—its evolving branches, real-world impact, and career potential. The session inspired students across all batches to think beyond the classroom and gear up for a dynamic, industry-ready future.



# THEME: FROM PIXELS TO PLAY: EXPLORING THE FUTURE OF GAMING CAREERS (2024)

**EVENT: CAREER GUIDANCE ON VISUAL EFFECTS (VFX), ANIMATION, AND GAMING. (2024)**

Convenor: Bivas Paul

Faculty Co-ordinator for the article: Bivas Paul



Our B.Sc. Animation and Gaming Department had an amazing orientation for 1st-year students, featuring a guest lecture by Pralay Mistri on 'Empathy is the GOAT.' He shared invaluable insights on game development and the power of the UNITY Game Engine.





## EVENT: CAREER GUIDANCE ON VISUAL EFFECTS (VFX), ANIMATION, AND GAMING. (2024)

Convenor: Rajendra Kumar, Bivas Paul, ChristhuRaja, Dilip Kumar.

Faculty Co-ordinator for the article: Bivas Paul

### MR. SARADHIKRISHNA AND HIS TEAM IS GIVING **ONLINE CAREER GUIDANCE** AND INDUSTRY PIPELINES.



#### Online Seminars by Technicolor Academy

Students from KL-Vijayawada and KLH-GBS had the esteemed opportunity to participate in an insightful webinar organized by Technicolor Academy. The session featured a team of industry experts who provided valuable guidance on career prospects within the fields of visual effects (VFX), animation, and gaming. It was an insightful and interactive session that sparked inspiration among students, encouraging them to explore new creative pathways and future possibilities in the world of digital media.





## EVENT: #INDIAJOY - MEGA PREMIUM DIGITAL ENTERTAINMENT VENTURE (2024)

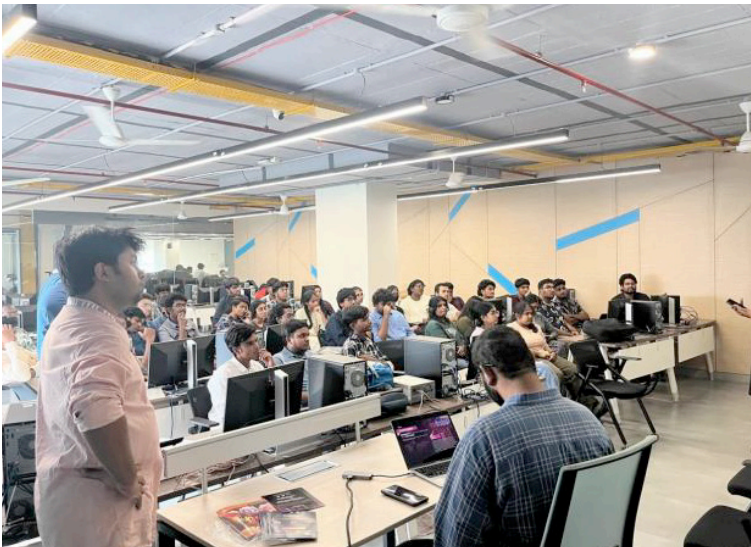
Convenor: Anna Asheervadam, Bivas Paul, Christhuraja, Dilip Kumar.

Faculty Co-ordinator for the article: Bivas Paul

#Indiajoy: An Incredible Initiative by the Government of Telangana!

## SRUJANA 2025 – WHERE TECHNOLOGY MEETS ART AT KLH GBS

It was truly commendable to witness the event organizers actively engaging with our B.Sc. Animation and Gaming students, offering valuable insights and sharing practical experiences from the industry. This meaningful interaction not only fuels our creativity but also equips us to face future challenges with confidence. We're truly grateful for opportunities like these that bridge the gap between education and industry, inspiring the next generation of creators!





## EVENT: SRUJANA -TECHNO ART FEST (2025)

Convener: Bivas Paul, Christhu Raja, Dilip Kumar, Anna Asheervadam, Sarala Rao  
Faculty Co-ordinator for the article: Bivas Paul

### SRUJANA 2025 – WHERE TECHNOLOGY MEETS ART AT KLH GBS

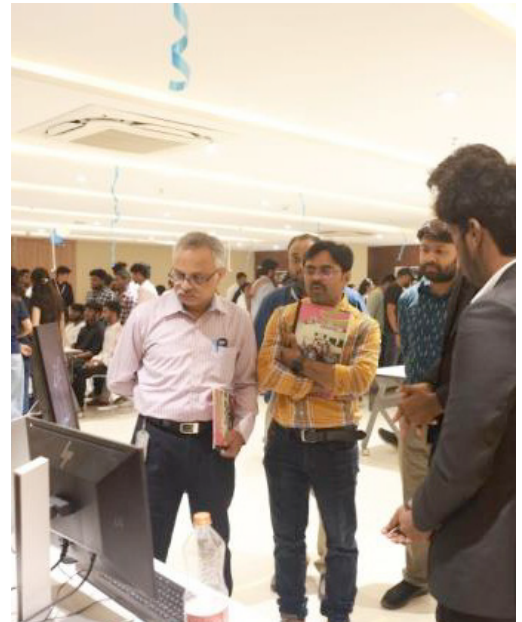
In April 2025, KLH Global Business School (KLH GBS) had the pleasure of hosting SRUJANA 2025, an engaging and inspiring Techno Art Fest organized by the Department of Animation & Gaming at our Kondapur campus. This event was more than just a display of student work—it was a hands-on platform that gave students real-world exposure and helped connect what they learn in class with what the industry expects. The goal was to encourage innovation, creativity, and learning through experience.

The fest included students from all years of the B.Sc. Animation & Gaming program: First - year and Second-years students showcased pixel games, digital collages, basic 3D models, short films, character animations, detailed

3D environments, graphic design projects and digital artwork.

Final-year students presented their major projects, including a mythology-based action-adventure game that mixed Indian stories with modern gameplay, and a sci-fi simulation game that stood out for its amazing visuals, easy-to-use interface, and great storytelling.

The entire event encouraged students to share ideas, learn from each other, and explore their creative potential.



#### We were also lucky to have experienced industry professionals with us:

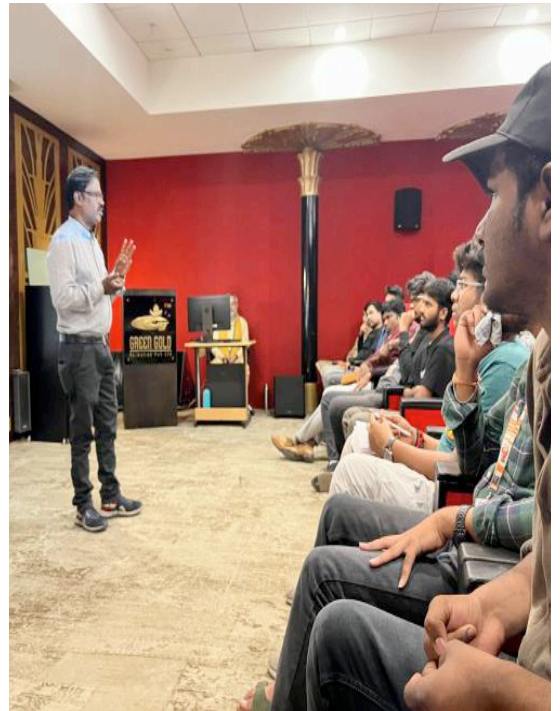
1. Mr. Krishna Mohan, Creative Director at Green Gold Animation Pvt. Ltd.
  2. Mr. Praveen Kumar Y, HR Manager at Green Gold Animation Pvt. Ltd.
  3. Mr. Lenny Emanuel, a well-known photographer with 55 years of experience in industrial photography at Premier Studios.
- The talks gave students valuable insights into the current trends in the industry and helped them understand what it's like to work in the real world. A big thank you to all the students and faculty who made SRUJANA 2025 a success! Here's to more events that spark creativity and prepare our students for the future.



# INDUSTRY VISIT (2024)

**EVENT: INDUSTRY VISIT TO GREEN GOLD ANIMATION STUDIO**

Convener: Dilip Kumar  
Faculty Co-ordinator for the article: Bivas Paul



It was a remarkable experience to take our second and third-year B.Sc. Animation & Gaming students on an enlightening tour of Green Gold Animation Studio. The visit offered a unique opportunity to interact with industry experts who shared their knowledge on 3D Animation, VFX, and Game Development. The session was highly informative, covering topics such as production pipelines, collaborative projects, and practical industry experiences. Intense discussions and behind-the-scenes insights gave our students a clearer picture of the professional world—highlighting what it truly takes to bring creative ideas to life. A truly inspiring and educational experience!





# THEME : ABHINAVA SPARKS INNOVATION AND COLLABORATION (2024)

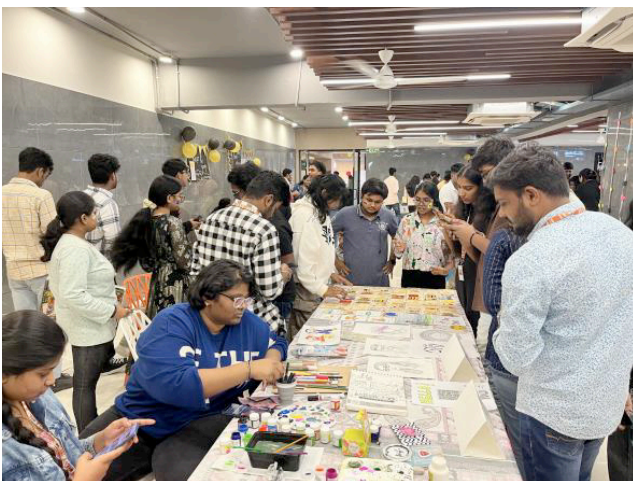
## Event: Entrepreneur Fest

Convenor: Bivas Paul with the group of 1st year students

Faculty Co-ordinator for the article: Bivas Paul



We are pleased to announce that ABHINAVA – The Entrepreneur Fest was a resounding success at our institution! Our B.Sc. Animation and Gaming students, in collaboration with their BBA and MBA peers, presented their creative ideas as groundbreaking business ventures. From client communication and presentations to real-time marketing, our students gained invaluable hands-on experience in transforming creativity into entrepreneurial ventures—and even achieved impressive profits! It was truly inspiring to observe the enthusiastic participation of first-year students, alongside the energy and expertise of second and third-year students. It was a genuine celebration of collaboration, creativity, and entrepreneurial spirit!





# WORKSHOPS:

Event: Through the Lens: Mastering Photography Techniques (2024)

Convener: Dilip Kumar

Faculty Co-ordinator for the article: Bivas Paul

## A CAPTIVATING PHOTOGRAPHY SESSION WITH **MR. CHARITH KANDALA**

We had the honour of hosting an enriching photography session, led by the accomplished Mr. Charith Kandala. He imparted his extensive knowledge on the history of photography, exposure techniques, and the critical role of light in shaping visual narratives. and other diverse genres, Mr. Kandala beautifully bridged theory with practical application. The session concluded with engaging, hands-on activities, providing students with the opportunity to apply their newfound knowledge in real-time. It was a truly enriching experience that inspired us to view the world through a more thoughtful and creative perspective.





## EVENT: GRAPHICS DESIGNING AND BRANDING WORKSHOP (2025)

Convener: Dilip Kumar, Anna Asheervadam  
Faculty Co-ordinator for the article: Bivas Paul

# GRAPHIC DESIGN & BRANDING WORKSHOP WITH 2ND-YEAR STUDENTS



**KLH GBS** BUILDING WORLD LEADERS  
#WeAreFutureReady  
BAND EXCELLENT 45 YEARS OF EDUCATIONAL EXCELLENCE  
RECOGNISED AS CATEGORY 1 UNIVERSITY  
nirf 22 AMONG ALL UNIVERSITIES

**KLH Global Business School**  
organises a Three-day Workshop  
**on**  
**GRAPHICS DESIGNING & BRANDING**  
Dates: 7<sup>th</sup> - 9<sup>th</sup> April, 2025 | Venue: KLHGBS, 307 Multimedia Lab

Resource Persons:

**Mr. Bivas Paul**  
Asst. Prof. Dept. of A&G

**Mr. Christhu Raja G**  
Asst. Prof. Dept. of A&G

**Target Participants:**  
Second Year B.Sc A&G Students & Others

**Faculty Members In charge:**  
Mrs. Anna Asheervadam Mary, Mr. Dilip Kumar K

@klhgsbs @klhglobalbusinessschool www.gbs.klh.edu.in



We recently had the opportunity to conduct an engaging Graphic Design and Branding workshop with our talented 2nd-year B.Sc. Animation and Gaming students at KLH GBS. With the growing demand for skilled graphic designers across industries—particularly for internships and early-career roles—this workshop came in at the perfect time. It focused on building a strong foundation in design principles while also highlighting the power of branding in storytelling and effective communication.



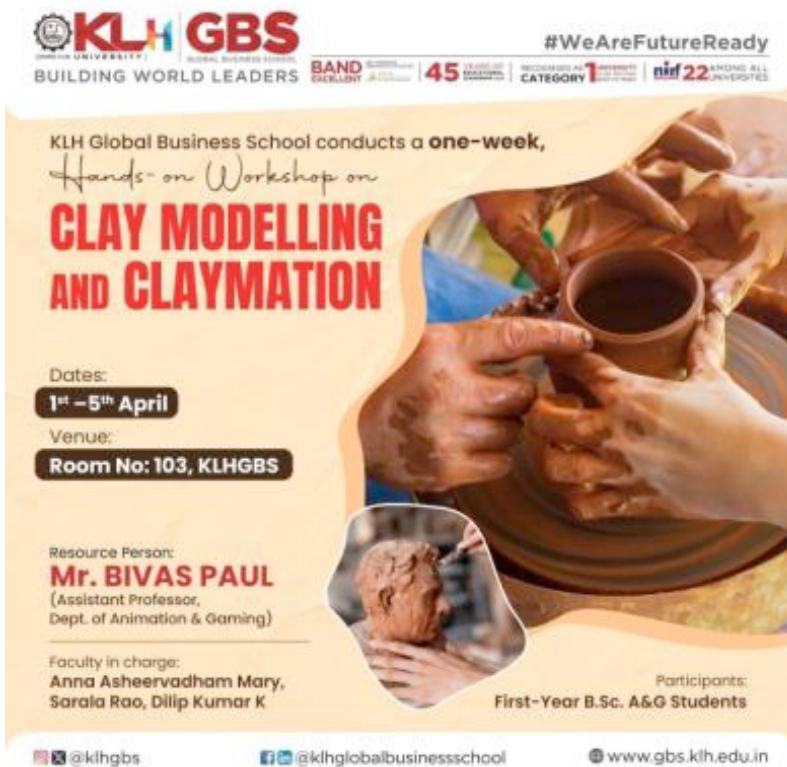


## EVENT: CLAY MODELLING AND CLAYMATION WORKSHOP (2025)

Convener: Dilip Kumar, Anna Asheervadam, Christhu Raja

Faculty Co-ordinator for the article: Bivas Paul

### HANDS-ON CLAY MODELLING AND CLAYMATION WORKSHOP WITH 1ST-YEAR STUDENTS



**KLH GBS**  
BUILDING WORLD LEADERS

#WeAreFutureReady

BAND 45  
EXCELLENT

45 YEARS OF  
EXCELLENCE

RECOMMENDED BY  
CATEGORY 1

22 AMONG ALL  
UNIVERSITIES

KLH Global Business School conducts a one-week,  
*Hands-on Workshop on*  
**CLAY MODELLING  
AND CLAYMATION**

Dates:  
**1<sup>st</sup> – 5<sup>th</sup> April**

Venue:  
**Room No: 103, KLHGBS**

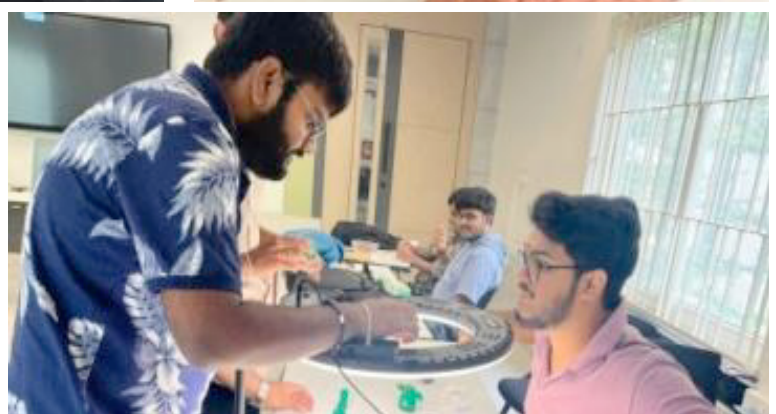
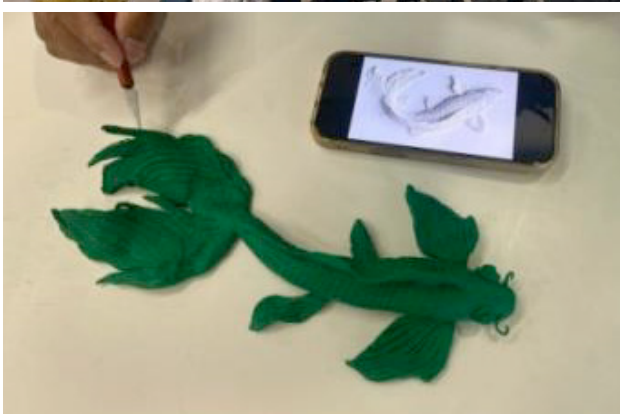
Resource Person:  
**Mr. BIVAS PAUL**  
(Assistant Professor,  
Dept. of Animation & Gaming)

Faculty in charge:  
Anna Asheervadam Mary,  
Sarala Rao, Dilip Kumar K

Participants:  
First-Year B.Sc. A&G Students

@klhgbs @klhglobalbusinessschool www.gbs.klh.edu.in

Recently, we had the pleasure of conducting a hands-on Clay Modelling workshop with our first-year B.Sc. Animation and Gaming students at KLH GBS. It proved to be a truly enriching and productive experience for all involved. For many of our students, it was their first time working with clay, and it was genuinely impressive by how eagerly they embraced the process. From shaping basic forms to crafting imaginative characters, they pushed their creative boundaries, experimented with textures, and gained confidence in this tactile medium. The joy on their faces as they watched their clay creations come to life was truly special—a memorable experience that sparked creativity and a deeper appreciation for the art form.





## EVENT: DESIGN ILLUSTRATION (2025)

Convener: Rajendra Kumar  
Faculty Co-ordinator for the article: Bivas Paul

### GUEST LECTURE & WORKSHOP AT KL UNIVERSITY, VIJAYAWADA BY MR. BIVAS PAUL (ASSISTANT PROFESSOR)



He had the wonderful opportunity to conduct a two-day workshop on "Design Illustration" using Adobe Illustrator at KL University, Vijayawada, in the Department of Fine Arts. The workshop, organized by the Animation and Gaming team, took place on the 5th and 6th of March 2025. It was a truly rewarding experience to work with young, creative minds, particularly first and second-year students. Their enthusiasm, curiosity, and fresh perspectives made the sessions truly enjoyable and engaging, fostering a dynamic environment for learning and creativity.



## EVENT: MAJOR PROJECT REVIEW (2024)

Convener: Christhu Raja

Faculty Co-ordinator for the article: Bivas Paul

### INTERNAL MAJOR PROJECT REVIEW AND A DEEP DIVE INTO PORTFOLIO DEVELOPMENT

An insightful portfolio review session was held with our talented final-year B.Sc. Animation and Gaming students! The session involved an intense discussion on portfolio development, wherein students had the opportunity to showcase their work, while faculty members provided constructive feedback to help them identify their strengths. It was inspiring to see the students actively working on refining their portfolios with newfound clarity and direction, marking an exciting step forward as they prepare for the next phase of their creative journeys!





## EVENT: CINEPHILIA- A STUDY TOUR TO THE CINEMATIC EXPO (2025)

Convener: Bivas Paul, Christhu Raja  
Faculty Co-ordinator for the article: Bivas Paul

### AN INSPIRING EXPERIENCE AT “CINEPHILIA”



Two faculty members, along with fourteen passionate first and second-year B.Sc. Animation & Gaming students from KLHGBS, had the incredible opportunity to participate in “Cinephilia” at KL University, Vijayawada. Our students had the chance to showcase their creativity on a national stage, competing in both photography and short film contests. The event also included an insightful discussion on the history of visual effects and virtual production, offering valuable industry insights. Beyond the competitions, this experience allowed the students to engage with industry experts, explore creative challenges, and gain inspiration for their future projects. It was a short yet enriching journey that left a lasting impact on everyone involved!





## EVENT: STUDY TOUR TO THE QUTB SHAHI TOMBS

Convener: Dilip Kumar, Bivas Paul, Christhu Raja

Faculty Co-ordinator for the article: Bivas Paul

### STUDY TOUR TO THE QUTB SHAHI TOMBS: A HANDS-ON LEARNING EXPERIENCE



The 1st-year and 2nd-year B.Sc. Animation and Gaming students from KLHGBS had the opportunity to embark on an enriching study tour to the Qutb Shahi Tombs as part of their Environmental Design class. It was an excellent hands-on learning experience that greatly enriched the students' practical understanding. The 2nd-year students focused on capturing imagery, which they'll later use to create digital replicas back in the lab. Meanwhile, the 1st-year students worked on thumbnail sketches and photography, exploring composition and visual storytelling. Observing the students actively engage with the space—through sketching, photography, and thoughtful discussions—was truly inspiring. Such experiences not only enrich the learning process but also make it more immersive and enjoyable.





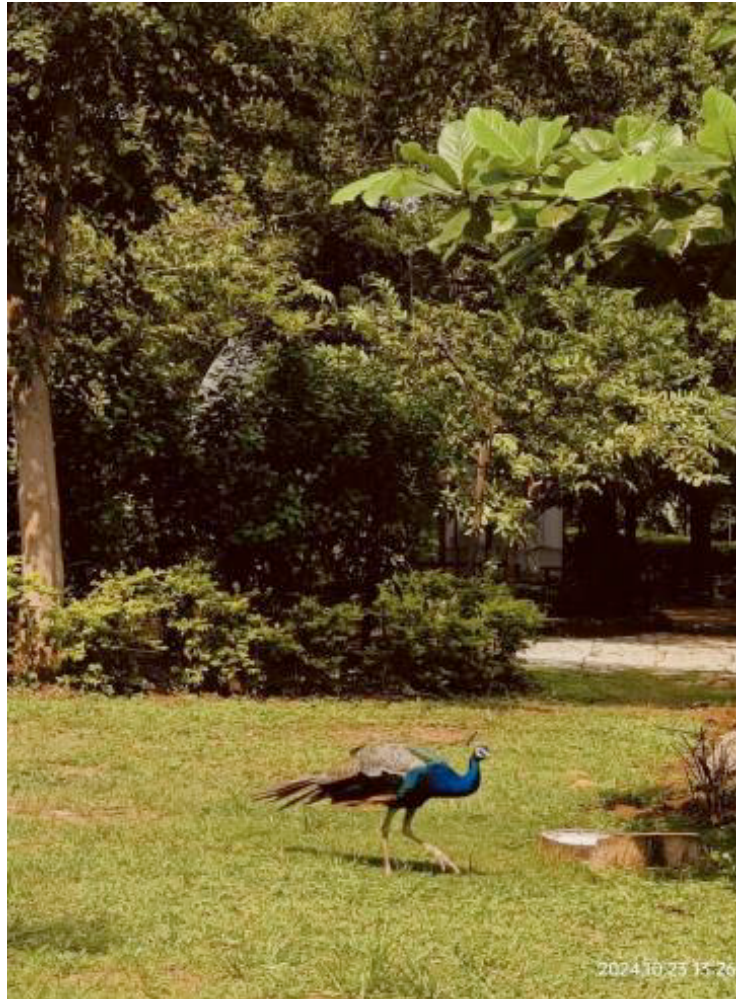
## EVENT: NATURE THROUGH THE LENS & PENCIL: OUTDOOR ART & PHOTOGRAPHY (2024)

Convener: Dilip Kumar, Bivas Paul  
Faculty Co-ordinator for the article: Bivas Paul

### OUTDOOR DRAWING AND PHOTOGRAPHY SESSION



Today, the students of the Basic Drawing course had a fantastic outdoor session at the Botanical Garden. They explored the art of thumbnail sketching and practiced foundational outdoor drawing techniques, capturing the beauty of nature through their sketches. It was the perfect blend of art and nature, offering students a unique opportunity to enhance their skills while immersing themselves in the serene surroundings of the garden!



## Event: VR Gaming Cafe Visit: A Dive into Virtual Reality Gaming (2023)

Convener: Bivas Paul

Faculty Co-ordinator for the article: Bivas Paul



The faculty members and final-year B.Sc. Animation and Gaming students recently visited a VR Gaming Cafe for an exciting and immersive experience. The visit provided a unique opportunity for students to explore the latest in virtual reality gaming, giving them hands-on exposure to cutting-edge technology in the industry. It was a thrilling experience that sparked discussions about the future of gaming and VR, offering students valuable insights into the evolving landscape of interactive media. A excellent way to blend learning with the excitement of virtual gaming!





# INTERNSHIPS AT KLH-GLOBAL BUSINESS SCHOOL



**SAMUDHRALA KRANTHI**

College ID - 2210660018  
Position - Graphics Designer  
Company name - Vedhas Technology  
Solutions PVT LTD



**ANKSHITHA KAMINI**

College ID -2210660006  
Position - Game Designer  
Company name - LightnSalt Pvt Ltd



**TARUN KISHAN**

College ID -2210660010  
Position - 2D Concept Artist  
Company name - Green Gold  
Animation Pvt. Ltd



**KOMAL ARUN**

College ID -2210660001  
Position - Digital Marketing Executive  
Company name - Digital Mojo



**ANKSHITHA KAMINI**

College ID -2210660012  
Position - Graphic Design intern  
Company name - Doorstep Delhi



**CHANAKYA REDDY  
GUNTAKA**

College ID - 2310660010  
Position - Graphic Design intern  
Company name - Virtue Software  
Technologies Private Limited



**AISHA REDDY ELLANKI**

College ID - 2210660021  
Position - 3D modeling and interior  
designer  
Company name - PNR infra



**AMARLAPURI .SRINIVAS  
YASH RAJ**

College ID - 2210660021  
Position - Motion graphics Designer  
Company name - mroads



**SATVIKA NOMULA**

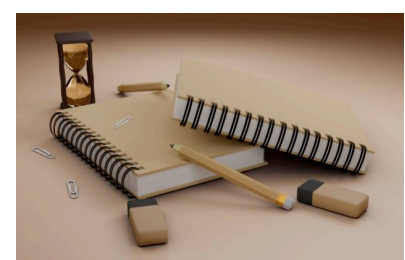
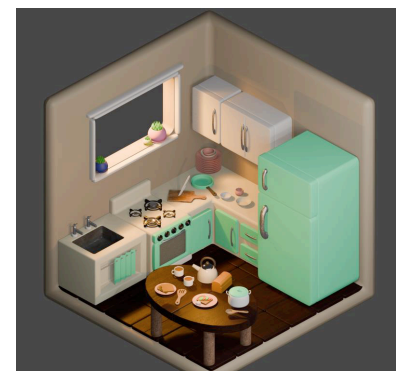
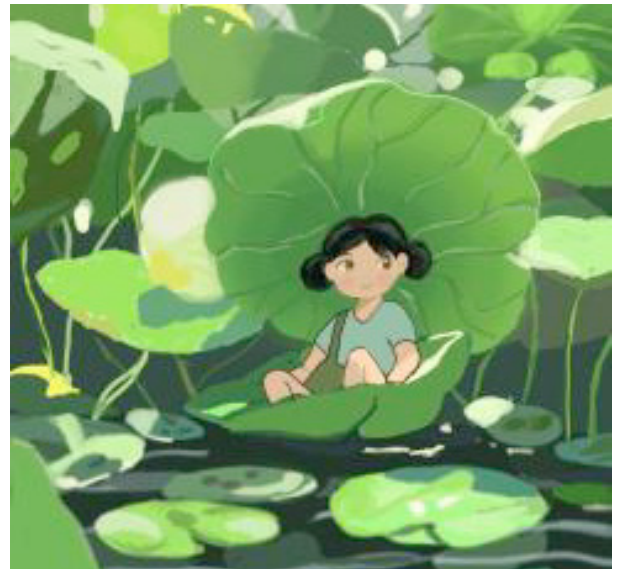
College ID - 2210660024  
Position - Game Designer  
Company name - LightnSalt Pvt Ltd



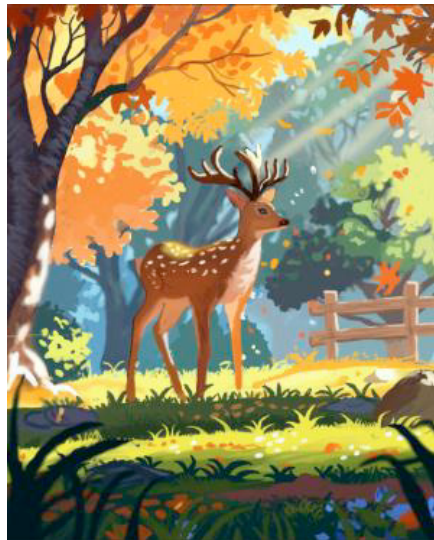
Apex Consultancy



# STUDENTS NOTEWORTHY CREATIVE WORK





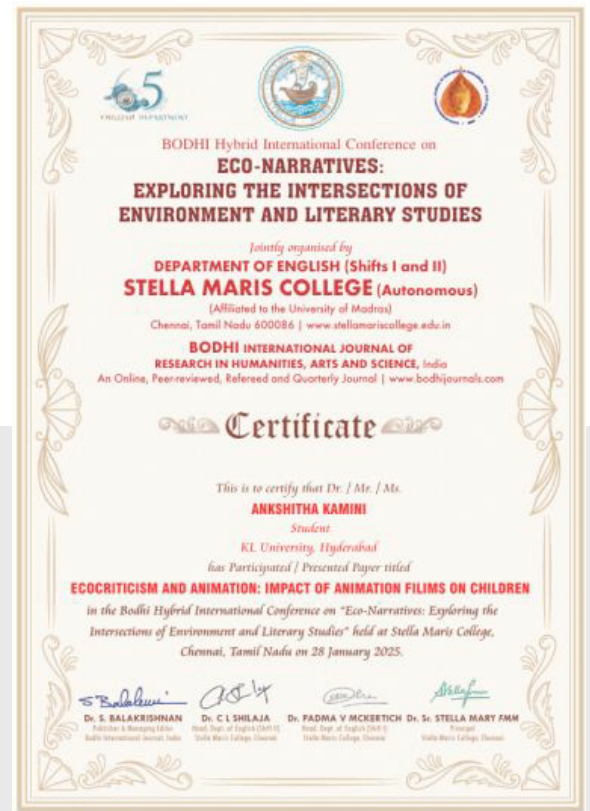


# CONFERENCE AND RESEARCH PUBLICATION

## ANKSHITHA KAMINI

College ID - 2210660006

Ecocriticism in Animation: Shaping Children's Environmental Awareness The research focuses on the environmental educational potential of animated films for children regarding improved environment awareness and strengthened empathy. The entertainment value in these movies serves as a platform that allows viewers to gain valuable information.



## SATVIKA NOMULA

College ID - 2210660024

Blue Humanities and Oceanic Studies in Video Games: Exploring the Intersection of Play and the Marine World. The analysis of video games from the perspectives of blue humanities and oceanic studies is an exciting framework through which to investigate how digital media interacts with marine environments, cultures, and ecologies.





# FACULTY TEAM



**Mr. G. Christhu Raja**

Department of Animation and  
Gaming KL Deemed to be University,  
Hyderabad



**Mr. Bivas Paul**

*Assistant Professor*

B.Sc. Animation and Gaming  
KL Deemed to be University, Hyderabad (KLHGBS)



**Ms. J. B. Anna  
Asheervadham Mary**

Department of Animation and  
Gaming KL Deemed to be University,  
Hyderabad



**Mrs. K. Sarala Raoa**

*Assistant Professor*

Department of Animation and Gaming KL  
Deemed to be University, Hyderabad



**Mr. K. Dilip Kumar**

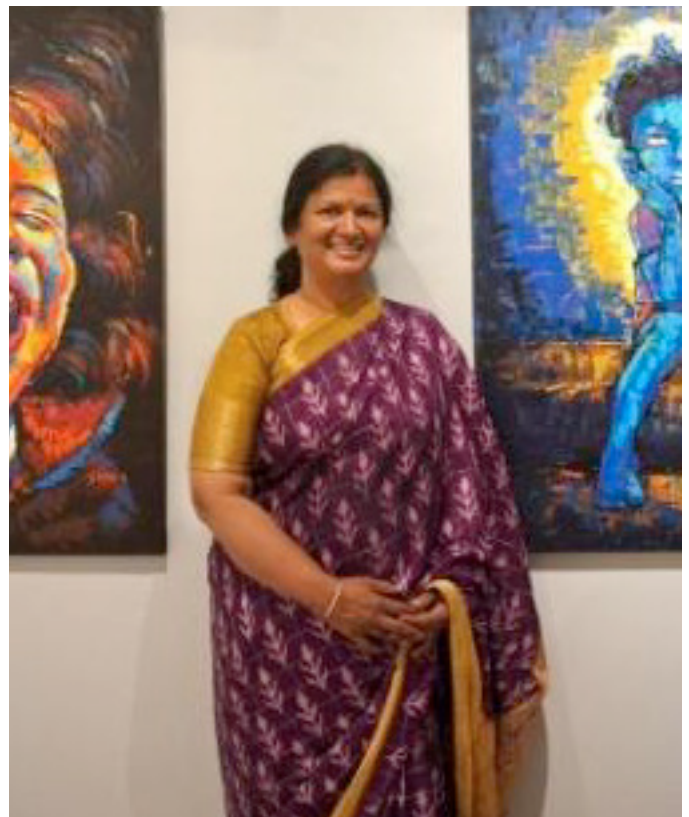
*Assistant Professor*

Department of Animation and  
Gaming KL Deemed to be University,

# FACULTY ACHIEVEMENTS



KLH Global Business School takes immense pride in announcing that Mrs. K. Sarala Rao (Assistant Professor, Department of Animation and Gaming) received the Best Award for her bronze sculpture, "Telangana Amara Veerulaku Padabhi Vandanamulu", from His Highness Raunaq Yar Khan, 9th Nizam of the Asaf Jahi dynasty on February 20, 2025. The award included a cash prize of ₹10,000 along with a memento. Dr. Gajulapally Radhakrishna, Director (Academics), congratulated her for this achievement and commended her dedication to the field of art. This esteemed recognition is part of the 84th All India Annual Art Exhibition – 2025, organized by the Hyderabad Art Society





# AN INSIGHTFUL ARTICLE BY MR. G CHRISTHU RAJA, ASSISTANT PROFESSOR

An insightful article by Mr. G Christhu Raja, Assistant Professor, (Multimedia specialist) Dept. of Animation and Gaming, KLH Global Business School was featured in The Edex Live column of The New Indian Express, Hyderabad edition. Check out the article to explore the innovations shaping the future of gaming.

The Below clipping from the newspaper article authored by Mr. G. Christhu Raja, Assistant Professor of Animation and Gaming at KLH, Hyderabad. The purpose of the article was to shed light on the significance of the Government of India's initiative to establish a National Centre of Excellence (NCoE) for Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR). The article was published in the reputed business news outlet, NDTV Profit.

**V**IDEO games many students are familiar with, but what about beyond video games? What are the classifications of games?

Video games are computer programmes with a UI (user interface) and graphics that people find fun to play. The game might be simple pattern matching like match three games or simulate something from reality like car racing or can be an online adventure epic like an MMORPG (massively multiplayer online role-playing game). Simple 2D games and mobile games are made by small game studios.

The bigger ones like Assassin's Creed or GTA (Grand Theft Auto) are made by large game studios where lots of people of many different disciplines collaborate to bring it alive.

Games are typically categorised into genres based on what the player does in the game. A few famous game genres are action adventure (Uncharted Series), sports (FIFA), simulation (Microsoft Flight Simulator), platformer (Mario), RPG (Dragon Age), first-person shooter (Call of Duty), real-time strategy (Age of Empires), racing (Forza Series), Puzzle (Portal), casual (Stardew Valley), massively multiplayer online role-play playing (World of Warcraft), stealth (Splinter Cell) and so on.

The games are usually created to be played on a specific hardware/platform. A few famous platforms are mobile, PC, PlayStation, Xbox, Switch, and VR headsets.

**Gaming is one of the most exciting and dynamic fields in modern education. Can you discuss its expanding scope and future potential, highlighting why students should consider pursuing it academically?**

As every Indian has a smartphone, the revenue potential for India-based mobile games is huge. The boom in the IT sector and the increase in college-going teens have increased the number of people who own a laptop/desktop. This, along with online game distribution platforms like Steam has made high-quality games easily available.

As more game design courses and game studios commence, it will trigger the next wave similar to the AI/ML wave and early adopters will reap the benefits. Big companies like Jio already see the potential and have started investing in online gaming. Even international gaming companies are setting up branches in India because of the lower cost of development compared to the US and UK.

**Can you give us an outline of a gaming course and what aspects will students**



## EXPLORING REALITIES & FUTURE OF GAMING TECHNOLOGY

G Christhu Raja, Assistant Professor, (Multimedia Specialist) Department of Animation and Gaming, KLH Global Business School, Hyderabad articulates about the gaming industry in India, how it should progress and what measures should be taken for the development

**INTERVIEW**

**learn if they take it up? What about the practical aspects of it?**

A typical game-based course will have modules in drawing, sculpting, texturing, animation, VFX, sound design, math and coding. It will be a blend of technical and creative aspects. The creative side will teach students the process of game asset, character and world design. The technical side will teach them how to implement game logic and generate massive procedural landscapes.

**Beyond the video game industry, which industry also holds scope to explore gaming skills that we are yet to discover?**

The same real-time rendering technology used in games is now being explored for making movie VFX, motion graphics, animation movies, architectural visualisation, driverless car training, robot

machine learning, virtual reality workspaces, augmented reality show cases, digital doubles of cities, preservation/recreation of history and so much more. A student who studies game design will have many non-game-related areas as career paths.

**The gaming industry frequently faces criticism for its violent content and gender stereotypes. What steps can today's students take to transform this image?**

The students should be encouraged to focus on creative gameplay mechanics rather than gore. The Legend of Zelda and Mario series are examples of famous game series that do not glorify gore.


The student must be taught the long-term negative effects of creating violent game experiences or people. Other genres which don't have gore should be encouraged a lot more.

**G Christhu Raja, Assistant Professor, Department of Animation and Gaming, KLH**

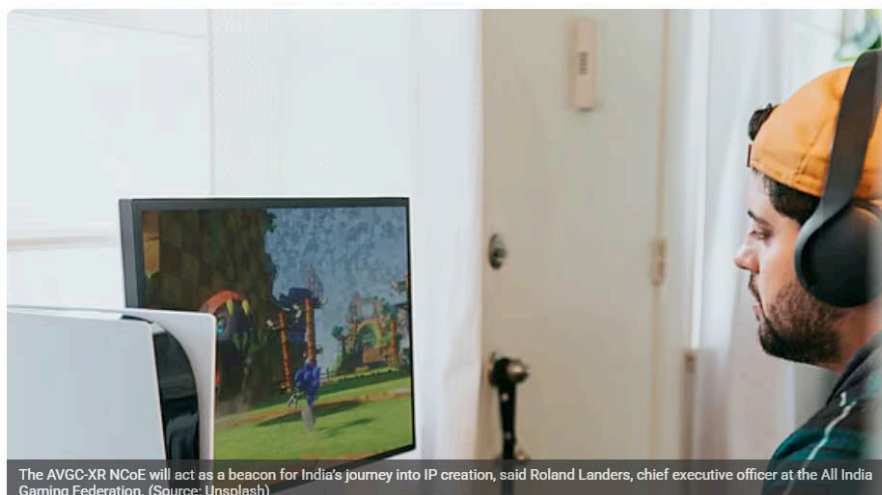


## Gaming, Animation Industry Lauds Government's Plan For AVGC-XR Institute In Mumbai

*The NCoE primarily aligns with the interests and career aspirations of the Gen-Z demographic, expanding career opportunities in the AVGC-XR sector, said prominent gaming streamer Animesh Agarwal.*

 Rishabh Bhatnagar

 19 Sep 2024, 03:17 PM IST 



The AVGC-XR NCoE will act as a beacon for India's journey into IP creation, said Roland Landers, chief executive officer at the All India Gaming Federation. (Source: Unsplash)

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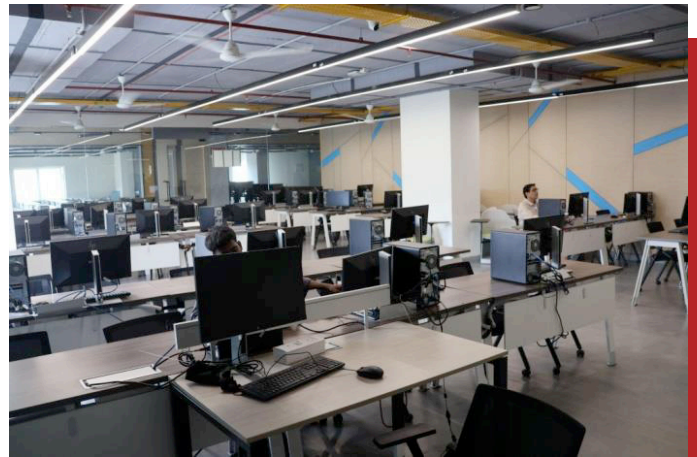
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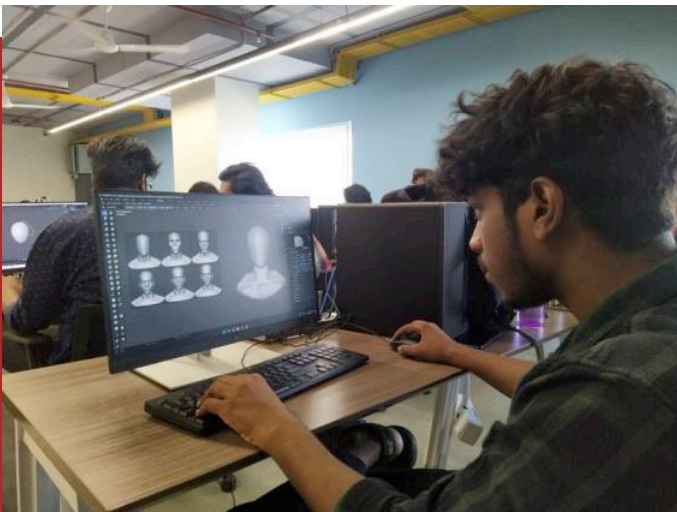
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