Courses Offered

✅ **Graphic Designing**
(Photoshop, CorelDRAW, Illustrator, Canva etc.)

✅ **Web Designing**
(HTML, CSS, Bootstrap, PHP, MySQL, React Native)

✅ **Digital Marketing**
(SEO, SEM, SMM, SMO, Email Marketing etc.)

Register for 20% OFF on Courses Fee

FEATURES

✅ **Experienced Faculty**
✅ **100% Job Assistance**
✅ **Excellent Training**

OPENING SOON

Graphic Design Course Syllabus

1. Introduction to Graphic Design
- Understanding Graphic Design
- The Role of a Graphic Designer
- Overview of Design Software

2. Design Principles and Elements
- Color Theory
- Typography
- Composition and Layout
- Visual Hierarchy

3. Adobe Photoshop
- Introduction to Photoshop Interface
- Photo Editing and Retouching
- Working with Layers and Masks
- Creating Digital Illustrations

4. Adobe Illustrator
- Introduction to Illustrator Interface
- Vector Graphics and Path Tools
- Creating Logos and Icons
- Advanced Illustration Techniques

5. Adobe InDesign
- Introduction to InDesign Interface
- Layout Design for Print and Digital Media
- Working with Text and Images
- Creating Brochures, Magazines, and E-books

6. Canva
- Introduction to Canva
- Designing Social Media Graphics
- Creating Presentations and Marketing Materials
- Collaborative Design Projects

7. Branding and Identity Design
- Understanding Brand Identity
- Logo Design Process
- Creating Brand Guidelines
- Designing Business Cards and Stationery

8. Web and Mobile Design
- Basics of Web Design
- Introduction to UX/UI Design
- Creating Wireframes and Prototypes
- Designing Responsive Websites and Mobile Apps

9. Portfolio Development
- Selecting Your Best Work
- Creating a Cohesive Portfolio
- Presenting Your Work Professionally
- Preparing for Job Interviews

Learning Outcomes
By the end of this course, you will:
- Have a strong understanding of graphic design principles and techniques.
- Be proficient in Adobe Photoshop, Illustrator, InDesign, and Canva.
- Be able to create professional-quality designs for print and digital media.
- Develop a comprehensive portfolio showcasing your design skills.

Why Choose Us?
- Experienced Instructors: Learn from industry professionals with years of experience.
- Hands-on Training: Gain practical skills through real-world projects and assignments.
- State-of-the-Art Facilities: Access to the latest design software and technology.
- Career Support: Receive guidance and support to kickstart your career in graphic design.

Digital Marketing Course Syllabus

1. Introduction to Digital Marketing
- Understanding Digital Marketing
- The Role of a Digital Marketer
- Overview of Digital Marketing Channels

2. Search Engine Optimization (SEO)
- Basics of SEO
- On-page and Off-page Optimization
- Technical SEO
- Keyword Research and Analysis
- Link Building Strategies
- SEO Tools and Analytics

3. Search Engine Marketing (SEM)
- Introduction to Google Ads
- Creating Effective Ad Campaigns
- Keyword Bidding and Budget Management
- Ad Copywriting
- Campaign Analytics and Optimization

4. Social Media Marketing
- Understanding Social Media Platforms
- Creating Social Media Strategies
- Content Creation and Management
- Social Media Advertising
- Analytics and Reporting

5. Content Marketing
- Importance of Content Marketing
- Creating a Content Strategy
- Blogging and Article Writing
- Video and Podcast Marketing
- Measuring Content Effectiveness

6. Email Marketing
- Introduction to Email Marketing
- Building an Email List
- Creating Engaging Email Campaigns
- Automation and Personalization
- Analytics and Reporting

7. Web Analytics
- Introduction to Web Analytics
- Setting Up Google Analytics
- Tracking and Reporting
- Analyzing User Behavior
- Using Data to Drive Marketing Decisions

8. Pay-Per-Click (PPC) Advertising
- Basics of PPC
- Creating PPC Campaigns
- Ad Targeting and Budgeting
- Writing Effective Ad Copy
- Monitoring and Optimizing Campaigns

9. Affiliate Marketing
- Understanding Affiliate Marketing
- Setting Up an Affiliate Program
- Recruiting and Managing Affiliates
- Tracking and Reporting
- Optimizing Affiliate Campaigns

10. Mobile Marketing
- Introduction to Mobile Marketing
- SMS and Push Notifications
- Mobile Advertising
- Mobile App Marketing
- Analytics and Optimization

11. E-commerce Marketing
- Basics of E-commerce
- Creating an E-commerce Strategy
- SEO for E-commerce
- Social Media for E-commerce
- Email Campaigns for E-commerce

12. Digital Marketing Strategy
- Developing a Comprehensive Strategy
- Integrating Various Digital Channels
- Budgeting and Resource Allocation
- Measuring ROI
- Continuous Improvement and Adaptation

Learning Outcomes
By the end of this course, you will:
- Have a strong understanding of digital marketing principles and strategies.
- Be proficient in using SEO, SEM, social media, content marketing, and other digital tools.
- Be able to create and manage effective digital marketing campaigns.
- Develop a comprehensive digital marketing strategy tailored to business goals

Why Choose Us?
- Experienced Instructors: Learn from industry professionals with years of experience.
- Hands-on Training: Gain practical skills through real-world projects and assignments.
- State-of-the-Art Facilities: Access to the latest marketing tools and technology.
- Career Support: Receive guidance and support to kickstart your career in digital marketing.

Web Design Course Syllabus

1. Introduction to Web Design
- Understanding Web Design
- The Role of a Web Designer
- Overview of Web Development Languages

2. HTML (HyperText Markup Language)
- Basics of HTML
- Structuring a Web Page
- HTML Tags and Attributes
- Creating Forms and Tables
- HTML5 Features

3. CSS (Cascading Style Sheets)
- Introduction to CSS
- Styling Web Pages
- CSS Selectors and Properties
- Responsive Design with CSS
- CSS3 Features and Animations

4. Bootstrap
- Introduction to Bootstrap
- Grid System and Layouts
- Bootstrap Components
- Customizing Bootstrap
- Responsive Web Design with Bootstrap

5. PHP (Hypertext Preprocessor)
- Introduction to PHP
- Basic Syntax and Variables
- Control Structures and Functions
- Working with Forms and User Input
- Connecting PHP with MySQL

6. MySQL
- Introduction to Databases
- Basics of MySQL
- Creating and Managing Databases
- Writing SQL Queries
- Integrating MySQL with PHP

7. JavaScript and React Native
- Basics of JavaScript
- DOM Manipulation
- Introduction to React Native
- Creating Components and States
- Building Mobile Apps with React Native

8. Web Design Tools and Software
- Introduction to Web Design Tools
- Adobe XD and Figma for Prototyping
- Using Git for Version Control
- Browser Developer Tools
- Online Resources and Communities

9. Web Accessibility and Usability
- Understanding Web Accessibility
- Designing for All Users
- Usability Principles
- Conducting Usability Testing
- Implementing Accessibility Standards

10. Advanced Web Design Techniques
- CSS Preprocessors (Sass, LESS)
- JavaScript Frameworks and Libraries
- Creating Single Page Applications (SPAs)
- Performance Optimization
- Security Best Practices

11. Portfolio Development
- Selecting Your Best Work
- Creating a Professional Portfolio
- Presenting Your Work Effectively
- Preparing for Job Interviews

Learning Outcomes

By the end of this course, you will:
- Have a strong understanding of web design principles and technologies.
- Be proficient in HTML, CSS, Bootstrap, PHP, MySQL, and React Native.
- Be able to create responsive and dynamic websites.
- Develop a comprehensive portfolio showcasing your web design skills

Why Choose Us?
- Experienced Instructors: Learn from industry professionals with years of experience.
- Hands-on Training: Gain practical skills through real-world projects and assignments.
- State-of-the-Art Facilities: Access to the latest design software and technology.
- Career Support: Receive guidance and support to kickstart your career in web design.