

MediaMix Enterprise™

Post Graduate Professional Program in Digital Media and Commercial Design Production

A practical, industry oriented program transforming creative passion into professional expertise and future ready careers.



MediaMix Enterprise is a transformative one year Professional Certification Program designed for aspiring creators & digital media professionals. The program blends visual design, digital art, motion graphics, video production & creative storytelling into a comprehensive learning experience. Through hands on projects, portfolio development, industry standard tools, participants gain practical skills and creative confidence. From foundational concepts to advanced multimedia production, learners develop the expertise needed to excel in today's creative industries. It empowers individuals to innovate, create & build successful careers in the dynamic world of digital media and design.

The Complete Pathway to Digital Media Excellence

Program Introduction

Dream It. Design It. Deliver It.

MediaMix Enterprise is like a big journey for people who want to become really good at making pictures, videos and other cool stuff using computers. This special one year program is like a guide that helps you learn a lot about art and digital media, teaching you everything step by step.

It's split into two parts: **PixelNova Genesis** and **MotionMedia Endeavor**.

The journey begins with **PixelNova Genesis**, where participants learn design fundamentals and creative software tools while building a strong portfolio foundation. It continues with **MotionMedia Endeavor**, where learners develop advanced skills in motion graphics, video editing and professional content creation.

The program makes sure you know the important stuff about **art and using computers** to make great designs. It also helps you learn how to be good at your job, make good decisions and be really creative!

MediaMix Enterprise doesn't just teach you skills; it helps you understand how to use these skills in the real world. By the end, you'll be ready to make awesome designs and videos and you'll know how to work with different people and companies in the creative industry.





Program Objectives

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

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

3. Fundamental Understanding through Quarters: Each quarter (**PixelNova Essential, PixelNova Proficiency, MotionCraft Essential, MotionCraft Proficiency**) serves specific learning objectives, covering essential design principles, software proficiency, motion graphics, project management, entrepreneurship and ethical considerations.

4. Hands-On Practical Learning: Engage participants in **practical projects and exercises**, ensuring the application of learned concepts and software skills in real world scenarios.

5. 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.

6. 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.

7. 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.

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

Industry-Ready Skills. Future-Ready Professionals

Who Can Benefit from this Program

Designed for diverse career aspirations, MediaMix Enterprise equips participants with practical skills, real world experience and professional connections needed to thrive in the creative industry.

1. 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.

2. 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.

3. Arts and Creative Graduates: Students from B.A., B.A. Fine Arts, B.A. with Computers, IT and related creative backgrounds can strengthen their skills and build successful careers in digital media and design.

4. Graduates Seeking Creative Career Opportunities: Students from B.C.A., B.B.A., B.Com., B.Ed., B.Sc., B.Tech and other disciplines seeking a creative career can use this program to transition into the digital media and design industry.

5. 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.

6. 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.

7. Career Changers & Transitioners: Individuals considering a career change or transitioning from other industries to pursue a path in digital media design or visual arts.



Program Structure

Two Semesters | Four Quarters | One Year

Semester 1: PixelNova Genesis

Theme: Graphic Design, Branding, Visual Communication and Creative Foundations

Focus: Build strong foundations in creative design, brand aesthetics, software mastery and market ready visual communication.

Quarter 1: PixelNova Essential

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva, Adobe Firefly, ChatGPT

Quarter 2: PixelNova Proficiency

Corporate Branding, Print Media Design, Publishing Layouts, Indoor & Outdoor Advertising, Exhibition Branding, Product Launch Creatives, Portfolio Projects

Semester 2: MotionMedia Endeavour

Theme: Video Production, Motion Graphics, Commercial Ads and Digital Growth

Focus: Move from static visuals to dynamic reels, commercials, motion graphics and performance driven media content.

Quarter 3: MotionCraft Essential

Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve, Adobe Audition

Quarter 4: MotionCraft Proficiency

Ad Psychology & Creative Strategy, Scriptwriting & Storyboarding, Commercial Production & Direction, High-Impact Editing & Post Production, Performance Marketing & Platform Optimization, Portfolio, Freelancing & Monetization

Program Outcome

MediaMix Enterprise empowers participants with industry-relevant skills in graphic design, video editing, motion graphics and digital content creation while helping them build a professional portfolio that showcases their creativity and expertise. Through hands on learning, industry exposure and mentorship opportunities, participants develop the confidence, knowledge and career readiness needed to succeed as professionals, freelancers or entrepreneurs in the dynamic world of visual art and digital media.

About IADMAP

IADMAP, the International Association of Digital Media Artists and Professionals, is a visionary global platform dedicated to creativity, innovation and professional growth in digital media industries. It empowers learners, artists and professionals through skill based training, industry relevant programs and practical learning opportunities. With a focus on design, animation, editing, branding and emerging technologies, IADMAP builds future ready talent. Its mission is to create career pathways, inspire excellence and connect creative minds worldwide through education, collaboration and transformative opportunities.

Investment

Program Fee Structure | (1) Installment Plan: Total program fee of INR 1,38,000 payable through ten monthly installments of INR 6,900 each, along with a First Semester Registration Fee of INR 29,500 and a Second Semester Registration Fee of INR 39,500. **(2) One-Time Payment Benefit:** Avail a scholarship benefit of INR 39,000 on full fee payment. Payable amount: INR 99,000. **(3) Merit-Based Scholarships:** Additional fee waivers are available for meritorious students, assessed at the time of admission.

Certification and Citation Ceremony

The program concludes with a formal Graduation & Citation Ceremony, where learners are recognized for their creative journey, showcased portfolios and professional growth. This ceremony marks the transition from learner to emerging digital media professional and connects graduates with the broader IADMAP creative ecosystem.

Certification is not the end, it is the beginning of your professional creative identity.

Most Important | Free Guidance Session

For More Details and Guidance Session, Attend Detailed Career Planning & Program Introduction Session Either In-person OR Online with your family and Friends.
Scan Code and Register to get more details.



International Association
of Digital Media Artists
and Professionals (IADMAP)

Creating Future Beyond Imagination

497, CCIT Building, Model Town,
Ludhiana - 141002

+91-8686000815 | +91-9878200815 | www.iadmap.org