



Diploma in
Graphic Designing & Advanced
Web Designing
Special Offer Dollar \$828
All Inclusive

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MATUNGA W

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Original Fees : Rs. ~~66,550~~

**** Special Offer Rs. 50,550 (All Inclusive) Limited Time Offer ****



Diploma in GRAPHIC DESIGNING Course

Master Professional Graphic Designing Course: Graphic Design is a very important course. It is practically used for everything in today's day and age. It is these software's which combine technology and creativity to create **Websites, Brochure Designs, Advertisements, Magazines, Photo-touch-ups, Mobile backgrounds, Packaging, Hoardings, Project Presentations . . . etc.**

SOFTWARE YOU LEARN

- ADOBE PHOTOSHOP™
- ADOBE ILLUSTRATOR™
- ADOBE IN-DESIGN™
- CORELDRAW™

ADOBE PHOTOSHOP

Mixing & Manipulating of colours at a click of a button, You can Blend 2 Images, You can create Patterns & Artistic Designs, You can manipulate Design images with Special Effects, You can Import and Export your Images !

Retouch, Manipulate and Enhance Designs

Image Editing, Resolution, Correction, Saturation

Tool Box, Navigator, Info, Option, Swatches, Brushes

Layers: Adding, Deleting, Merge, Duplicating, Rotate

Filters: Built-in Effects Blur, Twirl, Stain

Emboss, Spotlight, Fire, Embossed...etc.

Retouching, Colouring, Creating Backgrounds, Buttons

PROJECTS YOU WORK ON

Image Mixing, Re-touching

Model Layering, Photo-Touch ups

Monograms, Creating Logos

Fashion & Jewellery Designing

Brochure Designing

Magazine Cover Pages.

Advertisements

Label Design for a Series

Facebook Page Design, Digital Design

You Tube Channel Pg Design

Web Backgrounds Design

Cartoon Design + Effects

Invitation Redesign

Creating Posters/ Banners

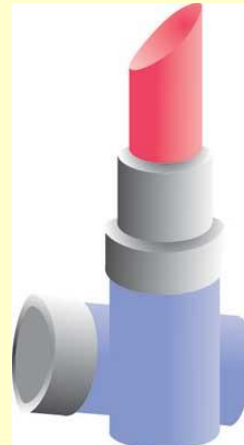
PROJECTS BY STUDENTS



PHOTOSHOP PROJECT



CORELDRAW PROJECT



ILLUSTRATOR PROJECT



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ADOBE ILLUSTRATOR

Illustrator is a vector graphics creation software for print media and web, allowing the user to produce World Class Illustrations with 16.7 million colours. Creative tools for Print Media Output, Sophisticated Web Graphic Tools Special Effects to Images, Versatile Transparency Capabilities Dynamic Media Projects, Vector vs. Raster Demo, Artboard Demo, Menu Tools Palette, Pen Tool Techniques, Magic Wand Tool, Rotate & Reflect Tool, Twist Tool, Liquefy, Free Transform/Creative Tools Graphs, Layers & Appearance, Styles Palette, Filter Effects, Transparency, Isolating Blending Modes, Opacity Masks, Swatches, Custom Swatch Libraries, Photo Cross, Hatch, Roughen/Scribble, Transform, Twist, Zigzag, Pathfinder, Rasterize, Blocks & Wraps, Manipulating Containers Slice Tool, Exporting to .psd, Flattening, Separation Setup...etc.

PROJECTS YOU WORK ON

Design a logo
create Holidays, a Christmas card
business card
Design a character
Package Designing
Banner Designing
Tracing Work
Layout Work

ADOBE IN-DESIGN

Designers and Graphics production artists are the principal users, Creating and Laying out periodical publications, posters, and print media.

The Work Area, The Menu Bar, The Control Palette
The Other Palettes, The Tools Palette, Contextual Menus
Managing the InDesign Environment, Designing Documents
Create the Structure of a Document, Develop Master Pages
Manage Text and Graphic Placement, Develop Layers
Utilizing Colors, Swatches, and Gradients
Managing Transparency, Utilizing, Tables, Print a Document
Creating Acrobat PDF Files, Controlling Text,
Handling Page Elements and Graphics, Managing Long Documents
Create a Book, Adjusting Print Settings.

PROJECTS YOU WORK ON



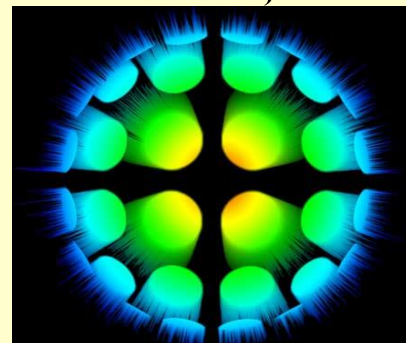
das have been driven to the brink of extinction, and that this much-vaulted programme of captive breeding not only threatens young pandas, it puts the very survival of the species at risk. Dr Sarah Hurrell, director of Conservation Education at the Chengdu Research Base of Giant Panda Breeding, told The Mail on Sunday that captive-bred pandas are no more than a 'satellite' of the real thing and are unable to survive in the wild. Meanwhile, their natural habits continue to shrink at an alarming rate, under pressure from industrial development and the 'tagging' of Chinese tourists.

Baby panda

Left to die in the wild with no furry scagull friend to find food and keep company.

the Chinese government - are more forthright still, describing the 'panda factory' breeding centres as a fraud both on the Chinese public, and the wider world. China is currently conducting a new census to estimate how many giant pandas remain. The Penguin Viking and exposes the failure to preserve the panda habitat, while more and more resources are pumped into a lucrative captive breeding programme that has so far produced more than 300 pandas since 1983 - none of them capable ever of being released.

INDESIGN PROJECT



PHOTOSHOP PROJECT



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Magazine Cover
News Paper Ads
Book Design
Printing Work
Catalogue Designing

CORELDRAW

Vector Graphics Vs Raster, Property Bar, Welding
Drawing Tools, Modifying Tools, Skewing
Fill Types: Fountain, Pattern,
Textures, Mesh, Uniform, Special Effects: Contour
Extrude, Distort, Blend, Shadow, PowerClip
Perspective, Fit to Text, Character Converts
Importing & Exporting Images

PROJECTS YOU WORK ON

Monograms
Logos
Advertisements
Fashion Designing
Interior Designing
Jewellery Designing
Package Designing

CAREER OPTIONS

- ✓ Graphic Designer, Photoshop specialist, DTP Operator, Advertising Designer
- ✓ Layout Artist, Packaging Designer, Web Image Editor, Fashion Designer
- ✓ Packaging Designer, Digital Illustration, Visualizer, Logo Designer

Experience in the Training Industry

Training Industry since over 25 years

Hands-on lab training

100% Practical, Safe & Professional learning environment.

Certified & Well Qualified Instructors

Certified Instructors with Considerable Industry Experience.



CORELDRAW PROJECT



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PHOTOSHOP PROJECT



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Advanced Diploma In Web Designing (MODULES 1 TO 12)

MODULE 1: WEB PROGRAMMING

HTML 5 : HYPER TEXT MARKUP LANGUAGE

- **HTML COURSE DETAILS :**
- Body Attributes
- Text attributes
- Marquee tag & its attributes
- Headings, Font
- Ordered and Unordered Lists
- Blockquote, HyperLinks, Sound
- Alignment of images & Mapping
- Tables : Creating a Table
- Combine cells in a row or column
- Cells: Spanning, Padding
- Forms: Create List Box, Radio Buttons

MODULE 2 & 3: CSS & JAVA SCRIPT

CSS - CASCADING STYLE SHEETS (L-1) & JAVA SCRIPT (LEVEL 1,2)

- **CSS (L1)**
- CSS different types of method
- HTML Style
- Class Style
- DIV Style
- Group Style
- Different link style
- **JAVASCRIPT (LEVEL 1,2) COURSE DETAILS :**



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- Fundamental Java Scripting
- Functions: Defining & Calling
- Using Variables local, global
- Programming(If,While, Loops)
- Strings & ARRAYS, Event handling,
- Objects, Methods & Properties....etc.

MODULE 4: WEB EDITOR

ADOBE DREAMWEAVER™

COURSE DETAILS :

- Using the Site Window, Set your local site
- Image Hyperlinks, Properties
- Rollover Image, Navigation Bar with Rollovers & links
- Insert Flash Animation, Flash Video
- Displaying Data with Tables
- Design a page layout using tables
- Div Tag, AP Div
- Spray Menu, Spray Tab
- Spray Accordion, Spray Collapsible
- Hyperlinks: Internal & External Linking
- Email Linking & Anchor Linking
- Linking (Image Hyperlinks)
- Web Authoring, Forms, Tables,
- Layout / Standard view, Building frames,framesets
- Animating with timelines

MODULE 5: HOSTING WEBSITE & UPLOADING URL

FTP : FILE TRANSFER PROTOCOL

- How to take a hosting plan
- Hosting Domains on Cpanel
- Using Cpanel to Create EMAIL's of your domain
- Pointing Name Servers to the domains



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- Live Domain Registration
- Assigning Web Mails
- Creating Pop mails
- Control Panel features
- How to buy Hosting plans
- How to freelance Web designing

MODULE 6 : WEB GRAPHICS

ADOBE PHOTOSHOP TM

- You can create Patterns and Artistic
- Designs using Fills and Colours for Web Buttons
- You can Create Web Backgrounds
- You can Import and Export your Images.
- Retouch, Manipulate and Enhance Designs/ Logos
- Image Editing, Resolution, Correction, Saturation
- Tool Box, Navigator, Info, Option, Swatches, Brushes
- Layers: Adding, Deleting, Merge, Duplicating, Rotate
- Filters: Built-in Effects Blur, Twirl, Stain,
- Emboss, Spotlight, Fire, Embossed...etc.
- Retouching, Colouring, Creating Backgrounds, Buttons
- **WEB DESIGNING RELATED LIVE PROJECTS : Image Mixing, Re-touching, Layering, WEB Buttons, Backgrounds, Image touch**

MODULE 7: WEB 2D ANIMATION

INCREDI-FLASH TM

- Creating Images with exciting Animation
- The Flash Work Environment, The Stage & Timeline
- Symbols & Instances
- Creating Graphic / Button symbols
- Motion Tweening
- Shape Tweening
- Library Window and color mixer window.



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- Blast effect & Ripples effect.
- Interactive Movies
- Working With Frames in Timeline
- Library Window and color mixer window.
- Adding sounds to a movie/presentation
- Layer Properties & Masking
- Creating interactive movies
- CD presentations
- Publishing And Exporting
- Optimizing movies & exporting movies for the web **Projects on : Short story, Film Titling, Web Advertisements, Web Buttons**

MODULE 8: WORDPRESS BLOGS & WEBSITES

HOW TO CREATE BLOGS USING WORDPRESS

- Creating WordPress Blog
- Installing WordPress Themes
- WordPress Plug-ins, Widgets
- Using the WordPress Dashboard
- Creating pages / page title & body text
- Draft vs. Publishing Blogs.

MODULE 9: SEO (SEARCH ENGINE OPTIMIZATION)

SEO: ON-PAGE & OFF-PAGE OPTIMIZATION

- **Types of Internet Marketing Methods**
- How the search engine works ?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- **On-Page Optimization**
- Filename Optimization
- Title Tag Optimization
- Meta Tags Optimization



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- Headers Optimization
- SEO Content Writing
- Internal Link Strategy
- **Introduction to Keyword Research**
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- **Types of Linking Methods**
- Free Links / Paid Links
- Directory Submissions for SEO
- **WordPress SEO**
- Installing Plugin
- Activating Plugin
- Putting relevant tags

MODULE 10 : WEB UTILITIES

- **GIF ANIMATOR**
- Animation Wizard to create GIF
- Adjusting Colour, Special Effects
- Attributes- Menu, Commands, Creating Ads.
- **3D XARA**
- Positioning, Rotating, Sizing,
- 3D Extrude, Bevel, Altering Lights
- Creating Animated GIF / AVI
- **MORPHING**
- Makes Digital Movies, 2D Movies, Transforms an Image to another image
- Gif Animation
- 3D XARA
- Video Lightbox
- Visual Lightbox
- Facebook links
- Embedding Youtube Videos
- Live Chat ...etc.



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MODULE 11 : INFOGRAPHICS FOR WEBSITES AND MARKETING

Infographics MARKETING are a visually compelling communication medium that done well can communicate complex data ! Why Infographics for your Website Marketing Strategy? Cause most of the Infographics tend to get viral and help in search engine ranking. An Infographic that is linked and compelling by its nature gets traffic to your website & blog as people "share" & "click".

MODULE 12 : WEBSITE MARKETING & HOW TO START YOUR BUSINESS

How to Start a Web Designing Agency, Where do I get my clients from, places and areas to look for ?

Approach and Strategies to Convert your prospective clients

How to Pitch to your clients, prove Digital Marketing is superior

Target Oriented Marketing - Business Extensions with Upsell & Selling multiple products



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DURATION: 6 MONTHS * LIMITED OFFER *****

Batch Timings

Morning - 7:30-9am, 9-10am, 10-11am, 11-12pm

Afternoon - 12-1pm, 1:30-3pm, 3-4pm, 4-5pm

Evening - 5-6pm, 6-7pm, 7-8pm, 8-9pm

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