

ADVANCED PROGRAM IN DIGITAL MEDIA CREATION PLUS

POWERED BY

CAREER X & CREATOR X

🕒 COURSE DURATION: 624 HRS
WITH CAREERX

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APDMC PLUS

This APDMC 2.0 course is mapped for the next generation of designers, creators and digital innovators. This comprehensive program builds expertise in Graphics, Video Production, UI/UX Design, Web Development and 3D Design, blending artistic vision with technical mastery for careers in multimedia, web and animation.

With digital content consumption soaring and the UI/UX job market expanding, the demand for versatile, future-ready professionals is at an all-time high. This 4-term course bridges the gap, offering a well-rounded learning experience - from design fundamentals and visual storytelling to cutting-edge digital experiences.

📁 TERM I: DIGITAL DESIGN

- Design Principles • Principles of Visual Communication • Introduction to Digital Design
- Digital Design • Image Editing • Vector Illustration • Advanced Graphic Design • Digital Publishing
- Generative AI for Digital Creators — Imagery • 3D Design for Product • Branding Case Study

📁 SOFTWARE** COVERED

- Express • Canva • Photoshop • Lightroom
- Illustrator • InDesign • Dimension • ChatGPT • Deepseek • Leonardo AI • Midjourney
- Firefly • Canva AI Tools

📁 TERM II: VIDEO PRODUCTION

- Essentials of Cinematography • Basics of Filmmaking • Storyboarding & Animatics
- The Art of Video Storytelling • Video & Sound Editing • Colour Grading
- Motion Graphics Essentials • Working with Plugins • Video Editing for Social Media
- Generative AI for Digital Creators — Video & Audio

📁 SOFTWARE** COVERED

- Storyboarder • Premiere • DaVinci Resolve • Audition
- After Effects • Duik Angela • Red Giant • Media Encoder • Handbrake
- Riverside • OBS • Sora • Gen Ai Video generation tools- (Higgsfield/Runway ML***)
- ElevenLabs • Suno AI • Comfy UI

**Please refer to page no. 110 for Trademark Attribution.

📁 TERM III: UI AND UX DESIGN

- Design Thinking • Principles of User-centric Design • Interactive Design
- AI for Interactive Design • Web Pages — HTML & CSS • Responsive Framework
- JavaScript • Content Management System • No Code Design
- Concepts of Digital Marketing • Industry Trends and Case Studies

📁 SOFTWARE** COVERED

- Miro • Figma • Figma Ai • Webflow • VS Code
- Dreamweaver • Bootstrap • Wordpress

📁 TERM IV: 3D CONTENT DESIGN

- Introduction to Maya • 3D Modeling • PBR Texturing • CG Lighting
- Lighting & Rendering in Arnold • Prop & Character Setup
- 3D Animation • Particles, Dynamics & Advanced Effects • Virtual Cinematography

📁 SOFTWARE** COVERED

- Maya • Substance 3D Painter • Substance 3D Stager

📁 CAREER OPTIONS

- Graphic Designer • UI/UX Designer • Digital Content Creator • Video Producer
- Social Media Designer • Motion Graphics Designer • 3D Artist • Multimedia Specialist
- Digital Marketing Specialist • Interactive Media Designer • Web Designer
- Brand Identity Designer • Video Editor • Sound Designer • Storyboard Artist
- Digital Illustrator • Content Strategist • Digital Production Manager • AI Visualiser
- AI Concept Artist • AI Video Editor

*** In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements

SEMESTER I:

- Hands-on studio briefs, deadlines, feedback and approvals
- Use GenAI for faster ideations, with ethical use and limits
- Build strong branding designs and logos
- Follow pro workflows: feedback, file formats, versions, and problem-solving skills
- Design for print, digital, social, and packaging using mockups

SEMESTER II:

- The Process of filmmaking and team workflow
- Ideation to Finalization with timelines and budget
- Create Short & Clear content for Social Media and ads
- Impact of Motion graphics & Sound
- Design with GenAI: scripts, storyboards, and workflow

SEMESTER III:

- Solve user problems using UX and design thinking
- Visualize UI and present with prototypes
- Use GenAI in UI/UX wisely and know its limits
- Turn Designs into websites with developers
- Test, Improve, and Present UX work using feedback

SEMESTER IV:

- Navigate full 3D ecosystem while utilizing AI to streamline production
- GenAI-Enhanced Design: Command GenAI tools to push creative boundaries
- Studio-Grade Output: Create stunning 3D product stories
- Cinematic Realism: Match CG to reality with flawless precision and advanced compositing
- Transform your technical output into a curated professional identity



Eligible post completion of CareerX

MODULE I: Freelance Fundamentals & Gig Economy

- Explore creative career pathways
- Identify strengths and niche
- Build job-ready portfolios
- Learn pricing and client skills
- Practice professional ethics

MODULE II: Studio Setup & Project Management

- Set up a production-ready workspace
- Adopt the production workflow
- Master project management basics
- Work effectively in teams
- Develop a deadline-driven mindset

MODULE III: Project Pitch & Client Readiness

- Decode creative briefs with ease
- Pitch creative projects with clarity
- Confident presentation across pitches
- Professional feedback management
- Master portfolio presentation strategies

MODULE IV: Personal Brand & Network Building

- Build a strong professional identity
- Use online platforms strategically
- Professional network building
- Plan long-term career growth
- Master remote and hybrid teamwork

MODULE V: Entrepreneurship & Creator Mindset

- Navigate the creator economy ecosystem
- Adopt a value-driven creative and business mindset
- Explore monetization and revenue frameworks
- Safeguard intellectual property and creative assets
- Manage finances for long-term sustainability