

## **Department of Computer Applications**

### **Industrial Visit to DIGIAURA VFX Academy Pvt Ltd in Chennai - 600032**

On August 20, 2025, an industrial visit was conducted to Digiaura VFX Academy Pvt. Ltd., located in Ekkattuthangal, Chennai. The visit commenced at approximately 10:00 a.m. A group of 71 students - students II - year BCA (Artificial Intelligence), accompanied by faculty members Dr. G. Gomathi, Dr. E. Manogar, Dr. I. Parvin Begum, Dr. N. Parvin, and Mr. Mohammed Jallaluddin, arrived at the academy around 11:00 a.m.

The purpose of the visit was to provide students with an in-depth understanding of the company's animation development methodologies, artificial intelligence projects, and film-based technologies. During the visit, Mr. Shankar Natarajan, Director of Digiaura VFX Academy, delivered a detailed address outlining the organizational structure, ongoing projects, and the integration and impact of AI and animation technologies on current industry practices.

#### **Objectives**

- To provide students with practical exposure to animation, VFX, and AI-related industry practices.
- To understand the integration of AI technologies in animation, gaming, and film production.
- To motivate students towards creative career opportunities in AI, gaming, and digital media industries.
- To enhance student awareness about emerging industry trends and technologies in the field of animation and VFX.

#### **Outcomes of the Visit**

- Students gained practical knowledge of animation development processes, VFX pipelines, and AI-driven creative tools.
- They understood the application of AI technologies in gaming, animation, and film production.

- Students gained a comprehensive understanding of the diverse career opportunities available in the fields of Artificial Intelligence, Visual Effects, animation, and digital media.
- They learned the importance of blending creativity with technical expertise to meet industry demands.
- The visit enhanced their motivation to pursue internships, research, and innovative projects in AI and animation technologies.

### Glimpses of the Visit



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