

ABOUT INSTITUTE

Gandhi Institute of Technology and Management, popularly known as GITAM, was founded in 1980 by an inspired group of eminent intellectuals and industrialists of Andhra Pradesh led by Dr. M. V. V. S. Murthi, a former Member of Parliament and famous philanthropist. The vision of MAHATMA, the Father of the Nation, was to see India as a socially and economically resurgent country. He considered education an essential means of achieving this goal. GITAM University, Bangalore, intends to be a prominent research and teaching institution that provides quality, career-focused education and world-class specializations

ABOUT DEPARTMENT OF CSE

We strive to be a leading hub for excellence in computing, developing skilled engineers with advanced knowledge and research expertise. By fostering a culture of honesty and innovation, we aim to address evolving industry and societal needs. Our education system is application-oriented, offering a flexible curriculum that enhances problem-solving skills and career opportunities. With a strong emphasis on applied research and emerging technologies, we focus on solving real-world challenges while promoting social responsibility. Through internships, research projects, and mentorship, we cultivate ethical values, professionalism, and a spirit of innovation.

ABOUT OUR AXR LAB

The AXR Lab at GITAM University, Bengaluru, established in 2024, is a state-of-the-art facility with a ₹1 crore investment, dedicated to AI-driven Extended Reality (XR) solutions for real-world applications. The lab serves as a hub for academic and research excellence, focusing on cutting-edge technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and geospatial applications. Our research spans diverse fields, including healthcare, agriculture, gaming, and autonomous vehicles, fostering innovation and interdisciplinary collaboration. With advanced infrastructure and expert guidance, the AXR Lab is committed to pushing the boundaries of XR technology and its transformative impact across industries.

The rapid integration of advanced technologies is transforming industries, making seamless human-machine collaboration a reality. With cybersecurity at the forefront, safeguarding systems has become essential in this digital era. To drive this transformation effectively, it is crucial to equip educators and professionals with the knowledge and tools needed to build a secure and innovative future.

CHIEF PATRONS

Mr. Sribharat Mathukumili,
President, GITAM
Prof. Virander Singh Chouhan,
Chancellor, GITAM University.

PATRONS

Prof. Errol D'Souza,
Vice-Chancellor, GITAM University
Prof. D. Gunasekaran ,
Registrar, GITAM University
Prof. S. Arun Kumar,
Dean CSE, GITAM University
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Professor and Head, Dept. of AI & DS, GST Bengaluru
Prof. Mohan K G ,
DRC Head, Dept. of CSE, GST Bengaluru



WORKSHOP ON GAME-AR MADNESS USING GEN-AI



GITAM BENGALURU

6TH - 8TH AUGUST 2025

IN ASSOCIATION WITH



Snap AR

"IMMERSIVE LEARNING MAKES EDUCATION LIMITLESS"

WORKSHOP OBJECTIVE

- By the end of this session, participants will be able to:
- Create custom Bitmoji and integrate Bitmoji animations into interactive lenses.
 - Design and publish a complete Bitmoji-powered lens targeted for social media interaction.
 - Explore creative use-cases like self-expression, storytelling, virtual identity, and personalization with Bitmoji.

SCHEDULE

TIME	DAY 1	DAY 2	DAY 3
10:00 - 11:15	SESSION 1 - CONCEPT WRITING & ROUGH STORYBOARD	SESSION 5 - LENS STUDIO WALKTHROUGH & ASSET IMPORT	SESSION 9 - MINI HACKATHON: THEME REVEAL & BUILD SPRINT (PART 1)
11:15- 12:30	SESSION 2 - INTRO TO GENAI TOOLS + PROMPTING FOR ASSET CREATION	SESSION 6 - GAME LOGIC: SCORING, TRIGGERS, INTERACTIONS	SESSION 9 - MINI HACKATHON: (PART 2) – BUILD & SUBMIT BY 1:30 PM
1:30 - 2:30	SESSION 3 - ASSET OPTIMIZATION & EXPORT WORKFLOW	SESSION 7 - TESTING, POLISHING & LENS SUBMISSION PREP	SESSION 10 - SHOWCASE & JURY FEEDBACK
2:30 - 3:30	SESSION 4 - INTRO TO LENS STUDIO + DAY 2 PREP STEPS	SESSION 8 PREVIEW OF FINAL IDEAS, Q&A, REVIEW	VALEDICTORY

TARGETED OUTCOMES

- A library of original GenAI-generated game assets.
 - A working Lens Studio game built by each participant/team.
 - A shared project file for future development or publishing.
 - A short video demo of the final AR lens gameplay.
- Certificate of completion or recognition for best teams.

Pre-Requisite

Participants need to bring their own laptops having atleast 8GB of RAM

WORKSHOP OUTCOMES

Take advantage of the brand new Bitmoji Suite in Lens Studio, which includes Bitmoji outfit creation, prop generation, and the animation library.

WORKSHOP DATES AND TIMINGS

- 6th to 8th August 2025
- From 10:00 AM To 3:30 PM
- Venue: Kojo Hall, VDC

WHO CAN ATTEND?

- Workshops are open to 2nd and 3rd year students and faculties to learn and explore XR technologies.
- Only 40 seats are available, 35 for students and 5 for Faculties.

10 : 00 AM - 3:30 PM

FOR ANY QUERY

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RESOURCE PERSONS

- **Mr.Ajay Kumar**
Cofounder IMSK,
- **Mrs. Gayatri Sri**
Snap AR Ambassador & IMSK Women Tech Lead

ORGANIZING COMMITTEE

Dr. Mangalraj, Associate Professor
Co-ordinator, AXR Research Lab, GITAM University

Dr. Ganesh Kumar , Assistant Professor
co-coordinator, AXR Research Lab, GITAM University

STUDENT ORGANIZING COMMITTEE

B Chandrashekar Reddy	7019181994
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Pruthviraj K P	8296513094
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REGISTER

