

EXPERT PROGRAM

GRAPHIC, BROADCAST & SOCIAL MEDIA DESIGN



450 Hours
(Training + Practical)

12 Months

1,50,000

CREATE. ENGAGE. INSPIRE.

The demand for graphic design is massive and growing as it plays a vital role across the Media & Entertainment industry – from print to digital.

This program focuses on teaching graphic design for broadcast media (movies, web series, commercials, documentaries, TV serials and others) and social media platforms (Facebook, WhatsApp, Instagram, Pinterest, Twitter, LinkedIn, Snapchat, YouTube and more).



WHAT'S COVERED IN THIS PROGRAM?

- Drawing & Perspective
- Design Principles
- Printing Parameters
- Creative Visualisation
- Aesthetic Skills
- Colour Theory
- Layout Design
- 2D & 3D Motion Graphics
- Video Editing
- Fundamentals of Audio



SOFTWARES COVERED

Foundation (6 Months / 225 Hours)

- Social Media Platforms
- Foundation of Drawing
- Fundamentals of Design Theory
- Fundamentals of Print Theory
- Digital Photography with Lightroom
- Photoshop & Spark AR
- Fundamentals of Web Design
- Fundamentals of UI/UX
- Illustrator
- InDesign
- CorelDRAW

Prompting Aesthetics | ChatGPT & Google Gemini AI | Leonardo AI | Adobe Fire Fly

Expert (6 Months / 225 Hours)

- Principles of Animation
- Animate
- Premiere Pro
- Audition
- After Effects
- Cinema 4D
- Social Media Design
- DaVinci Resolve
- Project and Portfolio

Adobe Premiere AI Tool Kit | Adobe After Effects AI Tool Kit | Suno AI

*Few topics will be covered online



APPLICABLE JOBS

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

This program is aligned with MES C QPNOS: MES/Q0601, Q0702, Q0704, Q1401, Q2501, Q3501.