



MAAC TIES UP WITH UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS (CIE)

Maya Academy of Advanced Cinematics (MAAC), India's leading animation and visual effects institute, offering various courses in computer graphics, animation and special effects has recently tied up with the University of Cambridge International Examinations (CIE).

University of Cambridge International Examinations (CIE) is part of Cambridge Assessment, a not-for-profit organization and a department of the University of Cambridge. It is the world's largest provider of international qualifications for 14-19 year olds. Every year, millions of students are entered for CIE examinations - including the International GCSE, O Level and Cambridge Pre-U - in over 150 different countries.

In addition to its portfolio of qualifications, CIE offers established, successful training providers a seal of approval for their programmes and courses, giving students and their parents and of course their future employers the quality assurances they demand.

Following a successful evaluation of course material and assessments, CIE has agreed to validate MAAC's flagship AD3D and PD3D programmes. This process will involve continual monitoring by which CIE will ensure that quality standards are maintained, and that students are provided with the most appropriate forms of assessment. CIE will also quality assure MAAC's academic systems, ensuring that administration meets the expected standards of international best practice. Students who meet the programmes' assessment criteria and pass their award will receive a CIE certificate, printed in Cambridge and bearing the logos of both MAAC and CIE. This will give graduates a distinct edge when it comes to landing jobs with frontline global companies or pursuing specialized courses overseas.

Says Ben Gibbs, CIE's Validation Manager: "Our evaluation has indicated that MAAC is a highly professional organization, offering a portfolio of highly credible programmes to India's future animators. It has also demonstrated the massive growth in recent years - and future potential - of India's animation industry. MAAC is uniquely placed to provide the personnel needed to fuel this growth, both domestically and abroad, and as such, is CIE chosen partner in the field."

A leading institute in 3D animation and visual effects, MAAC runs more than

50 training centers in India, Singapore, Abu Dhabi, Nepal, and London. On an average, it trains 6000 students every year, providing them with a true-to-studio study environment, state-of-the-art infrastructure facility, an extensive curriculum, and the benefit of a highly experienced faculty. Aside from grooming industry-ready professionals, MAAC goes the extra mile in setting up interviews between students and prospective employers as part of its placement efforts which, if one goes by the record, have been hugely successful.

Speaking on the occasion, Mr. Rajesh Turakhia, CEO – Maya Entertainment Limited said that “The entire western world in general and USA in particular is outsourcing many projects to India for the production of their big budget animated films, ad promos, games and many more. This shows their faith in our talent. We must promote talent through our branches all over the country & provide studio ready animators to the industry”.

According to Mr. Naveen Gupta, COO – Maya Academy of Advanced Cinematics, “With the rich experience & credibility of Cambridge University this tie-up with CIE will further improve our training processes & help us to maintain better vigil on the learning outcomes & evaluations during training. This would also get our students better recognition in the international market”.

MAAC offers the most advanced environment to its students in terms of infrastructure, academic curriculum and seasoned professionals as faculties, for the cultivation of creative skills and knowledge in animation and computer graphics. The institute stands out from the rest in being a part of one of the country’s leading animation studios, Maya Entertainment Limited. Hence it allows the students to get exposed to the latest development and technology from the world over, through live projects that MEL handles for its national and international clients. MAAC is also credited with being largest Auto Desk Authorised Training Centres (ATC) – the global leaders in animation software. The institute offers a highly integrated curriculum to its students from the initial sketching phase to the final on-screen animation phase, helping in building a talent pool of studio-ready students, who can confidently fill up the growing gap between demand and supply of quality animators. Moreover, the institute’s strongly networked placement division helps its student’s secure credible placements at various animation studios and allied sectors.