

Digital Marketing Course Structure

Module 1: Introduction to Digital Marketing

Week 1: Understanding Digital Marketing

- Definition and importance of digital marketing
- Differences between digital and traditional marketing
- Overview of key digital marketing channels

Week 2: Digital Marketing Landscape in India

- Current trends and statistics
- Keyplayers in the Indian digital market
- Case studies of successful Indian digital marketing campaigns / brands

Module 2: Website and Content Marketing

Week 3: Basics of Website Development

- The importance of having a website
- Introduction to Content Management Systems (CMS) like WordPress
- Basic principles of SEO

Week 4: Content Marketing

- Types of content (blogs, videos, infographics, etc.)
- Effective content creation strategies
- Content distribution channels (social media, email, SEO)

Module 3: Search Engine Optimization (SEO)

Week 5: Introduction to SEO

- How search engines work
- Basics of keyword research
- On-page SEO and off-page SEO techniques

Week 6: SEO Tools and Analytics

- Introduction to SEO tools (Google Analytics, SEMrush, Moz, Ahrefs)
- Measuring and analyzing SEO performance

Module 4: Search Engine Marketing (SEM) & Pay-Per-Click (PPC)

Week 7: Search Engine Marketing (SEM)

- Introduction to SEM and its importance
- Google Ads and Bing Ads basics
- Keyword bidding, budgeting, and ad placements

Week 8: Understanding Pay-Per-Click (PPC) Advertising

- Google Ads campaign setup and structure
- Creating your first PPC ad campaign
- Monitoring and optimizing ad performance

Module 5: Social Media Marketing

Week 9: Social Media Platforms Overview

- Popular platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Identifying the right platform for your business or brand

Week 10: Social Media Strategies

- Developing engaging social media content (text, images, videos)
- Building a community and managing your audience
- Introduction to social media advertising (Facebook Ads, Instagram Ads)

Module 6: Email Marketing

Week 11: Introduction to Email Marketing

- Why email marketing is still relevant
- How to build and segment an email list
- Types of email campaigns (newsletters, promotions, drip campaigns)

Week 12: Email Marketing Tools and Metrics

- Overview of email marketing tools (Mailchimp, Constant Contact)
- Measuring campaign success (open rates, CTR (click-through rates), conversions)

Module 7: Affiliate Marketing and Mobile Marketing

Week 13: Affiliate Marketing and Mobile Strategy

- What is affiliate marketing? Understanding affiliate networks and platforms
- Managing affiliate partnerships
- The growing importance of mobile in digital marketing
- Mobile app marketing strategies
- SMS and push notification campaigns

Module 8: Analytics and Data-Driven Marketing

Week 14: Introduction to Web Analytics

- Importance of data in optimizing digital marketing campaigns
- Key web analytics metrics to track (traffic sources, conversions, bounce rate)
- Creating reports and insights

- Using Google analytics for reporting
- How to Interpreting data and make recommenations
- Monitoring and optimizing ad performance

Week 15: Digital Marketing Strategy, Planning & Ethics and Privacy in Digital Marketing

Module 9: Capstone Project

Week 16: Digital Marketing Campaign Project

- Create acomplete digital marketing campaign for a chosen brand or business
 - Focus on implementing strategies learned throughout the course
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Interior Design Course Structure

Beginner Level

1: Foundations of Interior Design & Architecture

1. Introduction to Interior Design

- History and evolution of interior design
- Overview of different design styles (modern, contemporary, traditional, etc.)
- Understanding basic principles: balance, harmony, rhythm, contrast, and proportion

2. Color Theory and Textures

- Primary, secondary, and tertiary colours; understanding colour psychology
- Therole of textures in design (smooth vs rough, soft vs hard)
- Creating mood with colors and textures

3. Introduction to Space Planning

- Zoning and spatial organization
- Circulation and flow of movement in a space
- Practical exercise: Designing a small room layout

4. Furniture Selection and Placement

- Understanding furniture dimensions and ergonomics
 - Arranging furniture for functionality and aesthetic appeal
 - Selecting furniture to complement design themes
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2: Elements of Architecture in Interior Design

1. Basics of Architectural Design

- Introduction to architectural styles and their influence on interiors
- Key architectural elements: walls, ceilings, floors, windows, and doors
- Understanding load-bearing walls and structural constraints

2. Introduction to Floor Plans and Elevations

- Reading and interpreting floor plans, sections, and elevations
- Different types of residential and commercial layouts
- Hands-on activity: Drafting a basic room layout

3. Lighting Fundamentals

- Types of lighting (ambient, task, accent)
- Lighting fixtures: choosing the right type for different spaces
- The effect of natural light on interior design

4. Materials and Finishes

- Introduction to wood, metal, glass, textiles, and synthetic materials
- How to choose the right materials for different spaces (residential vs commercial)
- Practical exercise: Creating a materials and finishes board

3: Beginner Project & Presentation Skills

1. Introduction to Design Software

- Overview of design software tools: SketchUp, AutoCAD (basics)
- Introduction to freehand sketching and perspective drawing
- Practical session: Sketching a simple interior space

2. Developing a Mood Board

- Creating a design concept
- Choosing colour schemes, textures, and materials
- Practical exercise: Mood board creation for a living room

3. Beginner-Level Design Project

- Working on a room design project (living room, bedroom, or office space)
- Creating layouts, selecting furniture, and finishes
- Peer review and feedback on designs

4. Presenting Your Designs

- How to present your ideas to clients
 - Using mood boards, concept boards, and sketches effectively
 - Final project presentation to the class
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Advanced Level

Advanced Design Principles & Architecture Integration

1. Advanced Space Planning & Ergonomics

- Designing for large spaces: open-plan layouts and multifunctional areas
- Consideration of human comfort and movement in design
- Practical exercise: Layout for a large living/dining space

2. Sustainable Design Practices

- Introduction to sustainable materials and energy-efficient design
- Incorporating biophilic design and eco-friendly materials

3. Structural Elements in Interiors

- Integration of architectural elements into interior design
- Dealing with MEP (mechanical, electrical, plumbing) systems in design
- Practical exercise: Designing around structural constraints

4. Renovation and Adaptive Reuse

- Principles of adaptive reuse in design
- Strategies for modernizing old spaces without losing character
- Casestudies: Famous adaptive reuse projects

Digital Tools and Software Mastery

1. Advanced CAD and 3D Modeling

- Intermediate to advanced AutoCAD techniques)
- Introduction to 3D modeling in SketchUp
- Practical exercise: Create 3D models of designed spaces

2. Rendering Techniques

- Introduction to rendering software
- Understanding lighting, textures, and materials in renders
- Practical exercise: Rendering a designed space with lighting effects

3. Design Presentation Techniques

- Compiling design portfolios for clients or job interviews
- Presentation boards: physical and digital
- Practical exercise: Preparing a portfolio from previous projects

4. Project Management and Client Relations

- Managing design projects from concept to completion
 - Working with contractors, suppliers, and clients
 - Budgeting and timelines for interior design projects
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Coding & Programming Course Structure

Coding Fundamentals & Website Development Using JavaScript and React JS

This combined course offers both Java / JavaScript programming and advanced data structures over 16 weeks. Each module builds upon the previous. At the end of the course Student will be able to build their any website based on any requirement from ground zero. This course will make you eligible to work with any tech company in the country

Total Duration : 16 Weeks

Total Modules : 16 Modules (1 Module per week)

Part 1: Basic Java Programming (Weeks 1-8)

Module 1: Introduction to Java

Week 1

- What is Java? History and Features
- Setting up Java Development Environment
- Writing and Running First Java Program

Module 2: Java Fundamentals

Week 2

- Java Program Structure (Classes, Methods)
- Variables, Data Types, and Operators
- Input/Output in Java (Scanner, System.out)

Module 3: Control Flow Statements

Week 3

- Conditional Statements (if-else, switch)
- Loops (for, while, do-while)
- Break and Continue

Module 4: Object-Oriented Programming (OOP)

Week 4

- Classes and Objects
- Constructors
- Methods (Overloading), Access Modifiers

Module 5: Inheritance and Polymorphism

Week 5

- Inheritance (Single, Multilevel)
- Method Overriding
- Polymorphism (Static vs Dynamic)



Module 6: Arrays and Strings

Week 6

- Single/Multidimensional Arrays
- String Class and Methods
- StringBuilder and StringBuffer

Module 7: Exception Handling

Week 7

- Try-Catch-Finally Blocks
- Throw and Throws
- Custom Exceptions

Module 3: Control Flow Statements

Week 3

- Conditional Statements (if-else, switch)
- Loops (for, while, do-while)
- Break and Continue

Module 8: Final Project (Basic Java)

Week 8

- Mini-project: Console-based application (e.g., Student Management System)

Part 2: Website Development Using JavaScript and React JS

Module 1: Introduction to Web Development & JavaScript

Week 9

- Introduction to Web Development (HTML, CSS, JavaScript)
- Basic JavaScript Syntax (Variables, Data Types, Operators)
- DOM Manipulation (getElementById, querySelector)
- Functions and Events in JavaScript
- **Outcome** : Understand how to build and manipulate basic web pages using JavaScript.

Module 2: JavaScript Essentials for React

Week 10

- JavaScript ES6+ Features (let, const, arrow functions)
- Arrays and Objects in JavaScript
- JavaScript Functions (Callback, Higher-order functions)

Module 3: Introduction to React JS

Week 11

- Introduction to React (What is React? Why React?)
- Setting up React Environment using Create React App

- React Components (Function Components vs Class Components)
- JSX Syntax and Rendering Elements
- **Outcome** : Understand React basics, including components, JSX, and props.

Module 4: State and Event Handling in React

Week 12

- React State and useState Hook
- Handling Events in React
- Controlled vs Uncontrolled Components
- Lifting State Up and Passing State via Props
- **Outcome** : Develop a solid understanding of state management and event handling in React.

Module 5: React Hooks and Effects

Week 13

- Introduction to React Hooks (useState, useEffect)
- Side Effects in React (Data fetching, timers)
- React Lifecycle Methods with Hooks
- Handling Asynchronous Code in useEffect
- **Outcome** : Master the use of hooks for managing side effects and asynchronous data fetching.

Module 6: React Router and SPA Navigation

Week 14

- Introduction to React Router
- Setting up Routes and Links
- Navigating between Pages in a Single Page Application (SPA)
- Nested Routes and Route Parameters
- **Outcome** : Learn to create and manage navigation in React using React Router.

Module 7: Managing Global State with Context API

Week 15

- Introduction to Context API for State Management
- Creating and Consuming Context in React Components
- Managing Global State in a React App
- Prop Drilling and Context API as a Solution
- **Outcome** : Develop the ability to manage global application state using React's Context API.

Module 8: Final Project and Deployment

Week 16

- Review of React Concepts (Components, State, Hooks, Routing, Context)
 - Build a Full-fledged React Application (e.g., E-commerce app, Blog, Portfolio site)
 - Deployment of React App (GitHub Pages, Netlify, Vercel)
 - Prop Drilling and Context API as a Solution
 - **Outcome** : Apply all learned concepts in a final project and deploy a live React application.
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Graphic Design Course Structure

1. Introduction to Graphic Design

- Graphic Design principles

2. Software (Basic to Advanced)

- Adobe Photoshop
- Adobe Illustrator

3. Typography

4. Color Grading

5. Photo Editing / Retouching

6. Brand Identity design

- Logo
- Brochure
- Business Card
- Letterhead
- Package
- Mockup
- Presentation

7. Poster / Banner design (Social media)

8. Film poster design

9. Ad manipulation design

10. Explanation & Idea of beginner's portfolio

11. Assignments

