



Expert Program: Graphic, Broadcast and Social Media Marketing

480 Hours (Training + Practical), 12 Months

This program focuses on teaching Graphic Designing for Broadcast mediums (Movies, Web series, Commercials, Documentaries, TV Serials and others) and Social Media Channels (Facebook, WhatsApp, Instagram, Pinterest, Twitter, LinkedIn, Snapchat, YouTube and more).

Graphic Designing industry is massive and growing continuously. It is used in wide array of verticals of Media & Entertainment industries. From print media to digital, it is seen in all mediums of marketing and publications.

What will you learn in this program?

- Drawing & Perspective.
- Design Principles.
- Printing parameters.
- Creative Visualization.
- Aesthetics Skills.
- Color Theory.
- Layout Design.
- 2D and 3D Motion Graphics.

Applicable jobs after successful completion of this program:

- Graphic Designer
- Illustrator
- Creative Visualizer
- Motion Graphics Artist
- Website Designer
- Social Media Marketer
- Concept Artist
- App Interface Designer
- PR and Social Media Manager

This program is aligned with MESC QPNOS: MES/Q0601, Q0702, Q1401.

Fees: Rs. 1,25,000



DIGITAL MARKETING

Module 1: Foundation (6 Months)

Sr. No.	Softwares / Skills	Hours
1	 Social Media Platforms	2
2	 Drawing	20
3	 Design Theory	10
4	 Print Theory	6
5	 Digital Photography with Lightroom	20
6	 Photoshop with Spark AR (Augmented reality platform to create AR effects for mobile cameras)	50
7	 Illustrator (Vector graphics and designing)	50
8	 InDesign (Digital multi page layouting)	30
9	 CoreIDRAW (Vector graphics and designing)	50
10	 Web Design	4
11	 Fundamental of UI/UX	8
		250

Module 2: Expert (6 Months)

Sr. No.	Softwares / Skills	Hours
1	 Animation (12 Principles)	6
2	 Animate (2D Animation software)	40
3	 Premiere Pro (Video editing and effects)	30
4	 After Effects (Visual effects, motion graphics and compositing)	50
5	 Cinema 4D (Powerful 3D motion graphics software)	44
6	 Adobe Audition (Sound editing and effects)	10
7	 Facebook Ads & Messenger Chatbot Marketing	2
8	 Instagram Marketing	2
9	 YouTube Marketing	2
10	 Pinterest Marketing	2
11	 LinkedIn Marketing	2
12	 Quora Marketing	1
13	 Twitter Marketing	1
14	 Project and Portfolio	38
		230