

ADVANCED DIPLOMA IN MULTIMEDIA TECHNOLOGY

CERTIFICATE COURSE IN GRAPHICS DESIGN WITH AI TOOLS (SEMESTER - I)

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| <ul style="list-style-type: none">• Introduction to Graphic Design & Design Principles• Typography, Color Theory & Layout Composition• Raster & Vector Graphics• Logo Design & Branding Concepts• Print Design: Posters, Flyers, Business Cards• Social Media Post & Banner Design• Photo Editing, Retouching & Manipulation | <ul style="list-style-type: none">• Packaging & Product Mockup Design• Multi-page Layouts• Latest AI tools used in graphic design• Portfolio Development & Project Work• Freelancing Tips & Job Preparation |
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CERTIFICATE COURSE IN WEB DESIGN AND DEVELOPMENT WITH AI TOOLS (SEMESTER - II)

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| <ul style="list-style-type: none">• Introduction to Web Design & Development• UI vs UX: Basics• Website types: Static vs Dynamic• HTML5: Structure, semantic tags, forms, multimedia• CSS3: Styling, Flexbox, Grid, media queries• Responsive UI design basics• Working with Figma/Canva• Creating web mockups & banners• Bootstrap 5: Grid system, components, customization | <ul style="list-style-type: none">• JavaScript: Syntax, DOM, events• jQuery: plugins, event handling• WordPress: Themes, plugins, page builders• PHP Basics: Variables, forms, loops• MySQL: Connecting database, CRUD operations• Mini Project: Personal Portfolio Website• Final Project: Responsive Business or Blog Site• Create website using AI• Hosting |
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CERTIFICATE COURSE IN VIDEO EDITING AND DIGITAL MARKETING WITH AI TOOLS (SEMESTER - III)

VIDEO EDITING

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| <ul style="list-style-type: none">• Introduction to Video Editing Concepts & File Formats• Interface Overview with Timeline, Tools, and Workspace Management• Importing & Organizing Media Files• Basic Video Editing: Trimming, Cutting, Transitions• Working with Audio: Voiceover, Background Music• Color Correction & Color Grading Basics• Working with Text, Titles, and Lower Thirds• Adding Effects, Presets• Green Screen / Chroma Key Techniques• Export Settings for YouTube, Instagram & Reels• Basic Motion Graphics• AI Video making• Reel Editing, Vlogging & YouTube Video Projects• Final Project: Short Video Editing Portfolio | <h4>DIGITAL MARKETING</h4> <ul style="list-style-type: none">• Introduction to Digital Marketing & Its Importance• Search Engine Optimization (SEO) On-page & Off-page• Google Search Console & Google Analytics (Basics)• Search Engine Marketing (SEM) Google Ads Overview• Social Media Marketing (SMM) Facebook, Instagram & LinkedIn• Content Marketing & Hashtag Strategies• Email Marketing Basics using Mailchimp• WhatsApp & SMS Marketing Introduction• YouTube Marketing Channel Setup & Video SEO• Canva for Social Media Post Design• Introduction to AI Tools for Marketing• Live Campaign Demo (Facebook or Google Ads)• Freelancing & Career Opportunities in Digital Marketing |
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DIGITAL MARKETING