

Graphic Design & Digital Marketing

An integrated diploma program combining Graphic Design, Visual Brand Identity, and Digital Marketing performance strategies to create powerful visual content and high-converting marketing campaigns.

Duration 6 Months	Training Mode Offline Classroom Training	Certification Industry Certificate	Practical Labs 100% Hands-on
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Tools & Tech: Adobe Photoshop • Adobe Illustrator • Canva • WordPress • Google Ads • Meta Ads Manager • GA4

Detailed Course Curriculum & Modules

MODULE 01 Design Fundamentals & Visual Aesthetics - Color Theory, Typography & Composition - Brand Identity & Logo Design Principles - Vector vs Raster Graphics - Layout Design & Visual Hierarchy	MODULE 02 Adobe Photoshop Mastering - Photo Editing, Manipulation & Retouching - Poster & Banner Design for Social Media - Image Compositing & Masking Techniques - Exporting for Print & Web
MODULE 03 Adobe Illustrator Vector Design - Vector Illustration & Icon Design - Brand Logos, Business Cards & Flyers - Pen Tool Mastering & Typography Effects - Packaging & Print Ready Artworks	MODULE 04 Digital Marketing Fundamentals & Funnels - Inbound vs Outbound Marketing - Customer Journey & Buyer Persona - Marketing Funnels & Brand Positioning - Competitor Analysis & Market Research
MODULE 05 Search Engine Optimization (SEO) - Keyword Research & Intent Mapping - On-Page & Technical SEO Setup - Local SEO & Google Business Profile - Link Building & Content Strategy	MODULE 06 Meta Ads & Social Media Advertising - Facebook & Instagram Ad Campaigns - High-Converting Ad Creative Design - Pixel & Custom Audience Setup - Lead Generation & Retargeting
MODULE 07 Google Ads & Performance Marketing - Search, Display & Video Ad Campaigns - Keyword Bidding & Budget Optimization - Performance Max & Smart Campaigns - Analytics & Conversion Tracking	MODULE 08 Practical Capstone Projects - Complete Brand Identity & Media Kit - End-to-End Social Media Ad Campaign - Website SEO & Local Search Audit - Live Client Strategy Pitch

Practical Projects & Industry Capstones

- Industry Capstone Project
- Real World Case Studies

■ Industry Certification Authorized certificate verified globally via online portal.	■ 100% Placement Support Resume review, mock interviews, and recruiter connections.	■ Lab Access & Mentorship Dedicated workstation lab hours with expert guidance.
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