



# **DETAILED COURSE STRUCTURE**

# COURSES OFFERED

- Graphic Designing Course
- Video Editing & Motion Graphics
- Digital Marketing Course
- Web Development
- Front End Development
- Backend Development

# GRAPHIC DESIGN



# CAREER OPTION

Graphic Designer UI/UX

Designer Web Designer

Brand Identity Designer

Illustrator Art Director

Creative Director

Advertising Designer

Social Media Designer

Freelance Designer



# DURATION : 90 DAYS

## COURSE CONTENT

- Photo Editing & Retouching
- Layered Non-Destructive Editing
- Digital & Concept Art
- Poster & Social Media Design
- Vector vs Raster Graphics
- Logo & Brand Identity
- Pen Tool & Bezier Curves
- Color Theory & Blending
- Brushes & Pattern Creation
- Packaging Design Concepts
- RAW & Batch Editing



# SOFTWARE COVERED

- Adobe Photoshop
- CorelDRAW
- Adobe Illustrator
- Adobe Lightroom

# VIDEO EDITION & MOTION GRAPHICS



# CAREER OPTION

Graphic Designer UI/UX

Designer Web Designer

Brand Identity Designer

Illustrator Art Director

Creative Director

Advertising Designer

Social Media Designer

Freelance Designer

# COURSE CONTENT

- Keyframe & Motion Animation
- Title & Kinetic Typography
- Chroma Key & VFX
- 3D & Motion Tracking
- Rendering for Social Media
- Timeline Editing in Premiere
- Video Color & Audio Mixing
- Subtitles & Multi-Format Export
- Filmora Drag-Drop Templates
- AI Tools for Shorts/Reels

# SOFTWARE COVERED

- Adobe After Effects
- Adobe Premiere Pro
- Filmora



# DIGITAL MARKETING





# CAREER OPTION

- Performance Marketing Analyst
- SEO Optimization Specialist
- Social Media Manager
- Content Marketing Strategist
- YouTube Video Marketer
- Digital Marketing Executive
- Email Automation Specialist

# **DURATION : 90 DAYS**

## **COURSE CONTENT**

- Digital Marketing Fundamentals
- Website Design & Development
- SEO Strategies & Tools
- Local & Mobile SEO
- Social Media Marketing
- YouTube & Video Promotion
- Email Marketing Automation
- Content Writing & Blogging

# SOFTWARE COVERED

- Google Search Console
- Google Analytics
- YouTube Studio
- Meta Ads Manager

# DYNAMIC WEB DEVELOPMENT



# CAREER OPTION

- PHP Web Developer
- Backend Developer
- Full Stack Developer
- CMS Developer
- Web Application Developer
- Database Administrator
- Freelance Web Programmer
- E-commerce Web Developer
- Software Engineer

# DURATION : 90 DAYS

## COURSE CONTENT

- PHP Syntax & Functions
- Form Handling & Validation
- File Upload & Storage
- Sessions & Cookies Usage
- MySQL Database Integration
- CRUD Operations in PHP
- User Login System
- CMS & Blog Projects



# SOFTWARE COVERED

- PHP
- MySQL / phpMyAdmin
- XAMPP / MAMP
- VS Code / Sublime Text
- Apache Server
- HTML, CSS, JavaScript
- Git / GitHub



# DIGITAL MARKETING



# CAREER OPTION

- JavaScript Developer
- Backend Node.js Developer
- MongoDB Database Engineer
- Web Application Developer
- Bootstrap/Tailwind Developer
- Front-End Developer
- Full-Stack MERN Developer
- React.js Developer
- UI/UX Web Designer

# DURATION : 180 DAYS

## COURSE CONTENT

- HTML Structure & Semantics
- CSS Styling & Layouts
- Responsive Design with Bootstrap
- JavaScript DOM Manipulation
- React Components & Hooks
- Tailwind CSS Customization
- Node.js & Express Backend
- MongoDB CRUD & Integration
- REST API Development
- Git & GitHub Versioning

# SOFTWARE COVERED

- Visual Studio Code
- Google Chrome DevTools
- Node.js & npm
- MongoDB & Compass
- Postman (API Testing)
- Tailwind Play & CLI
- Bootstrap Framework



**THANKYOU**