

Dr. BALAKUMAR M @ BALAJI

3D & 2D Expert | Asst. Professor

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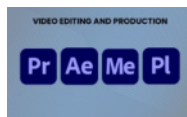
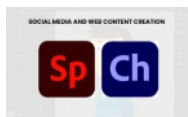
Address : # 29/G1, Sharon Dolly Homes,
Sri Ranganatha Nagar, Selaiyur, Chennai.



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

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

		Tirukalukundram on May, 2004
HSC	:	St. Columba's Hr. Sec. School on May, 2000
SSLC	:	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 & ACHIVEMENTS

- ❖ 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	SRM Arts and Science College, SRM Nagar, Kattankulathur, Kanchipuram - 603 203	Assistant Professor
Oct 2013 - July 2019	S.I.V.E.T. Self Finance College, Chennai	Assistant Professor
Jan 2014 - 2019	CSC Selaiyur, Chennai	3d Animation, Web Media & VFX. Technical Trainer (Part Time)
Aug 2011 - Sep 2013	O.C.E. College, India	Lecturer
Jul 2010 - Jul 2011	D.G.VAISHNAV College, Chennai	Lecturer in Computer Graphics

PROJECTS UNDERTAKEN

EXPERIENCE	SKILLS	
Oct 2009 - Jun 2010	N K PUBLICATIONS, Chennai.	3D Senior Modeler
	Sanraa Media Limited, Chennai.	3D Character Modeler, Texturing
Oct 2006 - Sep 2009	Animation Dimension India PVT. Ltd., Chennai - India.	3D Character Modeler, Texturing (Middle Level)
May 2005 - Jul 2006	Apollo Group of Colleges of Multimedia	Head of the Department
Feb 2004 - May	Calai Communication Graphics	Set Modeler, Texture

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

EXPERIENCE IN ANIMATION DIMENSIONS INDIA PVT. LTD.,

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

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

EXPERIENCE IN CALAI COMMUNICATION

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

Clients : Appaswami Builders, Murugan	3D View Interior, Set Work and Building Exterior
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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

Low poly character modeling

Character Texturing

2D & 3D Animation

Lighting

Rendering

Basic Rigging

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,

Velachery Main Road, Gowrivakkam, Tambaram, Chennai – 600 073.

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Department of Media Sciences,

Anna University,

Kotturpuram, Chennai, Tamil

Nadu, India

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Signature

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