

Diploma in
**MEDIA AND
TECHNOLOGY**



Topics Covered

**GRAPHIC
DESIGNING**

**FULL STACK
DEVELOPMENT**

**UI/UX
DESIGNING**

**VIDEO & SOUND
EDITING**

**DIGITAL
MARKETING**

1 GRAPHIC DESIGNING

Adobe Photoshop

Introduction

Photoshop Interface, Raster graphics & vector graphics, Image formats, Operations on image

Manipulation of Image

The marquee tool, the lasso tool, magic Wand tool, Inverting Selection, Layers, Brush tool, Eraser tool, Fill tool, Blur tool, Smudge tool, Sharpen tool, Dodge tool, Sponge tool, Darken tool.

Transformation & Retouching

Free transform, Scaling, rotation, Skew, perspective, Wrap, Distort, Crop, Image size, Canvas size, Clone stamp tool, Healing brush tool, patch tool, red eye tool, history brush tool

Color Correction

Colour swatch, image modes, color adjustments, color selection, Camera Raw (Grading)

Text

The text tool, editing text, formatting, line & spacing, wrap text, text effects

Effects

Blending modes, styles, filters, liquefy, Vanishing point

Drawing

The pen tool, Drawing shapes, managing paths, converting path to selection

Painting

Smudge Painting ,Matte Painting & Object Painting (Life)

Projects

Branding Works (Posters, Advertisements & Printings)



Adobe Illustrator

Workspace

Workspace basics, Customizing the workspace, Artboard overview, Files and templates, Recovery, undo, and automation, Rulers, grids and guides, Using multiple artboards, Viewing artwork

Drawing

Drawing basics, Drawing simple lines and shapes, Drawing with the Pen, Pencil, or Flare tool, Editing paths, Adjust path segments, Using Live Trace, About Perspective Grid, Perspective drawing, Symbolism tools and symbol sets, Symbols.

Colour

About color, Selecting colors, Using and creating swatches, Create color themes with Kuler, Adjusting colors

Painting

About painting, Painting with fills and strokes, Live Paint groups, Brushes, Transparency & blending modes, Gradients, Gradient panel & Gradient tool overview, Apply or edit a gradient, Stroke an object, Meshes, Patterns

Selecting and arranging objects

Selecting objects, Grouping and expanding objects, Moving, aligning, and distributing objects, Rotating and reflecting objects, Layers, Locking, hiding, and deleting objects, Duplicating objects, Stacking objects

Reshaping objects

Transforming objects, Scaling, shearing, and distorting objects, Reshape using envelopes, Combining objects, Cutting and dividing objects, Clipping masks, Creating shapes using Shape BuilderTool, Blending objects, Building new shapes using the Shape Builder tool, Creating 3D objects, Reshaping objects with effects

Type

Importing and exporting text, Creating text, Creating type on a path, Scaling and rotating type, Fonts, Character and paragraph styles, Formatting paragraphs, Formatting type, Hyphenation and line breaks, Line and character spacing, Special characters

Creating special effects

Appearance attributes, Working with effects, Summary of effects, Create a drop shadow, Drop shadows, glows, and feathering, Graphic styles

Importing, exporting, and saving

Curving, Adobe PDF options, Creating Adobe PDF files, Exporting artwork, File information and metadata, Importing Adobe PDF files, Importing artwork files, Importing artwork from Photoshop, Importing bitmap images, Saving artwork

Creations & Presentations

Logos, Illustrations (Project oriented works)

Adobe Indesign

Looking at the Work Area

Using the tools, Using palettes, Workspaces, Using context menus, Opening and closing documents, Changing the view, Selecting objects, Saving a document, Recovering a document after a failure, Undoing mistakes, Working with preferences and defaults

Setting Up Pages

Setting up basic layout options, Using rulers, grids, and guides, Working with pages and spreads, Numbering pages, Changing Numbering and Section Options, Using master pages, Laying out pages with frames, Adjusting layout objects automatically, Working with layers

Working with Text

About text frames, About threading text frames, Adding text to frames, Setting text frame properties, Editing text, Finding and changing text, Finding and changing fonts, Combining text and graphics, Creating path type

Setting Type

Formatting characters, Formatting paragraphs, Working with tabs, Copying type attributes with the eyedropper tool, Working with the type composition engines, Controlling hyphenation and justification, Paragraph and character style sheets, Creating nested styles, OpenType, Glyphs palette Arranging and Combining Objects:Modifying objects using graphics frames, Grouping and ungrouping objects, Stacking objects, Aligning and distributing objects, Locking object position, Moving objects, Changing size, proportions, or orientation, Duplicating objects

Applying Color

About spot and process color types, Working with swatches and unnamed colors, Applying color, Using the Swatches palette, Mixed inks, Mixed ink groups, Using swatch libraries, Using the Color palette, Applying colors by dragging and dropping, Creating gradients

Creating Tables

Creating and editing tables, Importing spreadsheets from Word or Excel, Advanced table techniques, Placing graphics into tables Adobe Product Integration:Working with Acrobat, Photoshop, and Illustrator files, Using Photoshop layer masks instead of clipping paths, Using Photoshop's file browser, Copy and Paste from Illustrator to InDesign CS PDF, Print, Preflight, and Package:PDF styles, Export options, PDF in detail, Other export formats (ID Interchange), Pre-flighting your files, Using the Package command, Printing and transparency, Flattener settings, The Separations palette



2 FULL STACK DEVELOPMENT (DJANGO)

HTML, CSS & Bootstrap

Web Designing introduction

- What is a Website?
- Importance of website as a media
- Web Designing
- Who is a Web Designer?
- Why You Should Become a Web Developer
- Key Web Terms and Their Explanations
- Coding and Languages
- Web Languages

How to create a webpage

- Introduction to HTML
- HTML Tags and Elements
- HTML Basic Tags (<h1> to <h6>,<p>)
- Steps to Create a Simple Webpage Using Notepad
- Create a sample HTML document

More tags in HTML

- Basic tags :
,<hr>,,<i>,<u>,<mark>,<sup>,<sub> and <title> tags.
- Empty Elements



Insert images in a webpage

- Attributes in HTML
- Tag
- Attributes of Tag (src,width,height, alt & title)

Hyperlinks

- Anchor Tag (<a>)
- href and target attributes
- Image links

Create a website model

- Create a website model with 5 pages (Home (index.html), about, services, products & contact pages) and add hyperlinks to link each other

Link to bookmarks

- Create bookmarks
- Navigate to bookmarks using links

CSS Introduction

- CSS introduction
- CSS Syntax
- Link to CSS file
- Basic CSS properties (color, background-color, font-family, font-size, text-align)

Selectors in CSS

- Element Selector
- ID Selector
- Class Selector

CSS Styling Methods

- Inline styling
- Internal styling
- External styling

CSS Text Properties

- Text Shadow
- Text Transform: Uppercase and lower case
- Bold, italic and underline using CSS

CSS Background properties

- Background Color (Color name)
- Background Color (RGB)
- Background Color (HEX Code)
- Linear & Radial Gradient
- Background Image

HTML Lists

- Unordered List
- Ordered List

HTML Tables

- Basic Table Structure
- <table>, <thead>, <tbody>, <tr>, <th> and <td> tags
- Attributes of a Table(border, cellpadding, cellspacing, width and height)
- Merging in HTML Tables

HTML forms

- Text Input
- Password Input
- Radio Buttons
- Checkboxes
- Dropdown List
- Textarea

HTML Iframes

- Iframe - Basic Syntax
- Iframe attributes (src, name, width, height, frameborder)
- Link to iframes

Multimedia in web

- Embedding Audio
- Embedding Video

- Embedding YouTube Videos

Organize content using <div> Element

- Inline and block elements
- What is a `<div>` Element?
- Purpose of `<div>` Element
- Basic Syntax

More properties for <div>

- Background-color
- Width
- Height
- Margin
- Padding
- Border-style
- Border-width
- Border-color
- Float

Shapes and shadow for <div>

- Square with Shadow
- Rounded Rectangle
- Irregular Rounded Corners & Circle
- Rotated Square

Web layout using float

- The Wrapper Container
- Floated Child Elements
- Styling Boxes
- Benefits of Using Float

Responsive web designing

- Set Viewport
- Media query
- Desktop View
- Tablet View
- Mobile View

Design a simple webpage using float

- Header section
- Hero section
- About section
- Service section
- Contact section
- Footer section

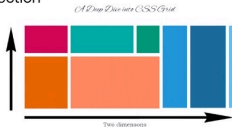
Grid web layout

- Grid Basics
- Key CSS Grid Properties

- display: grid
- grid-template-columns
- grid-template-rows
- grid-template-areas
- grid-area
- Responsive Design

Design a simple webpage using CSS Grid

- Header section
- Hero section
- About section
- Service section
- Contact section
- Footer section



CSS Positions

- Static Position

- Relative Position
- Absolute Position
- Fixed Position
- Sticky Position

CSS Layers & Opacity

- z-index
- opacity
- transparent background

CSS Animation

- CSS Transitions
- Simple Animations
- Complex Animations

CSS Flexbox

- Flexbox Properties for the Container
- flex-direction
- justify-content
- align-items
- gap
- flex-grow, flex-shrink and flex-basis
- flex property
- align-self

Flex web layout

- HTML Structure
- CSS Styling
- How the Layout Works
- Responsive Design
- Flex different width

Design a simple webpage using CSS Flexbox

- Header section
- Hero section
- About section
- Service section
- Contact section
- Footer section

Semantic Tags

- Benefits of Semantic Tags
- Common Semantic Tags (<header>, <nav>, <section>, <article>, <aside>, <footer>)

Full website project using Flex and Grid

Host and deploy the website on GitHub

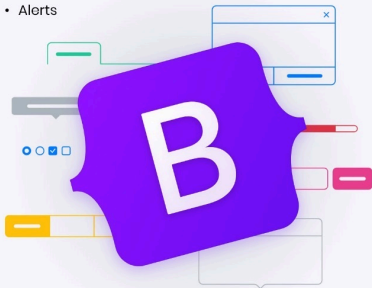
Bootstrap

- Bootstrap introduction
- Bootstrap grid system

Create responsive web pages using Bootstrap

Bootstrap more features

- Typography
- Colors
- Tables
- Images
- Jumbotron
- Alerts



- Buttons
- Button Groups
- Badges
- Progress Bars
- Spinners
- Pagination
- List Groups
- Cards
- Dropdowns
- Collapse
- Navs
- Navbar
- Carousel
- Modal
- Forms

Create website projects using Bootstrap.

Designing websites with ready-made templates

Purchase a domain name & hosting space to host a website

Create a website using WordPress

Create a portfolio to showcase projects that you have done



JavaScript & jQuery

JavaScript Introduction

- What is JavaScript?
- What JavaScript can do in a webpage

Change Content

- Onclick attribute
- Change content using innerHTML

Change Attributes and Styles

- Change Attributes using JavaScript
- Change Styles in a webpage

Functions in JavaScript

- Script tag
- Multiple JavaScript Statements
- Create functions
- Function call
- Multiple functions

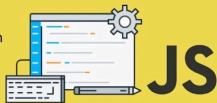
JavaScript Outputs

- Output using InnerHTML
- Output using document.write

- Output using alerts
- Console output

Variables

- What is a variable?
- Variable declaration
- Assign values
- Variable outputs



User Input

- User input using HTML forms
- Assign input values into variables

Operators

- Arithmetic Operators
- Assignment Operators
- Comparison Operators
- Logical Operators

Arithmetic Operations

- Program using Arithmetic operators
- Solve different arithmetic equations

Conditional Statements

- If and If..else
- Nested If
- Else if ladder

Conditional Statements (cont.)

- If using Logical Operators
- Switch statement

Loops in JavaScript

- While loop
- Do..while loop
- For loop
- Entry controlled loops
- Exit controlled loops

Arrays

- What is a array?
- Array Declaration
- Print array elements
- Array index
- Add new elements
- Change elements

- Remove elements
- Find length of an array
- Print in HTML elements

Function Types

- Different types of functions
- Function without arguments and return values
- Function with arguments
- Function with return values
- Function with arguments and return values

Let and Const

- Scope
- Reassignment
- Usage

Form Validation

- What is validation
- Front end validation
- Handle submit event
- Error messages
- preventDefault

jQuery

- What is jQuery?
- jQuery Download / jQuery CDN
- jQuery Selectors

jQuery Visibility

- Hide& Show
- FadeIn&FadeOut
- SlideDown&SlideUp

Change Styles

- Add and remove class
- Change single styles
- Change multiple styles
- Change dimensions

jQueryDOM Manipulation Methods

- Append content
- Prepend content
- Add content after
- Add content before
- empty elements
- remove elements

jQuery Get and Set Methods

- Change attributes
- Change text
- Change HTML
- Change Input values

jQuery Traversal

- children() Method
- parent() Method
- siblings() Method

jQuery Animation

- animate() Method
- setTimeout() &setInterval() Methods



Python

Python Introduction

- What is Python?
- What can Python do?
- Why Python?
- Python Syntax compared to other programming languages

Run Python

- Python Install
- Command prompt & windows commands
- The Python Command Line

Python Variables

- Creating Variables
- Assign values
- Variable types
- Print variables

User Input in Python

- Input strings
- Input numbers
- Print input values

Operators in Python

- Arithmetic Operators
- Comparison Operators
- Logical Operators
- Assignment Operators
- Identity Operators
- Membership Operators

Arithmetic Operations

- Basic program using arithmetic operators
- Solve arithmetic equations

Conditional statements

- Simple if statement
- If..else statements
- Nested if else
- Elif ladder
- Logical operators in if

Loops in Python

- While Loop
- For Loop



Python Lists

- List features
- list length
- Get items
- change items
- add items
- Remove items
- check item
- Loop list

PythonTuples

- Tuple features
- Tuple length
- Get items
- change items
- add items
- Remove items
- Unpacking
- check item
- Loop Tuple

Python Sets

- Set features

- Set length
- Get items
- change items
- add items
- Remove items
- check item
- Loop Set

Python Dictionaries

- Dictionary features
- Dictionary length
- Get items
- change items
- add items
- Remove items
- check item
- Loop Keys
- Loop Values
- Loop Keys and Values

Functions

- Importance of functions
- Function with arguments

- Function with return values

Class & Objects

- What is a class
- What is an object
- Create class and objects
- Object with properties
- Object functions

Inheritance

- Base or Super class
- Derived or sub class
- Inheriting parent functions

Polymorphism

- Importance of Polymorphism
- Class Polymorphism
- Inheritance Class Polymorphism

Modules

- Create a Module
- Use a Module
- Variables in Module
- Built-in Modules

Python Dates

- Date Output
- Creating Date Objects
- The strftime() Method

Math Functions

- Built-in Math Functions
- The Math Module

JSON

- JSON in Python
- Parse JSON – Convert from JSON to Python
- Convert from Python to JSON

PIP

- What is PIP?
- What is a Package?
- Find Packages
- Download a Package
- Using a Package

Try Except

- Exception Handling
- try and except
- Many Exceptions
- Else
- Finally

F-Strings

- Placeholders and Modifiers
- Perform Operations in F-String
- Execute Functions in F-Strings

File Handling

- Open and read a File
- Read Only Parts of the File
- Close Files
- Append and Write to an Existing File
- Create a New File
- Delete a File
- Check if File exist

Django

Introduction to Django

- What is Django?
- Key Features of Django
- MVT Architecture

Setting Up a Django Project

- Installing Python and PIP
- Creating a Virtual Environment
- Installing Django
- Creating a Django Project
- Running the Project

Customizing the Home Page

- Reopening the Created Project
- Creating an App
- Creating a View
- Defining URLs
- Adding URLs to the Project

Working with Templates

- Creating Template Files

- Importing Templates in Views
- Rendering Templates
- Configuring Templates in Settings

Creating Multiple Pages

- Using Multiple Templates
- Defining Multiple Views
- Setting Up Multiple URLs
- Linking Pages Together

Managing Static Files

- Adding a CSS File
- Adding Images
- Adding JavaScript Files

Creating a Master Page (Template Inheritance)

- Creating a Master Page
- Using Blocks in Templates

Introduction to Databases

- What is a Database?
- Database Management Systems (DBMS)
- Database Schema
- Database Tables
- Introduction to SQL Queries

Working with Django Models

- Creating Models

- Migrating Models
- Importing Models
- Inserting Data into Models

Django Admin Panel

- Introduction to Django Admin
- Creating a Superuser
- Registering Models in Admin

User Authentication in Django

- Creating a Registration Form
- Creating a Login Form
- Authenticating Users for the Account Page
- Implementing Logout Functionality

Working with Django Forms

- Introduction to Django Forms
- Creating a Basic Django Form
- Displaying Forms in a Template
- Handling Form Submissions

Django Project – Building a Shopping Website

- Adding Products with Images
- Displaying Products
- Implementing a Shopping Cart
- Creating a Checkout Page
- Managing Orders

3 UX/ UI DESIGNING



Course Content

- Introduction to UI/UX Design
- Understanding the difference between UI & UX
- Overview of the design process
- Importance of user-centered design

User Research

- Conducting user interviews and surveys
- Creating user personas and scenarios
- Analyzing user behaviors and needs

Information Architecture

- Organizing content & information
- Creating site maps and user flows
- Wireframing and prototyping

Visual Design

- Principles of visual design (layout, color, typography, etc.)
- Creating mood boards & style guides
- Designing for different devices and platforms

Interaction Design

- Understanding user interactions and gestures
- Designing intuitive & interactive interfaces
- Animations and transitions

User Testing and Feedback

- Conducting usability testing
- Gathering and interpreting user feedback
- Iterative design process

Accessibility

- Designing for users with disabilities
- Compliance with accessibility standards (WCAG)

Mobile & Responsive Design

- Designing for mobile devices
- Responsive web design principles

Design Tools and Software

- Introduction to design software (eg: Adobe XD, Figma)
- Introduction to Prototyping

Collaborative Design and Project Management

- Working in design teams
- Agile design methodologies
- Project planning and management

Emerging Technologies and Trends

- Exploring the latest design trends

Portfolio Development

- Building a portfolio showcasing your design
- Projects



4 VIDEO AND SOUND EDITING

Adobe After Effects

Basics

Home page Options, All About Compositions / Frame Size / Framerate

Tools

Explain Different tools and its works

Window

Understanding the Project Window / Organization/ Timeline

Layers

Understanding Layer Types / Handling layers

Keyframe

The Ultimate Guide to Keyframing, Keyframing everything in and outside of the composition, Keyframing Shortcut Quick Guide, Keyframing Transforms & Beyond.

Layer Relationships

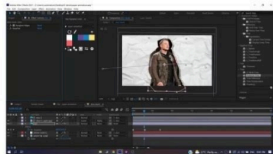
What is Parenting? Connecting layers | Efficient animations with parenting | Applying keyframing and parenting to real-world projects | Other ways to use parenting | Timeline features and tweaks

2D Animation Workflows

Different types of Motion oriented Project Work | With Effects and Presets.

Working with Text & Effects

Fundamental Typography in After effects / Adobe Fonts. Creating great looking text: Paragraphs vs Titles | Title Animation Series I: Classic Type Animations | Title Animation Series II: Controlling Type Animations | Getting artistic with typography | kinetic typography



Motion Graphics

Text Masking | Video masking | Tracking | Rotoscopy | Green Screen Making & Cutting | Shape animation

Motion Graphics Work Flows

Different types of Motion Graphics & Advertisements Projects

3D Animation

Create 3D Shapes and Texts | 3D Animation| View Ports

Lighting

Applying different types of light with shadows and Reflections.

Camera

Camera Basics and Photography, add Camera with settings, camera motion Creation

VFX

Camera Tracking | Realistic environment creation | Special Effects for VFX and Films

VFX Work Flows

Motion Posters movies with 3D Text animations

File Export

Rendering with Media Encoder



Adobe Premier Pro

Basics

Setting a new Sequence with values and Preferences

Window

Understanding the Project Window - Import Files / Source Window/ Timeline/ Program Window

Tools

Explain Different tools and its works | Timeline Editing Techniques

Layers

Understanding Layer Types / Handling layers

Effect Control

The Ultimate Guide to Keyframing, Keyframing Transforms & Beyond.

Audio Control

Sound settings and Audio Effects

Graphics

Add graphics - Shape, logo , Text with apply different preset animations

Color

Basic Color Corrections & Color Grading | Adjustment Layers

Work Flow

Introduce industrial tips and Project Oriented works

Exporting Files

Locating Missing Files | Backing-Up With Project Manager | Using Adobe Media Encoder | Export Settings

Work Flow

Introduce industrial tips and Project Oriented works

Adobe Audition

Basics

Understanding the Audio Editing Workflow How You Go About Editing Audio

Understanding Audio Files

Mono, Stereo, 5.1 | Sample Rate | Channels | Bit Depth

Waveform Editor vs. Multi-track Editor

Their Differences & When You Should Use Them

Tools

Explain Different tools and its works | Timeline Editing Techniques

Layers

Understanding Layer Types / Handling layers| Cut, Copy, & Paste Audio

Effect Control

Noise Removal | Spectral Editing | Audio Cleanup Tools

Multi-track Editor—Non-destructive Editing Model

Audio Mixing | Adding Voice Over | Adding Music | Adding Sound FX (Sound Effects)

Work Flow

Introduce industrial tips and Project Oriented works

Exporting Files

File Formats: Editing vs. Final Delivery Diploma in syllabus Multimedia & Animation

Final Work

Video Portfolio Creation (Include Works)



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5 DIGITAL MARKETING

INTRODUCTION

- Introduction to digital marketing
- Traditional vs digital marketing
- Importance of digital marketing
- Types of digital marketing

SMM

- Meta adsmanager
- Billing
- Different types of
- Campaigns & objectives
- Awareness campaign
- Lead generation
- Engagement
- Sales
- App promotion
- Traffic
- Facebook ads, Instagram ads

GOOGLE ADS

- Introduction to Google
- Ads Account structure
- Billing
- Types of campaigns



- Campaign metrics
- Campaign Keyword Research
- Shopping ads
- YouTube ads
- Apps promotion
- Local ads
- Discovery ads
- Display ads
- Leads ad
- Ad Optimization Google AdSense Bing Ads
- Youtube ads, Skip ads
- Google ad search campaign

WEBSITE & E-COMMERCE APPLICATIONS

- What is a website and different types of website (e-commerce websites)
- What is a domain and how to purchase a domain
- What is a host/SSL certificate & how to purchase it?
- How to connect a domain and host; how to install an SSL certificate
- Basics of C - panel
- WordPress development essentials
- Shopify - introduction to e-commerce application

WORDPRESS MANAGEMENT

- Introduction to WordPress/installing WordPress in C - panel
- How to install a theme?
- Theme customization
- How to create a page in WordPress
- Introduction to elementor
- How to build pages using Elementor
- Creation & use of landing pages & contact forms
- Permalink, footer, header

SEO

- What are Search Engines?
- How search engine works
- What is White and Black hat seo
- SEO (What, Why, Types)
- Keywords & Keyword
- Keyword Research Google Keyword Planner
- On-Page SEO
- Off page SEO
- Content Optimization

OFFPAGE SEO

- What Are Backlinks?
- Why Are Backlinks Important?
- How did backlink work?
- How to analysis Backlink profile
- What Types of Backlinks are Valuable?

- Article Submission
- Image Submission
- Video submission
- Blogging platforms
- Conclusion

GOOGLE MY BUSINESS & GOOGLE MAP

- Creating Local Listing In Search Engine
- Local SEO - GMB, Etc.
- Google Places Setup
(Including Images, Videos, Map etc.)
- Search Engine Visibility
- Open street market

CAMPAIGN INSIGHT ANALYSIS

- Open rate, Click through rate
- Conversion rate
- Bounce rate
- A/B Split testing
- Set up your budgets




AI TOOLS FOR DIGITAL MARKETING

- Google Analytics
- Facebook Ads Manager(meta)
- Canva
- Ubersuggest
- HubSpot CRM
- ChatGPT



AN ISO 9001-2015 CERTIFIED COMPANY

Corporate Office: No. 675/3, MKK Road, 20th Cross, 2nd Block, Rajaji Nagar, Bengaluru - 560 010

 +91 980 910 9000  support@ics-education.com  www.ics-worldwide.com