

VALUE ADDED COURSES:

With the goal for providing additional skills required for the students to be employable when they graduate and also to prepare them for future careers opportunities various programs are designed. Experts from industries are invited to provide guidance to them in their chosen field.

Value Added Courses has been started with the following objectives:

To empower students with the fundamental knowledge of area of Specialisation.

To introduce students to practical world of decision making which connects to industrial requirements in better way.

To allow students to go beyond their curriculum and facilitate them to extend their interest level in each area.

To give students a platform to experience competitive environment through real time projects & assignments.

Following Courses are offered

<u>Digital Media Marketing</u> <ul style="list-style-type: none">● Facebook Ads● E-Commerce Tools● E-mail Marketing● Google Ads● Website Building	<u>Basics in Film making</u> <ul style="list-style-type: none">● Film-Making Process● Careers & HR in F.M● Film Directing● Fundamentals of Screen Writing● The Basics of Visual Design
<u>Digital Photography</u> <ul style="list-style-type: none">● Understanding DSLR● Settings● The Exposure Triangle● The Artistic Compositions● Image making	<u>Graphic Designing</u> <ul style="list-style-type: none">● Advertising Arts & Ideas● Vector and Raster Formats● Photoshop & Illustrator● Indoor & Outdoor Advertising● Designing logos