

GRAPHIC DESIGNING
(Online Course)

Total Sessions: 36

Maximum duration of each session: 1.5 hours including

- (a) question & answer
- (b) self-practice
- (c) short- break (if needed)
- (d) notes sharing by the trainer/s in form of PPT, PDF, online tutorials
- (e) assignments/ tasks/ activities to be performed by the learners during any live session
- (f) viva-voce based activities

Software to be covered:

1. Photoshop

Mixing & manipulating of colours at a click of a button. You can Blend 2 Images, create patterns & artistic designs or manipulate designed images with available visual effects.

2. Illustrator

Vector graphics are composed of dots / lines. During printing it performs best. Through **Illustrator** we create/draw vector graphics. Illustrator is helpful for making high quality creatives for Print & Web media.

3. Corel Draw

Even if you can't draw a straight line, this vector-based software program will help you draw with confidence as you create professional newsletters, greeting cards, cartoon graphics, and logos, etc.

4. In-Design

This is particularly helpful in creating works such as posters, flyers, brochures, magazines, newspapers, presentations, books and ebooks.

5. Premiere Pro

It is a most commonly used and professionally useful in video editing tasks necessary for producing broadcast-quality, high-definition video. It can be used to import video, audio and graphics, and is used to create new, edited versions of video which can be exported to the medium and format necessary for distribution.

Course Requirements at learners end and important information

- Above listed softwares and with requisite hardware configurations sufficient to render outputs
- High speed Wi-Fi/ internet connectivity to avoid any lag during online live classes
- minimum qualification required is 10th pass
- Applicant should be beginners with no prior academic or professional experience in the field of Graphic Designing or Animation
- Medium of instruction shall be bilingual, i.e., mix of Hindi & English

DIGITAL MARKETING & SOCIAL MEDIA ADVERTISING
(Online Course)

Total Sessions: 36

Maximum duration of each session: 1.5 hours including

- (a) question & answer
- (b) self-practice
- (c) short- break (if needed)
- (d) notes sharing by the trainer/s in form of PPT, PDF, online tutorials
- (e) assignments/ tasks/ activities to be performed by the learners during any live session
- (f) viva-voce based activities

Topics to be covered:

1. Marketing Fundamentals

Difference between Digital & Traditional Marketing. CSS Media Queries. Bootstrap framework

2. Organic Marketing

Social Media Marketing, Content Marketing, Email Marketing, Video Marketing, Affiliate Marketing, Integrated Marketing

3. Paid Marketing/ Advertising

Google Ads, Facebook Ads, Landing Pages, Copywriting Ads, Graphic Design Essentials, Instagram Marketing, Gmail & YouTube Ads

4. Search Engine Optimization (SEO) using Wordpress/ Blog (CMS Based)

Keyword Research, On-Page & Off-Page Optimization, Link Building Strategy

5. Marketing Analytics

Google Analytics, Google Tag Manager, Google Webmaster Tools

Students are required to have knowledge and access to their own Laptops/ PC/ Desktops with latest hardware configuration and Wi-Fi internet connectivity. Additionally, availability of a latest smartphone with wi-fi data internet is also recommended for smooth learning process. Candidates are expected to have fair understanding of Hindi & English languages.

Minimum qualification required is 10th pass. *No prior experience of Digital Marketing field is needed.* Students enrolling in the course shall be responsible for fulfilling all requirements as per the directions of the College and RKFMA.

Teaching strategy by RKFMA for the course: Instruction mode shall be online for any session(s) and may constitute either *or* a mix of:

- instructor-led (live online)
- interactive query/ presentation based session
- soft copy of study material, PPT's shared via online groups, email etc.
- assignment for practice during (or after any session)
- viva-voce based

Mass Communication & Media Studies (Blended Course – Online & Offline)

Total Sessions: 36

Maximum duration of each session: 1 hour including

- (a) question & answer
- (b) self-practice
- (c) short- break (if needed)
- (d) notes sharing by the trainer/s in form of PPT, PDF, online tutorials
- (e) assignments/ tasks/ activities to be performed by the learners during any live session
- (f) viva-voce based activities

Topics to be covered:

1. Scriptwriting for Films & TV

Idea and concept, Theme, Synopsis, Story, One-line story, Scene breakdown, Screen-play, Dialogues, Shooting script

2. Direction for Films & TV

Fundamentals of pre-production, Preparing of budget, Understanding & casting of actors
Preparing of character list & shooting continuity, Location/ Recce, Set Designing, Making of call sheet & breakdown sheet, axis and degree rule, shooting continuity sheet

3. Video Publishing & Optimization using YouTube

4. Art of Storytelling, Radio Jockeying & Becoming a Better Presenter

Writing scripts for audio/ radio, voice modulation, tips to improve your Public Speaking Skills and engage with your audience, do's and don'ts, tips for becoming an effective commentator.

5. What is News?

Fundamentals of Journalism, News & News Writing, News Gathering

6. News Presentation

Activities related to news reporting and news reading

7. Video Editing Basics

Students are required to have knowledge and access to their own Laptops/ PC/ Desktops with latest hardware configuration and Wi-Fi internet connectivity. Additionally, availability of a latest smartphone with wi-fi data internet is also recommended for smooth learning process. Minimum qualification required is 10th pass. Students enrolling in the course shall be responsible for fulfilling all requirements as per the directions of the College and RKFMA.

Teaching strategy by RKFMA for the course: Instruction mode shall be online for any session(s) and may constitute either *or* a mix of:

- instructor-led (live online)
- interactive query/ presentation based session
- soft copy of study material, PPT's shared via online groups, email etc.
- assignment for practice during (or after any session)
- viva-voce based

Camera & Photography (Blended Course – Online & Offline)

Total Sessions: 36

Maximum duration of each session: 1 hour including

- (a) question & answer
- (b) self-practice
- (c) short- break (if needed)
- (d) notes sharing by the trainer/s in form of PPT, PDF, online tutorials
- (e) assignments/ tasks/ activities to be performed by the learners during any live session
- (f) viva-voce based activities
- (g) offline self-organized photo-walk(s) wherever possible

Topics to be covered:

1. Understanding a DSLR & related hardware, lenses, gears like tripod, lights, flash
2. Basic digital camera parts and their functions
(i.e. viewfinder or LCD monitor, lens, mode dial, shutter release, etc.)
3. Need and appropriate use of an on-camera flash
4. Understand focal length and optical verses digital zoom
5. Differences in types of photographic lenses for an interchangeable lens camera
6. Common memory cards and camera compatibilities (i.e. compact flash, CFexpress, SDXC(UHS2), SD, Micro SD, and internal storage)
7. Framing techniques
8. Rule of Thirds
8. Natural Lighting
9. Motion and depth of field
10. Photographic subject matter such as portraits, documentary, food, macro
11. Editing programs and apps like Photoshop
12. Video Editing Fundamentals

Students are required to have knowledge and access to their own DSLR and Laptops/ PC/ Desktops with latest hardware configuration and Wi-Fi internet connectivity. Additionally, availability of a latest smartphone with wi-fi data internet is also recommended for smooth learning process. Minimum qualification required is 10th pass. Students enrolling in the course shall be responsible for fulfilling all requirements as per the directions of the College and RKFMA.

Teaching strategy by RKFMA for the course: Instruction mode shall be online for any session(s) and may constitute either *or* a mix of:

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