

# RELIANCE

WORKSHOP MODULE

Animation Academy

## AI Filmmaking & The Next Era of AVGC-XR

Faculty Lead: Manish Bhatnagar, Senior Faculty

Date: May 11, 2026 | Time: 3:00 PM - 5:00 PM (120 Mins)

Location: Moradabad, UP

80%

Reduction in manual mask generation time using AI tools.

3x

Faster asset iteration via generative texturing and topology.

\$11.8B

Projected global market size for AI in Media & Entertainment.

### What You Will Gain (Workshop Outcomes):

- **Pipeline Efficiency:** Learn to compress hours of manual roto, texturing, and asset generation into minutes using AI.
- **Software Mastery:** Discover and utilize native AI tools already embedded in the software you use daily (Maya, After Effects, Premiere Pro, Unreal Engine 5).
- **Career Future-Proofing:** Shift your mindset from "technician" to "director," ensuring your skillset remains highly competitive and relevant in the evolving industry.

**Core Philosophy:** AI as an assistant, not an artist. The key is integrating AI directly into existing software pipelines to eliminate tedious tasks and maximize creative output.

### Segment 1: The AI Revolution in Storytelling

#### Welcome & Workflow Evolution 3:00 PM - 3:15 PM

- **Welcome & Hook:** Industry shift analysis. How major studios are adopting analytical and generative AI to handle routine VFX tasks.
- **Traditional vs. AI-Assisted Workflow:** A visual comparison of production timelines.
- **Key Takeaway:** AI buys time. It shifts the artist's focus from technical troubleshooting to creative direction.

## Segment 2: Pre-Production & Concept Generation

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### Ideation & Visualization 3:15 PM - 3:40 PM

- **AI Scripting & Prompt Engineering:** Utilizing LLMs for rapid story ideation and screenplay formatting. *Interactive Exercise:* Live concept generation.
- **Visualizing the Vision:** Deploying image generators for rapid storyboarding, mood boards, and generating precise reference images for 3D modeling.
- **The Art Director Mindset:** Mastering prompt engineering using real cinematography terminology (focal lengths, lighting setups).

## Segment 3: Production Pipeline Focus

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### 3D, 2D, and Virtual Production 3:40 PM - 4:15 PM

- **Asset Creation & Texturing:** Generating seamless base textures and material maps for **Substance 3D Painter**. Utilizing AI topology in **Autodesk Maya**.
- **Animation & Mocap:** Markerless AI motion capture demonstration. Retargeting movement onto 3D character rigs.
- **Virtual Production: Unreal Engine 5** integration. Procedural generation and AI environment creation for real-time rendering.

## Segment 4: Post-Production & VFX

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### Smart Editing & Compositing 4:15 PM - 4:45 PM

- **Smart Video Editing:** Demonstrating native AI inside **Adobe Premiere Pro** (Text-Based Editing, auto-ducking, generative audio cleanup).
- **VFX & Motion Graphics:** Heavy lifting in **Adobe After Effects**. Showcasing Rotobrush 3.0 and Generative Fill for video.
- **Generative Video Integration:** Utilizing text-to-video AI tools for dynamic B-roll and surreal motion graphics assets.

## Segment 5: The Future Landscape

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### Ethics, Copyright & Q&A 4:45 PM - 5:00 PM

- **Ethics & Copyright:** Understanding the current legal landscape. Why human intervention is creatively necessary for soul.
- **Future-Proofing:** Fundamentals (composition, timing, color theory) remain constant. AI makes a good artist faster, not a bad artist good.
- **Open Q&A:** Addressing student-specific pipeline questions.

#### Faculty Preparation Checklist:

- Pre-load lab systems with latest Maya, UE5, After Effects, and Premiere Pro.
- Prepare 3 pre-rendered "before & after" assets (Concept Art, Textured 3D Asset, VFX Composite).