



# കേരള സ്റ്റേറ്റ് റൂട്രോണിക്സ്



## **PROSPECTUS**

### MULTIMEDIA PROJECT



# KERALA STATE RUTRONIX

[www.keralastaterutronix.com](http://www.keralastaterutronix.com)

# MULTIMEDIA PROJECT

— KALA - MULTIMEDIA —



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## KERALA STATE RUTRONIX

[www.keralastaterutronix.com](http://www.keralastaterutronix.com)

Kerala State Rutronix, set up by Government of Kerala in 1990 under the administrative control of Industries & Commerce Department, has been empowering the youth, especially women, through the usage of modern technology, affordable computer education and employment-oriented IT based training programmes. KERALA STATE RUTRONIX has reached its presence throughout the State and has established a unique identity of its own. It has implemented several software projects for several public sector organizations under the Government of India and the State Government, as well as for international agencies like the W.H.O.

As part of the Golden Jubilee Celebrations of our State and with the aim of empowering women through modern technology, Kerala State Rutronix had launched and successfully implemented programmes in software technology to provide 'Employment Oriented Computer Training at Affordable Cost to All'. In its second phase, Kerala State Rutronix launched the Multimedia programme to meet the industry demand in multimedia sector and with the objective of meeting the requirements of enterprises from local resources, while improving the skill-sets of trained manpower and to raise their earning capacity. As part of the third phase, KERALA STATE RUTRONIX introduced the Hardware based programmes.

Kerala State Rutronix has been pursuing the "Latest & Trending Technology Developments", with a centralized and disciplined "Monitoring & Resolution System" in multi-disciplined IT based domains. Our education system is equipped with academic & activity-based training methodologies that are on par with constantly changing global standards and persistently upgraded industrial requirements.





Groware Education Solutions LLP is the principal affiliate of KERALA STATE RUTRONIX. Groware has been supporting Kerala State Rutronix for more than a decade in conducting various courses in the 'Software', 'Hardware', and 'Multimedia' streams.

With a team of Academic Experts and Cyber Professionals, Groware has associated with Kerala State Rutronix to conceive, develop and implement several long-term and short-term Government projects in the IT Education sector and the synergized efforts have trickled down to various educational organizations, including Arts & Technology Institutes, Skill Development Centers, Colleges and Summer Vacation Programmes for schools. As part of Golden Jubilee Celebrations of the formation of Kerala State, SOFTWARE stream was launched in 2006, MULTIMEDIA stream was launched in 2008 and HARDWARE stream was launched in 2009 with the goal of providing "Employment Oriented Computer Education at Affordable Cost to All".

Since then, along with Rutronix, significant strides have been taken in developing and implementing statewide programme in Software, Hardware and Multimedia domains and by engaging IT Research teams to understand the developments in IT sector continuously and identify latest trends & skill sets needed to develop and upgrade courses accordingly.



Multimedia Project (KALA) Kerala Arts and Techno Learning Arena proposes to develop skills and competencies in technical professionals offering them an industry relevant, hands-on practice oriented training procedure. This programme strives at bridging up the increasing gap between supply and demand of skilled Animation and Multimedia professionals by focusing on providing quality and excellence in education with technologically demanding reviews and periodic updates. Our stream of courses provides career opportunities in Animation, Motion Graphics, Fine Arts, Web, Graphic and Game Design are open to those who have creative visualisation aptitude that can be harnessed for the mass media industry, design houses, animation studios etc. There is a dedicated team of professionals who pool up their individually diverse resources for common goals directed at industry based requirements and total perfection of the development process at hand. The Multimedia project has a team of core professionals and is facilitated with periodic updates and quality enhancement techniques from reputed corporate professionals as and when required.



## **MULTIMEDIA PROJECT OBJECTIVES:**

- ✓ Promote quality based and industry relevant computer education.
- ✓ Standardizing and creating uniformity in computer education through State wide implementation with a subsidized fee structure, especially for women of both the rural and urban areas.
- ✓ Providing professional training to the youth for their welfare and personal up-liftment.
- ✓ Set and maintain standards in computer education and training procedures by updating not only the syllabus and curriculum but also ensure the infrastructure development of ATCs from time to time.
- ✓ Empower the youth who aim at global IT professions, to stand tall amidst a competent and challenging future.



## **REGISTRATION & ADMISSION**

For Registration and Admission, the student must report in person, accompanied by parent/ guardian at the specified Authorized Training Centre's (ATCs) in various locations of all districts with the duly filled up online application form, originals and a copy of qualification certificates as specified in each course. Registration fee has to be paid to specific banks as per the instruction from the registration portal after providing specific student details. Fee Concession will be provided to eligible candidates as per norms. Registration fees will be decided by KERALA STATE RUTRONIX from time to time and will be stated in the course prospectus. Registration fees once paid will not be refunded in any circumstances.

Selection/ Registration/ Admission granted will be cancelled and application rejected when, (a) Students fail to prove their eligibility or do not fulfill the prescribed eligibility conditions before the closing authenticated date of semester admission (b) The non-payment of registration fee (c) Application is not authenticated by the candidate and parent/guardian wherever necessary.



## **FEE CONCESSION**

Fee Concession for all courses of any duration are awarded by KERALA STATE RUTRONIX to students who belongs to Special categories like; Women, Spouse/ children of defense or police personnel who had laid their life in action, citizens with more than 50% disability, person who have received national honors (Civilian/ Defense/ Police/ Sports/ Bravery), citizens who had represented India in arts, sports, science domains and transgender. The Fee Concession amount ranges up to 20 percentage of maximum tuition fees. Examination fee is applicable and to be paid as per norms of KERALA STATE RUTRONIX.



## **STUDY MATERIALS**

Simplified learning material covering major aspects of technology relevant course content, hard copy/ E-book will be provided to students through the study centre(ATC)





## EXAMINATION & CERTIFICATION

Final examinations will be conducted by KERALA STATE RUTRONIX at the semester-end. The schedule for examinations will be informed to the students through ATC and media. Any student who has completed the prescribed term of a specified course - from the date of registration - is eligible to apply for the examination. In addition a minimum of 80% attendance is compulsory. ATC shall confirm the eligible students by verifying the list on KERALA STATE RUTRONIX website. The students should register for the examinations directly to KERALA STATE RUTRONIX and pay the examination fees as and when the course is completed to the satisfaction of the ATC. Internal Evaluation marks are awarded based on their performance in internal exams and model exams at ATC. Students who score a minimum of 40% marks each for every subject in the final theory exams, 50% marks in the final practical examination and 50% overall average (internal, external and practical marks put up together) would be declared successful.



## COMMUNICATION

The students shall communicate with the ATC Director/ Principal on all matters. If their grievances are not given due attention by authorities of the ATC concerned, they may write to the KERALA STATE RUTRONIX at the following address.

### MANAGING DIRECTOR

KERALA STATE RUTRONIX

PADMASREE, House No C11, T.C.29/1884,  
Elankom Gardens, Vellayambalam,  
Thiruvananthapuram 695 010

Phone: 9072151980

E-mail: [md@keralastaterutronix.com](mailto:md@keralastaterutronix.com)

Web: [www.keralastaterutronix.com](http://www.keralastaterutronix.com)



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## Diploma/ Certificate Programmes

Multimedia Project (KALA) proposes to develop skills and competencies in technical professions offering them an industry relevant, hands-on practice oriented training procedure. Our certification courses would benefit technical advancements in Multimedia Authoring and Production, Instructional Design, Web Design, Publishing and Graphics, Corporate Multimedia Production, Advanced Computer Graphics, Digital Design and Animation.

Multimedia studies at the Diploma level provides a practical basis for understanding the theories and techniques of communication via the web, audio-visual tools/devices and computer systems. The courses are also available as full time program under Multimedia project.

# 01

Diploma in

## ANIMATION FILM TECHNOLOGY

Duration : 2 Years (1440 Hours)

Eligibility : SSLC & Above

This 2-year program is for those who wish to pursue a solid professional career in digital animation. It starts with the basic study of art concepts, systematically nurtures the inherent artistic talents, helps develop visual creativity skills, and professionally prepares a student with tools and techniques to handle digital 2D and 3D animation in the Pre-Production, Production and Post-Production stages of film making process.

### CAREER OPTIONS

The student attains artistic & professional ability to create quality animation and 2D-3D characters in their designated environments through creative techniques and latest digital tools using the principles of animation, drawing, design, cinematic storytelling, theoretical constructs and improvisation. Potential career positions include: 2D Artist, 3D Animator, Storyboard Artist, Digital Animator, Animation Director, Art Director etc.



### PROGRAMME STRUCTURE

#### First Year

- ✓ Classical Animation
  - Drawing Art
  - Animation-Pre Production
  - Animation Production
- ✓ Digital 2D Animation
  - Adobe Flash
  - Photoshop
  - Premiere

#### Second Year

- ✓ Digital Image Processing
- ✓ 3D Animation
  - Maya Modeling
  - Rigging
  - Texturing & Lighting
  - Animation
- ✓ Compositing
  - After Effects
- ✓ Audio & Video Editing
  - Premiere

# 02

Diploma in

## GRAPHIC DESIGN & ANIMATION

Duration : 2 Years (1440 Hours)

Eligibility : SSLC & Above

This 2-year program has a course content that is based on the requirement standards for Print 'n' Publish, 3D Visualization, Animation, Special Effects and the Media & Entertainment industry. This course prepares candidates for a wide range of professional careers in the digital world such as in publication design, advertising design, web design, 3D product animation, broadcast design and social media influencer designs.

### CAREER OPTIONS

Students acquire simple and impressive design techniques (basic to advanced) and the ability to focus on goal oriented and user centric designs. Builds a strong foundation in all aspects of design and production for storytelling in motion. On completion of this program, aspirants find placements as UX/UI Designer, Web Designer, Package Designer, Creative Specialist, Film/ Video Editor, Art Director, Art Production Manager etc.



### PROGRAMME STRUCTURE

#### First Year

- ✓ Graphic Design
  - Essentials of GD
  - Indesign
  - Illustrator, CorelDraw
  - Photoshop
- ✓ Web Design & Development
  - HTML5, CSS3, Java Script
  - Dreamweaver
  - PHP, MySQL & Wordpress

#### Second Year

- ✓ 3D Animation
  - Maya Modeling
  - Rigging
  - Texturing & Lighting
  - Animation
- ✓ Compositing
  - After Effects
- ✓ Audio & Video Editing
  - Premiere

# 03

Diploma in

## 3D ANIMATION & VISUAL EFFECTS

Duration : 1 Year (720 Hours)

Eligibility : SSLC & Above

This 1-year course presents an intensive practical-oriented study of 3D Animation & Compositing, and offers relevant technical training in latest state-of-the-art 3D technologies. It covers the principles of visual effects, animation, production design and production pipelines for the different stages of deliverables. Students gain active experience in modelling, texturing, compositing, character designing and animating the 3D effects.

### CAREER OPTIONS

Students learn to use sophisticated 3D designing tools and aspects of animation that transforms even an amateur to a full-fledged 3D artist. This course has been designed by incorporating latest trend setters. After completing this program, students can apply for jobs as Modelling Artist, Texturing Artist, Matte Painting Artist, Lighting Technical Director, 3D Animator, Video Editor, Motion Graphics Designer, VFX Supervisor etc.

### PROGRAMME STRUCTURE

- ✓ Digital Image Processing
  - Photoshop
- ✓ Digital 3D Animation
  - Maya Modelling
  - Texturing
  - Rigging
  - Lighting
  - Animation
- ✓ Compositing & Editing
  - After Effects
- ✓ Audio & Video Editing
  - Premiere



# 04

Diploma in

## MULTIMEDIA & WEB DESIGN

Duration : 1 Year (720 Hours)

Eligibility : SSLC & Above

This 1-year course provides an understanding of how images, symbols, words and letters are graphically utilized as effective means of communication to portray striking messages for massive media needs like text/video content, print/digital media advertising, website designing etc. You learn to create logos, layouts, brand identities, presentations, multimedia content, trendy landing pages and user friendly websites.

### CAREER OPTIONS

Students acquire critical design technique skills and implement impressive user centric designs. They learn to design landing pages, web pages and to host websites using appropriate web security protocols and viewer specific principles and optimizations. Potential job positions include: Website Designer, Frontend Designer, Multimedia Specialist, Layout Analyst, UI Designer, Splash/Landing page Specialist etc.



### PROGRAMME STRUCTURE

#### Semester I

- ✓ Graphic design
  - Basic Drawing
  - Essentials of GD
  - InDesign
- ✓ Digital Illustration & Design
  - Illustrator
  - CorelDraw
- ✓ Digital Image Processing
  - Photoshop

#### Semester II

- ✓ Web Design
  - HTML5
  - CSS3
  - Java Script
  - Dreamweaver
- ✓ Web Development
  - PHP
  - MySQL
  - WordPress



# 05

Diploma in

## GRAPHIC DESIGNING & ADVERTISING

Duration : 6 Months (360 Hours)

Eligibility : SSLC & above

This 6-month program covers advanced graphic design skills like digital typography, color psychology, page layout, computer graphics and commercial illustrations. It helps focus one's future in diverse domains like magazine design, brand identity, advertising etc. Students not only undergo extensive design training, but also start building their professional portfolio, which would help them attain & sustain a prospective career.

### CAREER OPTIONS

Students learn simple tricks and impressive graphic techniques that focus on goal oriented and user centric designs. They acquire, articulate, and apply specialized terminology and knowledge relevant to graphic design including relationships with other disciplines and trending global tastes. Potential job positions include: Graphic Designer, Logo Designer, Digital Illustrator, Brand Designer, Creative Director, Art Director etc.



### PROGRAMME STRUCTURE

- ✓ Basic Drawing
- ✓ Essentials of GD
  - Indesign
- ✓ Digital Image Processing
  - Photoshop
- ✓ Digital Illustration & Designing
  - Illustrator
  - CorelDraw

# 06

Diploma in

## 2D ANIMATION ART & ENGINEERING

Duration : 1 Year (720 Hours)

Eligibility : SSLC & Above

This 1-year program covers the traditional hand-drawn craft practices that focuses on anatomical knowledge and drawing techniques as developed and popularized by Walt Disney. Students learn to analyze the different stages of movements, break them down into storytelling drawings, film it in sequence, set the dialogues or music, and finally have it composited using specialized software like Adobe Flash to produce life-like fluid animation.

### CAREER OPTIONS

Aspirants develop deep knowledge and strong technicalities about 2D-Animation. The students learn all vital concepts of 2D Animation, Storyboarding and Creation of animated digital multimedia content for media using the tools and techniques as available in Adobe Flash. After completing this program, they can take up job as: 2D Animator, Digital Animator, Digital Painter, Story Board Artist, Photo Editor and Video Editor.



### PROGRAMME STRUCTURE

- ✓ Drawing Art
- ✓ Classical 2D Animation
  - Animation - Pre Production
  - Production
- ✓ Digital 2D Animation
  - Adobe Animate
  - Photoshop
- ✓ Digital Post Production
  - Premiere



# 07

Diploma in

## GAME DESIGNING

Duration : 1 Year (720 Hours)

Eligibility : SSLC & Above

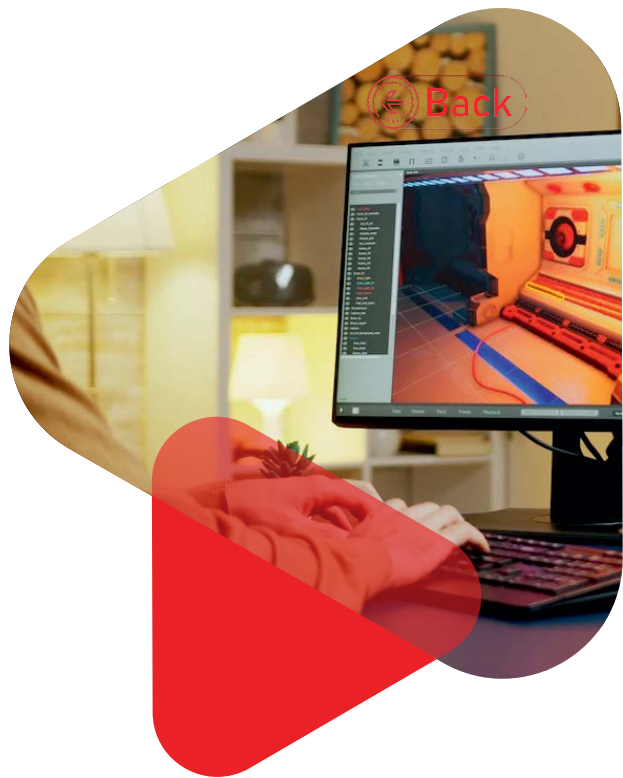
This 1-year course teaches you to develop games. Students first work on the skills required to create essential artwork/assets of a game and then learn program coding techniques & game development processes of a cross-platform game engine for implementing the rules, procedures, gameplay and narratives designed for any game, be it online or offline games for the PC & mobile, or for video game consoles like the playstation, nintendo etc.

### CAREER OPTIONS

The course guides students on game design, game logic, programming, game asset creation, sound design, game publishing, game industry and effective portfolio creation. On successful completion of this course, job openings include: Game Animator, Game Designer, Game Programmer, Game Audio Engineer, Creative Game Director, Game Artist, QA Game Tester, Game System Designer, Game Marketer/PR etc.

### PROGRAMME STRUCTURE

- ✓ Basic Game Programming
  - C#
- ✓ 2D & 3D Gaming Art work
  - Fundamentals of Art
  - Photoshop (2D)
  - 2D Animation
  - UI designing
- ✓ Game designing
  - 3ds max
- ✓ Game developing
  - Unity
  - 2D & 3D Level Design etc



# 08

Diploma in

## AR & VR DESIGN

Duration : 1 Year (720 Hours)

Eligibility : +2 & Above

The 1-year course focuses on the fundamentals of AR/VR and its application in the real world. AR/VR technology finds deployment in several sectors predominantly in education, medicine, business, advertising, entertainment, space science etc. Students learn about computer vision, geometric modelling, program coding, virtual environments, computer graphics, artwork/asset creation, AR/VR human-computer interaction techniques.

### CAREER OPTIONS

The course helps you learn and implement Virtual/Augmented Reality applications, to use compatible hardware and software, to publish the creative output and to create an outstanding portfolio. Successful completion of this course ensures job openings like: VR Game Engineer, Mixed Reality Artist, AR/VR Developer, VR sound effects specialist, Unity Developer, Frontend Developer, Game Designer/Programmer etc.



### PROGRAMME STRUCTURE

- ✓ Basic Game Programming
  - C#
- ✓ 2D & 3D Gaming Art work
  - Fundamentals of Art
  - Photoshop (2D)
  - 2D Animation
  - UI designing
  - Storyboard
- ✓ Story telling & Animation
  - 3ds Max
  - Animating the Virtual Environment
- ✓ AR & VR developing
  - Unity

09

Diploma in

## UI & UX DESIGN

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

This 6-month course teaches you to create web interface designs that provide elegant visual appeal and user friendly interactive features. A website's look (interface) and feel (experience) determines the number of its visitors (users) impacting the business prospects. You learn to work on raster and vector graphics and to use tools that craft vector-based designs for cross browser or cross device needs like in web and mobile applications.

### CAREER OPTIONS

The course helps attain academic knowledge and practical experience in graphic design concepts, web designing techniques and UI/UX usability experience. Potential job openings on completion of this course include: UI/UX Designer, Frontend Developer, Web Designer, Wireframe Builder, Prototype Specialist etc. One can also become a freelancer/entrepreneur by creating templates or themes for sale at online template-sale-websites.



### PROGRAMME STRUCTURE

- ✓ UI/UX Web graphics
  - Photoshop
  - Illustrator
- ✓ UI/UX Designing & Prototyping
  - Adobe Experience Design (XD)
  - Figma
- ✓ UI/UX Formation
  - HTML
  - CSS
  - Bootstrap
  - JavaScript
  - JQuery



# 10

Diploma in

## **MULTIMEDIA APPLICATION**

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

This 6 -month multimedia applications program helps pursue knowledge & skills in drawing, painting, digital design, graphic design and presentation. The course helps students in inculcating the practice of creativity, precision makeovers and efficient usage of multimedia tools, techniques and materials. It also develops ones interest levels, exposure, experience and market awareness in the domain of multimedia.

### **CAREER OPTIONS**

Students explore tools & interfaces to model 3D animation characters, create 3D objects and position them, use spline tools & modifiers to manipulate\segregate 3D objects. You also learn to sketch virtual art objects using computer graphic software and create vector Images on Adobe Illustrator and Photoshop platforms. Job opportunities are open for: Multimedia Specialist, Graphic Designer, 3D Designer, Video Editor etc.

### **PROGRAMME STRUCTURE**

- ✓ Visual Design
  - Essentials of GD
  - Illustrator
  - Photoshop
- ✓ 3D Animation & Editing
  - 3ds Max
  - Premiere

# 11

Diploma in

## FINE ARTS

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

This 6-month program provides knowledge and skills in fine-art disciplines that includes conventional drawing and painting along with digital tools for art work and graphic design. This course seeks to inculcate the perception of creativity & precision among the learners in using artistic utility-tools and materials, while also building up their interest levels, experience, creativity, exposure and market awareness.

### CAREER OPTIONS

Fine art students quickly learn to understand universal professional standards and evolve towards artistic autonomy, which helps them focus on their practice, work upon distinctive ideas and keep learning. After completing this program, students can take up job opportunities as Sketch Artist, Painter, Sculptor, Cartoonist, Caricature Artist, Ceramic/Clay Artist, Comic Book Designer, Logo Designer, Creative Designer etc.

### PROGRAMME STRUCTURE

- ✓ Fine Arts
  - Drawing
  - Painting
  - Crafting
  - Clay Modelling & Sculpting
- ✓ Graphic Design
  - Essentials of GD
  - CorelDraw
  - Photoshop





# 12

D.Ed in

## FINE ARTS & ANIMATION

Duration : 2 Years (1440 Hours)

Eligibility : +2 & Above

This 2-year course is a comprehensive skill enhancing program that aims at Teachers Training in fine arts for school education. It not only helps sharpen fine art teaching methods, but also widens their teaching skills by equipping the learner with latest technological developments in media and art. This course, looks ahead to bridge the widening gap created by a shortfall of qualified and techno skilled Fine Art teachers.

### CAREER OPTIONS

Aspirants acquire knowledge, skills, dispositions and characteristics that are required for a reliable art teacher. They develop technical proficiency in Multimedia, aesthetic finesse and conceptual sophistication in digital media. Career options include: Drawing teacher, Painter, Sculptor, Video artist, Clay artist, Caricature/Sketch artist, Comic book designer, Special effect artist, Digital ink & paint artist, 2D animator, Web designer etc.

### PROGRAMME STRUCTURE

#### First Year

- ✓ Teaching Art
  - Communication
  - Educational Psychology
- ✓ Fine Arts
  - History of Art
  - Drawing, Painting, Crafting
  - Clay Modeling
- ✓ Graphic Design
  - Essentials of GD, InDesign,
  - Illustrator, CorelDraw & Photoshop

#### Second Year

- ✓ Web Design
  - HTML5, CSS3, Javascript
  - Dreamweaver & Wordpress
- ✓ Animation
  - Classical Animation
  - Adobe Flash
  - After Effects
  - Premiere



13

D.Ed in

## MULTIMEDIA E-LEARNING

Duration : 2 Years (1440 Hours)

Eligibility : +2/Diploma/Degree

This 2- year program sets up a new pace in the Teachers Training arena for Multimedia e-Learning. It helps to reorient teachers with latest e-learning technologies using all the possibilities of Multimedia. It will be beneficial not only for educators, but also for instructional designers and corporate training professionals. It helps them to design, develop, implement and manage their own e-learning multimedia projects.

### CAREER OPTIONS

Students gain knowledge and skills that are inherent to the career of a qualified Multimedia profession in E-Learning. They learn to deploy the cognitive understanding of multimedia tools and to improvise on the techniques. Job positions available include: E-Learning Developer, E-Learning Multimedia Designer, Online Learning Consultant, Visual Instructional Designer, Structural Designer, Learning Development Specialist etc.

### PROGRAMME STRUCTURE

#### First Year

- ✓ Teaching Art
  - Communication
  - Educational Psychology
- ✓ Visual Design
  - Essentials of GD, InDesign
  - Illustrator & Photoshop
- ✓ Web Authoring
  - HTML5, CSS3, XML, PHP
  - Dreamweaver, WordPress
  - Moodle

#### Second Year

- ✓ Multimedia Authoring
  - E-Learning Methodologies
  - Adobe E-Learning Suite
- ✓ 3D Animation (3ds Max)
  - Modeling & Texturing
  - Animation & Dynamics
  - Lighting & Rendering

14

Cert. of Technology in

# WEB ENGINEERING

Duration : 6 Months (360 Hours)

Eligibility : SSLC &amp; Above

Students learn various technologies that help in building state-of-the-art websites. They pursue the web concepts, methods, techniques and tools needed to build trendy web pages and PHP based websites or applications, which are compatible to cross-browsers and responsive to cross-devices. Students not only learn how to create professional landing pages and websites, but also get to understand the usage of HTML5 app.

## CAREER OPTIONS

On completion of this course, students acquire the ability to design and develop websites using appropriate security principles, focusing specifically on the vulnerabilities inherent in common web implementations. After successfully completing this course, they can handle various designations like: Web developer, Front end developer, UI designer, Web designer, PHP developer, Database developer etc.

## PROGRAMME STRUCTURE

- ✓ Web Design
  - HTML5, CSS3
  - JavaScript
  - Photoshop
  - Dreamweaver
- ✓ Web Technology
  - XML
  - Ajax
  - PHP, MySQL
  - Codeignitor



# 15

Cert. of Technology in

## **RESPONSIVE WEB DESIGN**

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

You are trained with best practices to build cross browser and responsive websites that adapt well to different web interfaces and mobile device screens. Responsive websites are built on a flexible and fluid grid which scales “on the fly” so as to fit in to the different resolutions on desktop, laptop, tablets or mobile phone devices. Students thus learn to build responsive web pages, sleek user interfaces and exciting websites.

### **CAREER OPTIONS**

This course helps students acquire the ability to design and develop websites using appropriate layout principles, functional frameworks and security protocols, that are relevant to common web implementations. On successful completion of this course, job openings include: Web developer, Web designer, Frontend developer, Responsive designer, PHP programmer, Database designer, Wordpress/CMS designer etc.



### **PROGRAMME STRUCTURE**

- ✓ Web Design
  - HTML5, CSS3
  - JavaScript
  - Photoshop
  - Dreamweaver
- ✓ Web Development
  - PHP
  - MySQL
  - Wordpress
  - Bootstrap



# 16

C. Tech in

## IPHONE APPs DEVELOPMENT

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

This six month program helps you become an iOS Developer. You learn the essential skills to design, develop and deploy iPhone, iPad applications and prepares you to practice the skills professionally. It includes user interface design, application development and app publishing. It combines design, technology and marketing knowledge, preparing you to implement and deploy custom applications that are based on user requirements.

### CAREER OPTIONS

Students are familiarized with native application development of the iOS app using Objective-C. This course teaches students to use the code and implement functions related to the iPhone camera and feature rich geo-location utility. After completing this certificate program, one can take up job positions like: iOS Developer, iPhone App Developer, Mobile App Developer, Native App Specialist, iOS Objective-C Programmer etc.

### PROGRAMME STRUCTURE

- ✓ Programming Essentials
  - Basics of iOS
  - Objective C
  - SQL
- ✓ iOS Apps Development
  - UI, Controls
  - Process and Threads
  - DB Operations
  - APP Publishing

# 17

C. Tech in

## SOCIAL MEDIA MARKETING

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

This course helps you to learn how marketing professionals understand the essential disciplines of digital marketing, how it functions, how it can help optimize marketing campaigns, and how technology is effectively applied to influence overall marketing strategies. Students also learn to design, because a designer creates images that not only represent a business firm but also reflect the essence of contents posted as advertisement.

### CAREER OPTIONS

Students acquire knowledge, dispositions, skills and characteristics required to attain technical proficiency in the field of social media marketing, and develops aesthetic finesse of designs. It helps build conceptual sophistication of digital media usage and to understand the comprehensive potentials of digital media marketing. Job positions include: Content Marketer, SMM Executive, Social Media Officer, Digital Marketing Executive etc.



### PROGRAMME STRUCTURE

- ✓ Social Graphic Design
  - Essentials of GD
  - InDesign
  - Photoshop
  - After Effects
  - Premiere
- ✓ Social Media Marketing
  - Facebook
  - Twitter
  - Google+
  - YouTube

# 18

Certificate in

## ANDROID APPs DEVELOPMENT

Duration : 6 Months (360 Hours)

Eligibility : SSLC & Above

This six month program focuses on learning and creating native applications for touchscreen devices, cell phones and tablets on the Android mobile operating system platform. The course provides students with in-depth understanding of how to build and deploy applications for Android devices using Java programming language. On completion of this course, there is scope for students to create useful, innovative mobile apps.

### CAREER OPTIONS

Students become familiar with native app development for the Android OS, and can create Mobile apps with significant programming logic and components, involving sensors and hardware features of the android phones. After successfully undergoing this certificate program, following job opportunities are globally available: Android App Developer, Mobile App Developer, Android Java Programmer, Native App Specialist etc.



### PROGRAMME STRUCTURE

- ✓ Programming Essentials
  - Android Fundamentals
  - Java
  - SQL
- ✓ Apps Development
  - SDK
  - UI
  - API
  - APP Publishing

## Short Term Programme

Short-term certification programs are ideal for anyone looking to get professional training and instruction, in a short period of time. Aspirants can join new jobs, or offer services at their workplace with improved skills. They are useful for those who do not have the time to pursue a long term course, but wish to improve their skill set. Most of the programs have hands-on practical training which either help job seekers to find a new career, or helps the professionals in their career growth. Ultimate aim of our certification program is to let the person grow individually and academically resulting in an overall benefit for the aspirants.

### PROGRAMMES OFFERED

- |                                  |                                |   |
|----------------------------------|--------------------------------|---|
| 01. Certificate in 3DS MAX       | 05. Certificate in Illustrator | 09. Certificate in Game Art & Design        |
| 02. Certificate in Photoshop     | 06. Certificate in Flash       | 10. E-Skill Certification Programme         |
| 03. Certificate in Corel Draw    | 07. Certificate in Premiere    | 11. Certificate in UI/ UX Design            |
| 04. Certificate in After Effects | 08. Certificate in Web Design  | 12. Certificate in Non Linear Video Editing |

# Contact Us

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