

Digital Media Course (60 Hours)

Duration : 20 Days

Class Time : 3 Hours per Day

Mode : Theory + Practical

❖ Day 1–2 (6 Hours) : Digital Media Introduction

- ✍ Digital Media क्या है ?
- ✍ Traditional Media vs Digital Media
- ✍ Digital Media के प्रकार
- ✍ (Social Media, Website, OTT, YouTube, Podcast)
- ✍ Digital Media Career Scope
- ✍ Digital Media Tools Overview
- ✍ Practical : Popular digital platforms का परिचय

❖ Day 3–4 (6 Hours) : Social Media Fundamentals

- ✍ Facebook, Instagram, YouTube, Twitter, LinkedIn
- ✍ Algorithm कैसे काम करता है ?
- ✍ Profile/Page Creation
- ✍ Content Types (Post, Reel, Story, Shorts)
- ✍ Practical: Facebook Page + Instagram Business Account बनाना

❖ Day 5–6 (6 Hours) : Content Creation & Strategy

- ✍ Content Planning
- ✍ Audience Targeting
- ✍ Script Writing (Post/Reel/Video)
- ✍ Hashtag Strategy
- ✍ Viral Content के Principles
- ✍ Practical: 7 Days Content Calendar बनाना

❖ Day 7–8 (6 Hours) : Graphic Designing (Canva Based)

- ✍ Canva Introduction
- ✍ Post, Banner, Thumbnail Design
- ✍ Color & Font Selection
- ✍ Branding Basics
- ✍ Practical : Instagram Post + YouTube Thumbnail

❖ Day 9–10 (6 Hours) : Video Creation & Editing

- ✍ Mobile Video Shooting Techniques
- ✍ Lighting & Audio Basics
- ✍ Reels & Shorts Making
- ✍ Video Editing (CapCut/InShot)
- ✍ Practical : Reel / Short Video Edit करना

❖ Day 11–12 (6 Hours) : YouTube & OTT Basics

- ✍ YouTube Channel Creation
- ✍ SEO for YouTube

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- ✎ Thumbnail & Title Optimization
- ✎ Copyright & Community Guidelines
- ✎ Practical: YouTube Channel Setup + Video Upload

❖ Day 13–14 (6 Hours) : Digital Marketing Basics

- ✎ Digital Marketing Overview
- ✎ SEO (Basic)
- ✎ Google Ads & Facebook Ads Intro
- ✎ Analytics & Insights
- ✎ Practical: Facebook Ads Demo + Insights Analysis

❖ Day 15–16 (6 Hours) : News, Blogging & Script Writing

- ✎ Digital Journalism Basics
- ✎ Blog Writing
- ✎ Headline Writing
- ✎ Fact Checking
- ✎ Fake News पहचान
- ✎ Practical: Blog/News Article लिखना

❖ Day 17–18 (6 Hours) : Monetization & Freelancing

- ✎ Facebook & YouTube Monetization
- ✎ Influencer Marketing
- ✎ Freelancing Platforms
- ✎ Client Handling
- ✎ Media Ethics & Law
- ✎ Practical : Freelance Profile Creation

❖ Day 19 (3 Hours) : Project Work

- ✎ Live Project (Page/Channel/Blog)
- ✎ Content Upload
- ✎ Performance Analysis

❖ Day 20 (3 Hours) : Review & Certification

- ✎ Project Presentation
- ✎ Viva/Assessment
- ✎ Career Guidance
- ✎ Certificate Distribution

◆ Course Outcomes

- Social Media Handler
- Content Creator
- Video Editor
- Digital Journalist
- Freelancer
- YouTuber