



DAYANANDA SAGAR  
UNIVERSITY



# MAAYANIC

## Animation and Game Development

Club Inauguration

SCHOOL OF ENGINEERING  
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

Dr. PRAVEEN KULKARNI

Date of Event: 26/03/2025



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## 1. Introduction of the Event

The Maayanic, a Game Development and Animation Club, was inaugurated on 26th March 2025 by the Department of Computer Science and Engineering. The event featured an insightful talk by Ms. Deepanjali Sarna, a Game Designer at Zynga, who shared her industry experiences and provided guidance on game development, animation, and design. This initiative aligns with the UN Sustainable Development Goals (SDGs) by promoting **Quality Education (SDG 4)** through hands-on learning and skill development. By fostering innovation and creativity in game design, the club also supports **Decent Work and Economic Growth (SDG 8)** by preparing students for careers in the gaming industry.

## 2. Objective of the Event

The primary objective of the Maayanic Club's inaugural event was to introduce students to the dynamic field of game development and animation, fostering creativity, innovation, and technical expertise. The event aimed to:

- Provide insights into game design, animation, and industry trends from an expert's perspective.
- Encourage students to explore hands-on learning through game jams, prototyping, and open-source projects.
- Introduce essential industry tools like Unity, Unreal Engine, Blender, and Maya.
- Highlight career opportunities in game development and animation, emphasizing portfolio building and networking.
- Promote collaboration, teamwork, and iterative learning to prepare students for real-world challenges in the gaming industry.



### 3. Beneficiaries of the Event

The **Maayanic Club's inaugural event** benefited a diverse group of individuals, including:

- **Students:** Gained insights into game development, animation, and industry tools, enhancing their technical skills and career prospects.
- **Aspiring Game Developers & Animators:** Learned about industry trends, prototyping, and portfolio building to improve employability.
- **Faculty Members:** Understood emerging technologies in game design, aiding in curriculum enhancement.
- **Gaming Enthusiasts & Innovators:** Found a platform to collaborate, innovate, and participate in game development projects.
- **Entrepreneurs & Startups:** Discovered opportunities for game-based applications and creative industry collaborations.

The event fostered a strong learning community, equipping students with knowledge and skills essential for future careers in game development and animation.

### 4. Details of the Guests

**Ms. Deepanjali Sarna** – *Game Designer, Zynga*

- A renowned industry expert with extensive experience in game development.
- Currently a **Game Designer at Zynga** and former **Studio Lead at zPride**.
- Actively involved as a **Women in Games Ambassador**, promoting diversity and inclusion in the gaming industry.
- Organizer of **Global Game Jam Bangalore**, encouraging innovation through game prototyping.
- Shared insights on game design, animation, UX, sound design, and industry tools like Unity, Unreal Engine, Blender, and Maya.

## 5. Brief Description of the event

The **Maayanic Club**, a dedicated **Game Development and Animation Club**, was officially inaugurated on **March 26, 2025**, by the **Department of Computer Science and Engineering**. The event aimed to provide students with a platform to explore the world of game development, animation, and interactive media.

The inauguration was led by **Dr. Praveen Kulkarni**, who emphasized the significance of **creativity, innovation, and hands-on learning** in the field of game design. The event's highlight was an insightful session by **Ms. Deepanjali Sarna**, a **Game Designer at Zynga** and a key industry leader. She shared her **career journey**, detailing her experiences at Zynga and her contributions as **Studio Lead at zPride**. She also spoke about her role as a **Women in Games Ambassador** and her efforts in organizing the **Global Game Jam Bangalore**.

Ms. Sarna introduced students to **various aspects of game development**, including **game design, animation, technical art, UX, and sound design**. She encouraged students to participate in **game jams, build prototypes, and contribute to open-source projects** to gain hands-on experience. She also provided insights into **industry-standard tools like Unity, Unreal Engine, Blender, and Maya**, along with valuable guidance on **portfolio building, teamwork, and time management**.

The session concluded with an engaging **Q&A segment**, where students inquired about **game testing, sound design, and community management**. **Dr. Girisha G.S., Chairperson of the CSE Department**, expressed gratitude to Ms. Sarna and encouraged students to actively participate in the Maayanic Club.

The event successfully **inspired students**, fostering enthusiasm for game development and animation. It marked the beginning of a **collaborative learning environment**, helping students turn their passion for gaming into professional aspirations.



## 6. Photographs (3 to 5 max all aligned– with geo tagging)



Pic 1 - Inauguration Ceremony



Pic 2 - Welcome Address



Pic 3 - Chief Guest Introduction



Pic 4: Guest Talk by Ms. Deepanjali Sarna





**Pic 5: Interactive Session with Students**

## 7. Brochure of the event



**SCHOOL OF  
ENGINEERING**

**DAYANANDA SAGAR UNIVERSITY**  
Devarakaggalahalli, Harohalli, Kanakapura Road, Ramanagara - 562112,  
Karnataka, India  
Department of Computer Science & Engineering



**MAAYANIC**  
ANIMATION & GAME DEVELOPMENT CLUB

**WE CORDIALLY INVITE YOU TO THE  
INAUGURATION OF  
MAAYANIC**

ANIMATION & GAME DEVELOPMENT CLUB



Tech-Talk  
Game Development & Animation

**Deepanjali Sarna**

Game Designer and zPride Studio Lead  
at Zynga

 26 March, 2025

 10:30 AM

 Lecture Hall 3

**Faculty Coordinators**

Dr. Praveen Kulkarni  
Dr. Rajesh T. M  
Prof. Shilpa Sudheendran  
Prof. Prolay Biswas  
Prof. Bharath B



**REGISTER NOW!**  
(ONLY INTERESTED)

**Student Coordinators**

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## 8. Schedule of the Event

**Date:** 26/03/2025

**Time:** 10:30 am to 1:00 pm

**Mode of Conduction:** offline: LH-3

**Target Audience:** Students



Signature of the Coordinator



Seal and Signature of the Head of Department

**Chairperson**

Dept. of Computer Science and Engineering  
School of Engineering

**DAYANANDA SAGAR UNIVERSITY**

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