

Multimedia Diploma Course

Learn how to use industry-standard software, apply special effects, and create seamless transitions to make your content stand out



3D, VFX & Motion Graphics



All Graphic Design Tools



Storytelling Through Video Editing

SOFTWARE YOU WILL LEARN



Social Media Marketing

✓ Month 1–2: Foundation

Objective: Build strong design-thinking and technical foundation.

Week 1–2:

 Design Basics – Color theory, typography, layout, branding

Week 3–4:

 Photoshop & Illustrator – Social media design, poster, logo

Week 5–6:

 Intro to Video Editing (Premiere Pro & DaVinci Resolve) – Cuts, transitions, audio

Week 7–8:

 Assignments: 1 design + 1 video per week

✓ Month 3–4: Core Skill Development

Objective: Advance editing, photo correction, and publishing skills.

Week 9–10:

 Advanced Video Editing (DaVinci Resolve) – Multicam, color grading, sync

Week 11–12:

 InDesign & Lightroom – Poster, brochure, photo enhancement

Week 13–14:

 Project Work: Mini vlog, event poster, client simulation

Week 15–16:

 Creative Execution: Execute brief from scratch

✓ Month 5–6: Motion Graphics + 3D Design

Objective: Learn animation, motion design, and 3D visualization.

Week 17–18:

 After Effects – Logo animation, kinetic text, transitions

Week 19–20:

 Blender – Basic 3D modeling, lighting, rendering

Week 21–22:

 Instagram Motion Projects – Story animation, reels

Week 23–24:

 Final Outputs: Product animation, branding assets

✓ **Month 7–8: Phase 4 – Real Projects, Content Creation & Career Prep**

✦ **Week 25–26: How to Shoot (Camera & Mobile)**

- 📷 Basics of camera handling, phone video shooting
- 💡 Lighting, angles, audio, storytelling
- 📱 Reels & interview shoot demo

✦ **Week 27–28: Social Media Marketing (Meta + Google Ads)**

- 📣 Ads Manager setup, audience targeting
- 📺 Video ad design, budgeting, insights
- 🔧 Tools: Canva, Meta Ads, Google Ads

✦ **Week 29–30: Social Media Content Creation**

- 📱 Storytelling + design for Instagram, YouTube Shorts
- 🕒 Formats: 1:1, 9:16, 16:9
- 👉 CTA, captions, and a 7-day content plan
- 🔧 Tools: CapCut, Premiere, Canva, AE

✦ **Week 31–32: Final Showcase + Career Prep**

- 🎓 Capstone Project – Full multimedia execution
- 📁 Portfolio Setup – Behance, YouTube, Dribbble
- 🔧 Job Interviews + Freelance Kickstart

Learn Today, Earn Tomorrow!

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