

Industrial Visit to DIGIAURA VFX Academy Pvt Ltd

An industry visit was organized on October 7th and 8th, 2025, to Digiaura VFX Academy Pvt. Ltd., located in Ekkattuthangal, Chennai. The visit commenced at around 10:00 a.m. from the campus, with 116 first-year MCA students scheduled over the two days, accompanied by faculty members Dr. C. Senthil Selvi, Dr. R. Sabin Begum, Dr. A. Haja Alaudeen, Dr. T. Pandiyavathy, Dr. A. Vidhya, Dr. S. Sahar Banu, Dr. V. Shenbagapriya, and Dr. K. Jose Reena. The team reached the academy at approximately 11:00 a.m.

The visit aimed to give students a comprehensive understanding of the company's animation production workflows, AI projects, and film-related technologies. Mr. Shankar Natarajan, Director of Digiaura VFX Academy, conducted an insightful presentation highlighting the company's organizational framework, current projects, and the evolving role of AI in transforming animation processes within the industry.

Objectives

- To give students hands-on experience with professional practices related to AI, VFX, and animation.
- To comprehend how AI technologies are incorporated into the creation of animation, video games, and movies.
- To inspire students to pursue innovative careers in the fields of artificial intelligence, gaming and digital media.
- To improve students' knowledge of new developments in the animation and visual effects industries and technology.

Outcomes of the Visit

- Students acquired hands-on experience with VFX pipelines, AI-powered creative tools and animation development methods.
- They were aware of how AI was being used in animation, video games, and filmmaking.
- Students acquired a thorough awareness of the various career options in the domains of digital media, animation, visual effects, and artificial intelligence. They also learned how crucial it is to combine technical know-how with creativity in order to satisfy industry demands.
- Their desire to pursue research, internships and creative projects involving AI and animation technology was bolstered by the visit.

Glimpses of the visit

