



Learn Beyond

**KPR Institute of Engineering and Technology**

(Autonomous, NAAC "A")

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**CS002**

**NBA Accredited**  
(CSE, ECE, EEE,  
MECH, CIVIL)

### 3D ANIMATION, VFX AND VIRTUAL PRODUCTION

<b>Event No</b>	CS002
<b>Organizing Department</b>	Computer Science and Engineering
<b>Date</b>	11/05/2024
<b>Time</b>	11:30 AM to 12:30 PM
<b>Event Type</b>	Orientation
<b>Event Level</b>	Dept. Level
<b>Venue</b>	Veena Hall

#### Related SDG



#### Resource Persons

SI	Type	Name	Designation	Company	Email	Phone
1	Resource Person	Balakrishnan	General Manager	ZICA	kamaraj@kpriet.ac.in	xxxxxxxxxx

#### Involved Staffs

SI	Name	Role
1	Coordinator	Kamaraj K

#### Outcome

Students were able to understand the tools and techniques with respect to 3D animation, VFX and virtual production.

#### Event Summary

Dept. of Computer Science and Engineering in association with Zee Institute of Creative Arts is organizing an orientation session on 3D Animation, VFX and virtual production on 11.05.2024. The main objective of the session is to explore the world of opportunity in gaming, animation, VFX, CG and VR/AR. M.r Balakrishnan , GM and Mrs. Rani, 3D artist from Zee Institute of Creative Arts, Coimbatore presided over the function. The event served as a platform to unveil the most recent technological advancements in 3D animation, VFX, and virtual production. Participants had the opportunity to engage with industry-leading software and hardware, witnessing firsthand the capabilities of tools. Mr. Balakrishna and Mrs. Rani, delivered engaging presentations and participated in panel discussions, offering valuable insights into industry trends, challenges, and opportunities. Topics ranged from the integration of AI in animation to the impact of real-time rendering on production workflows. The event provided a platform for artists and studios to showcase their latest projects and portfolios. Attendees were treated to screenings of groundbreaking animations, visually stunning VFX sequences, and immersive virtual productions, offering inspiration and insights into the creative process behind each work. Event concluded with networking with ZICA, Coimbatore.



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