

**Dr. BALAKUMAR M @ BALAJI**

**3D & 2D Expert | Asst. Professor**

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Sri Ranganatha Nagar, Selaiyur, Chennai.**



## ABOUT ME

Creative, Skilled Multimedia Designer and Developer with experience in Teaching Various Theory & Multimedia Soft wares in Colleges and Institutes. My Passion & Interest is to make students learn the latest animation & multimedia software's and make them to face the challenging industry.

### Adobe Creative Cloud



- **AI-Powered 3D Modeling & Animation**
- **AI-Based Rendering & Texturing**
- **AI-Assisted Facial & Motion Capture**
- **AI Video Editing & Enhancement**
- **AI-Driven VFX & Motion Graphics**

## PROFILE SUMMARY

Having 20 years of Teaching and Production Experience

## EDUCATIONAL PROFICIENCY

<b>Ph.D., (Visual Communication)</b>	:	Vels University, Pallavaram Completed with (Highly Commended )
<b>M.Sc., (Visual Communication)</b>	:	St. Peter's University, Avadi on May, 2013 .
<b>B.Sc., (computer science)</b>	:	Annai Theresa Arts & Science College,

	Tirukalukundram on May, 2004
<b>HSC</b>	: St. Columba's Hr. Sec. School on May, 2000
<b>SSLC</b>	: St. Columba's Hr. Sec. School on May, 1998

## CERTIFICATION

- ✓ Master in 3D Max in IFX Animation Training Centre
- ✓ Advance 3D Animation and Visual Effects in Dream in Graphics
- ✓ Advance Diploma in 3D & 2d VFX in Pixel Academics

## AWARDS & ACHIEVEMENTS

- ❖ Received Best Teacher Award from Gnairu Malar Jurnoul in Trichy on 2022.
- ❖ Worked on Publishing Books & Journals.
- ❖ Worked on Publishing 2D Comic Stories & Story Board Promoted as head of the Department within Six Months in Apollo Group of Colleges of Multimedia.

## PERSONAL RESPONSIBILITIES

- Attended Faculty Development Program's
- Developed Video tutorials for the Software's Adobe Photoshop & 3D Studio Max.
- Creative and Innovative teaching pedagogy.
- Enhancing Industry exposure.
- NPTEL Online courses (Pursuing)

## ACADEMIC RESPONSIBILITIES

- ✓ Class Co-ordinator.
- ✓ Handling Theory and Practical Papers.
- ✓ Time Table and Work Load Preparations
- ✓ Helping and Co-ordinating Students to complete their Semester Projects.
- ✓ Helping them to get Internships at Media Companies.
- ✓ Department Academic Audit In charge.
- ✓ Maintenance of Course File and Student Track Records.
- ✓ NAAC In charge for the Department in Collecting the Data's as per criteria.
- ✓ Organizing Webinars and FDP.
- ✓ Additional Chief Superintendent of Examinations From November 2014  
To 2018 Offline Examinations for SIVET Arts and Science College
- ✓ Department Test Co-ordinator.
- ✓ Preparation of University Practical Time Tables.
- ✓ Preparation of Pre and Post work for University Theory Examinations.
- ✓ Conducting and Co-ordinating Department Events and Media Campaigns.
- ✓ Department placement In-charge
- ✓ Department Nan Mudhalvan Programming In-charge
- ✓ Department Annual audit conveyer

## PRESENTATIONS

- ❖ **Handled Seminar on 2D** at Rajeswari Vedachalam Government Arts College, GST Road for the **PG & UG Department Tamil** on **2017**.
- ❖ **2 Days Workshop on Web Design Techniques** at **Image Animation**, at IMAGE Multimedia, T.Nagar, Chennai on **2010**
- ❖ Seminar Presentation on “**Latest Trends in Multimedia Technology**” at **AAKHAASH INSTITUTE OF MEDIA STUDIES**, Puducherry on **2009**.

❖ **Conducted Workshops to Teaching Staffs on Story Boarding, 3D & VFX at IFX ANIMATION TRAINING CENTRE Tambaram, Chennai on 2006.**

#### ACADEMIC RESPONSIBILITIES

EXPERIENCE	SKILLS
Aug 2019 -Present	<b>SRM Arts and Science College, SRM Nagar, Kattankulathur, Kanchipuram - 603 203</b>
Oct 2013 - July 2019	<b>S.I.V.E.T. Self Finance College, Chennai</b>
Jan 2014 - 2019	<b>CSC Selaiyur, Chennai</b>
Aug 2011 - Sep 2013	<b>O.C.E. College, India</b>
Jul 2010 - Jul 2011	<b>D.G.VAISHNAV College, Chennai</b>

#### PROJECTS UNDERTAKEN

EXPERIENCE	SKILLS
Oct 2009 - Jun 2010	<b>N K PUBLICATIONS, Chennai.</b>
	<b>Sanraa Media Limited, Chennai.</b>
Oct 2006 - Sep 2009	<b>Animation Dimension India PVT. Ltd., Chennai - India.</b>
May 2005 - Jul 2006	<b>Apollo Group of Colleges of Multimedia</b>
Feb 2004 - May	<b>Calai Communication Graphics</b>

2005	Media Pvt., Ltd., India.	(Junior level)
Oct 2003 - Jan 2004	IFX Animation Training Centre	Technical Trainer in 3D Modeling

### EXPERIENCE IN SANRAA NEW MEDIA TECHNOLOGY

IBN Batutta	<b>Malaysian Client and The Project is Based on the View of the 14<sup>th</sup> Century World.</b>	<b>Character Modeller, Episode5, Characters (Palace Guard 3, Brother of ACSYA3)</b>	<b>Team Size : 9 (Modeling Team)</b> <b>Years Worked : 8+ (Aug 03, 09 to Till Now)</b>
The 99	<b>UK Based Client and The Project Based on Superheroes From Life in Two Nations</b>	<b>Character Modeler, Episode 1 - 5, Characters (Body Guars 3, Wrestler, Archaeologist, indo Doctor, indo Nurse)</b>	<b>Team size : 5 (Modeling Team)</b> <b>Months Worked : 6 (Feb 2009 to Jul 30, 2009)</b>
Dr.Jorden	<b>Basically 3D Illustration Project</b>	<b>Texturing, UV Un warping, Set Modeling</b>	<b>Team Size :10</b> <b>Months Worked : 1.5 + Months (Dec 03, 2008 to Jan 21, 2009)</b>
Own in-House Project	<b>Om Muruga (Film Trailer), Brutal Man and the Monkey</b>	<b>Character Modeler</b>	

### EXPERIENCE IN ANIMATION DIMENSIONS INDIA PVT. LTD.,

Barnyard Tv Series	<b>Test for Nickelodeon Tv</b>
Take the Power of Juju	<b>Animation Test for Nickelodeon Tv</b>
The Mushrooms	<b>Clients : Animation Dimensions, an in House Package (IP) Software : Autodesk Maya 8.0</b>
Bombay Dogs	<b>Clients : Animations Dimensions (IP)</b>
The Texas	<b>Clients : Animation</b>

	<b>Dimensions (IP) Software : Autodesk Maya 8.5</b>
<b>Tie Girls</b>	<b>Clients : MICKIAL Studio Software : Autodesk Maya 8.5</b>
<b>Chloe's Closet</b>	<b>Animation Dimensions (Outsourcing Project)</b>

### EXPERIENCE IN CALAI COMMUNICATION

<b>Clients : Appaswami Builders, Murugan Builders, Arun Builders</b>	<b>Nature of Work : 3 Minutes short Move</b>
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### EXPERIENCE IN IFX ANIMATION TRAINING CENTRE PVT. LTD.,

<b>Clients : Appaswami Builders, Murugan</b>	<b>3D View Interior, Set Work and Building Exterior</b>
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### 3D ADVERTISEMENTS AND PROJECTS

### TEACHING

### MAJOR THEORY

- ✓ Communication Skill
- ✓ Advertising
- ✓ Graphic Designing
- ✓ Design principles
- ✓ Color & Typography
- ✓ 3D Modeling & Animation Techniques
- ✓ Storyboarding
- ✓ Pre & Post Production Techniques
- ✓ Concept of 2D Animation
- ✓ History of Animation

- ✓ Introduction to Authoring Techniques
- ✓ Concept of Digital Film making and Visual FX
- ✓ Media Management
- ✓ Communication for Development

## PRACTICALS

- Computer Graphics I
- Computer Graphics II
- Web Publishing
- 3D Animation
- Multimedia VFX Project
- Principles of Animation
- Computer Graphics & Animation I (3D Max, Maya)
- Character Animation & Camera Techniques (Using maya, 3d Max)
- Special Visual Effects
- Computer Graphics & Animation
- Specialization (Project)

## PAPER PUBLICATIONS

1. Balakumar., M, & Sri Jothi, P. (2021). A Study on the relationship between the film viewer's Long-term memory and CG incorporated shots of Tamil movies", Dr. MGR Institute of Science and Technology, *National Conference on Innovation in ICT and Media Communication*.
2. Balakumar., M, & Sri Jothi, P. (2021). A Content Analysis on the Development of CG Technology in Tamil Cinema for the Past Ten Years. *Journal of the Asiatic Society of Mumbai*.
3. Balakumar., M, & Sri Jothi, P. (2023). In-Depth Analysis of the Tamil Movie - Ponniyin Selvan-I, *Journal Shodha Prabha*.
4. Balakumar., M, & Sri Jothi, P. (2023). Recreation of Historical Events, Places, Periods, And Artefacts Through The CGI Works In Selected Tamil

Movies, *Madhya Bharti - Humanities and Social Sciences*.

5. Balakumar., M, & Sri Jothi, P. (2023). A Review on Indian Cinema's Animation and Visual Effects Development, *Journal Shodha Prabha*.
6. Dr.Bala Kumar, M. (2024). A review of modern Tamil cinema's evolution. *Humanities and Social Science Studies*, 13(2), Article 5. ISSN 2319-829X.
7. Dr.Bala Kumar, M. (2024). Innovation in teaching and learning methods using AI and its impacts on education. *Indian Literature*, 342(1)
8. Dr.Bala Kumar, M. (2024). An analysis of characterization in *KGF-I* movie. *Humanities and Social Science Studies*, 13(4S), Article 10. ISSN 2319-829X.
9. Dr.Bala Kumar, M. (2024). A study on hero characterization in the pan-Indian movie Pushpa: The Rise. *Humanities and Social Science Studies*, 13(3S), Article 10. UGC Care Approved, Group I. ISSN 2319-829X.

### GENERAL THEORY

- ✓ Soft Skills Level 1 & 2 Environment Studies Value Education

### ACADEMIC & ADMINISTRATIVE RESPONSIBILITIES

- Regularly assigned for admission of students
- Students performance monitoring through Continuous Assessment Test
- Keeping records of long absents
- Guiding projects for under graduate students
- Worked as Question paper setter & Examiner for a Chennai based reputed autonomous college
- Worked in part of paper valuation for university of madras
- Organizing Events
- Industrial Visits
- Educational Trips

- Seminars
- Internships for Students
- Preparation of Lesson plans for theory papers in easy and simple language
- In charge for the Attendance and Discipline Committee
- In charge for conducting the CIA Test every month

PRIMARY KEY	3D SKILLS	SECONDARY KEY SKILLS
Set modeling		Lighting
Low poly character modeling		Rendering
Character Texturing		Basic Rigging
2D & 3D Animation		Character blend shapes

#### PRINT MEDIA - 2D GRAPHICS

- Adobe Photoshop
- Adobe Illustrator
- Adobe In Design
- Corel Draw
- Page Maker
- Corel Photo Paint
- Adobe Light Room
- Piktochart Online
- Canva

#### AUDIO, VIDEO EDITING & VFX

- Adobe Premiere
- Adobe Audition
- Windows Movie Maker
- Adobe After Effects

## WEBPAGE DESIGNING

- Adobe Flash & Animate
- Adobe Dream Weaver

## SOFTWARES UPGRADING IN PROCESS

- Houdini
- Sketch Up
- Blender
- Phoenix FD
- Revit
- Rhino
- Modo
- Substance Designer
- RizomUV
- World Creator
- RealityCapture
- NVIDIA Omniverse
- Speed Tree
- Plasticity
- iClone

## REFERENCES

**Dr. S. GURUMOORTHY,**

Assistant Professor,

S.I.V.E.T. College,

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Anna University,

Kotturpuram, Chennai, Tamil

Nadu, India

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Signature

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