



MediaMix Enterprise™

Duration: One Year | Fee: 1,20,000/-

Introduction of MediaMix Enterprise

MediaMix Enterprise is an extensive and comprehensive **One Year Professional Certification Program** deliberately designed to equip participants with a comprehensive understanding, advanced skills and practical expertise in the domains of visual art and digital media design. Through the integration of **PixelPerfect Genesis (Semester 1)** and **MotionMedia Endeavor (Semester 2)**, this program aims to nurture creative talents, foster technical proficiency and prepare individuals for successful careers in the ever-evolving landscape of digital media design.

Comprehensive Skill Development: The primary intention is to provide participants with a holistic learning experience, fostering expertise in visual art and digital media design. The program aims to cover a wide spectrum of skills, ranging from foundational principles to advanced techniques.

Creative Exploration and Expression: Encourage participants to explore their creative potential and express themselves through digital mediums, nurturing their artistic abilities and enhancing their imagination.

Industry-Relevant Training: Tailor the program to meet the demands of the rapidly evolving digital media industry, ensuring that participants are equipped with the latest tools, techniques and skills sought after by employers.

Practical Application and Project-Based Learning: Emphasize hands-on learning experiences and project-based assignments, allowing participants to apply theoretical knowledge in real-world scenarios and develop a portfolio showcasing their acquired skills.

Professional Preparedness: Prepare individuals for professional roles by instilling ethical practices, effective communication skills, project management abilities and a deep understanding of industry standards.

Objectives of MediaMix Enterprise

Comprehensive Foundation Building: Lay a robust foundation in visual art and digital media design by integrating the core principles and foundational skills taught in PixelPerfect Genesis.

Advanced Skill Development: Progress participants from foundational knowledge to advanced techniques in motion graphics, video editing, and design practices taught in MotionMedia Endeavor.

Fundamental Understanding through Quarters: Each quarter (PixelCraft Essential, PixelCraft Proficiency, MotionCraft Essential, and VisualVenture Essential) serves specific learning objectives, covering essential design principles, software proficiency, motion graphics, project management, entrepre-

neurship, and ethical considerations.

Hands-On Practical Learning: Develop skills in understanding client requirements, effectively communicating ideas, managing video-based projects, and meeting client expectations within set timelines.

Portfolio Development: Guide participants in building and enhancing their portfolios throughout the program, showcasing their proficiency, creativity, and versatility in visual art and digital media design.

Preparation for Diverse Industry Demands: Prepare participants for a wide array of career paths, ranging from freelance work, entrepreneurial ventures, to corporate roles in the digital media and design industry.

Professionalism and Ethical Practices:

Instill strong values of professionalism, ethics, and responsibility, ensuring participants are equipped to make ethical decisions and conduct themselves professionally in the workplace.

Mentorship & Networking Opportunities: Facilitate avenues for mentorship, networking & professional growth, providing opportunities to connect with industry professionals & mentors for career advancement.

Who can join this program?

MediaMix Enterprise welcomes individuals from diverse backgrounds, providing a platform for learning, skill development, and career advancement in the dynamic and creative realms of visual art and digital media design. Whether a beginner or an experienced professional, this program aims to cater to the needs of those aspiring to excel in the exciting field of digital creativity.

Beginners and Enthusiasts: Those who are new to the world of digital media and visual art but have a passion for creativity and a desire to learn.

Art and Design Students: Students or individuals currently studying or holding degrees in art, design, multimedia or related fields looking to enhance their skills or gain practical experience.

Creative Professionals Seeking Advancement: Professionals working in graphic design, digital media, advertising, or related industries aiming to advance their skills, acquire new techniques, or transi-

tion into specialized areas within the field.

Career Changers: Individuals seeking a career change or transition-ing from other industries, intrigued by the creative aspects of digital media and visual art.

Freelancers and Entrepreneurs: Aspiring freelancers, independent designers, or individuals interested in starting their ventures in digital media design, motion graphics, video editing, or related fields.

Anyone Passionate about Visual Arts: Enthusiasts passionate about visual arts, digital storytelling, or expressing creativity through various digital mediums.

Who can get best benefit from this program?

The program caters to individuals at various stages of their careers and aspirations, offering a diverse range of skills, practical experiences, and networking opportunities essential for success in the dynamic and competitive landscape of digital media design. Ultimately, those who actively engage with the program's resources and apply the acquired knowledge to their projects will derive the most substantial benefits from MediaMix Enterprise.

Creative Enthusiasts Seeking Skill Development: Beginners or enthusiasts looking to develop a strong foundation in visual art and digital media design, honing their skills using industry-standard software and techniques.

Art and Design Students: Those pursuing studies in art, design, or related fields can greatly benefit by complementing their academic knowledge with practical skills and hands-on experiences offered by the program.

Professionals in the Creative Industry: Individuals already working in graphic design, digital media, advertising, or related sectors who wish to upgrade their skills, learn new tools, or specialize in certain areas within the field.

Career Changers & Transitioners: Individ-

uals considering a career change or transition-ing from other industries to pursue a path in digital media design or visual arts.

Aspiring Freelancers and Entrepreneurs: Individuals aspiring to start their freelance careers or establish their ventures in digital media design, motion graphics, video editing or related fields.

Those Aiming for Career Advancement: Professionals seeking career advancement in roles related to visual art and digital media design, aiming for specialized positions or managerial roles.

Creative Minds Exploring New Horizons: Enthusiastic individuals passionate about visual arts, storytelling, and expressing their creativity through various digital mediums

Outcomes of MediaMix Enterprise

MediaMix Enterprise aims to be a transformative journey, equipping participants with a comprehensive skill set, industry-relevant knowledge, and a creative mindset necessary to thrive in the multifaceted world of visual art and digital media design.

Enhanced Technical Skills: Participants will acquire proficiency in using industry standard software tools for graphic design, video editing, motion graphics, and animation, enabling them to create professional-quality visual content.

Diverse Portfolio Development: Throughout the program, participants will build a diverse portfolio encompassing a range of projects, demonstrating their versatility and creativity to potential employers or clients.

Advanced Design Proficiency: Progress from foundational knowledge to advanced techniques, gaining expertise in complex design principles, motion graphics, video editing, and animation, facilitating the creation of captivating visual content.

Career Readiness: Develop a readiness for diverse career opportunities in the digital media industry, whether pursuing employment in companies, freelancing, or exploring entrepreneurial ventures.

Networking and Professional Growth: Foster networking opportunities, connections with industry professionals, and mentorship programs, aiding participants in expanding their professional networks and gaining valuable insights into the industry.

Creative Confidence: Nurture a sense of confidence and proficiency in participants, empowering them to approach design challenges with creativity, innovation, and adaptability.

Here are the outcomes tailored to each quarter within MediaMix Enterprise:

Outcome from Quarter 1: PixelCraft Essential

Foundational Skills: Participants gain foundational knowledge in design principles, colour theory, typography, and layout design, setting the groundwork for their creative journey.

Software Proficiency: Acquire proficiency in essential software tools like Adobe Photoshop, Illustrator, and other introductory software, enabling them to create basic

designs and graphics.

Portfolio Initiation: Initiate the development of their portfolio by creating basic design projects, showcasing their understanding of design principles and software usage.

Introduction to Digital Design Tools: Familiarize themselves with digital design tools and their applications, understanding their roles in creating visual content.

Outcome from Quarter 2: PixelCraft Proficiency

Advanced Design Techniques: Progress to advanced design techniques, honing skills in advanced photo editing, vector graphics, and intricate design compositions using Adobe Suite and open-source software like GIMP and Inkscape.

Hands-On Project Development: Engage in more complex design projects such as branding exercises, digital illustrations, and complex layouts, expanding their portfolio to

include diverse design works.

Portfolio Refinement: Enhance and refine their portfolio, showcasing their proficiency in handling more advanced design projects, demonstrating growth in skills and creativity.

Professional Design Application: Apply learned techniques to real-world scenarios, solving design challenges, and creating impactful visual narratives.

Outcome from Quarter 3: MotionCraft Essential

Video Editing and Motion Graphics Skills: Develop skills in video editing using Adobe Premiere Pro, along with introductory skills in motion graphics through software like After Effects, DaVinci Resolve, and open-

source tools like OpenShot and Shotcut.

Project Development in Video Content: Create basic video content such as short clips, basic animations, and simple motion graphics, gaining a fundamental understanding of video

