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PROSPECTUS

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GRAPHIC ADV

Adv. Diploma in Graphic Design, Visualization & Photography

INTRODUCTION

Graphic Adv- An Advanced Diploma Course in Graphic Design, Visualization & Photography is a professional level graphic Designing course in NCR conducted by the one of the most reputed and oldest Design institutes in NCR.

It covers all the key aspects of graphic design life-cycle needed to build a communication Design portfolio. Course tailored to the job descriptions and job functions of corporate, commercial and industrial graphic Design. Take a free demo Class of our graphic Adv course today and begin your journey towards becoming a professional level Designer.

OBJECTIVE

The main objective of the graphic adv, tagged “Advanced. Diploma Course in Graphic Design, Visualization & Photography” is to build professional communication designers to meet the high demands and standards of the International corporate Design Industry. It incorporates Basic and Advanced Graphic Design, visualization as well as elements and concepts of photography. It is a 100% practical course.

GRAPHIC DESIGN ADV. COURSE OUTLINE.

This course is broken down into five modules and would last a total of 12 months. These Modules include.

Graphic Design Principles and Elements

Doodling and visualization techniques

Digital Photography

Digital Lay-outing Design

CG applications and Advertising

Portfolio and Placement.

COURSE OUTLINE

MODULE 1

- Elements & principles Of Design
- Design & Culture
- Typography I
- Sketching, doodling and Scribbling
- Illustrations art
- Basics Of Photography
- Colour Theory
- Packaging Design I.
- Case Studies & Workshops
- Projects

MODULE 2

- Design Process & Research
- Typography II
- Color for Designers
- Identity Design
- Material Exploration & Image Development
- Advanced Raster techniques.
- Publication Design (Negative & positive balance, Page layout, Brochure, Catalogue, Newspaper etc.)
- Print Advertising
- Photography II
- Case studies and Projects.
- Portfolio Refining with CG

TOOLS

Adobe Illustrator CC

Adobe Photoshop CC

CorelDraw X7

Adobe Indesign CC

MODULE 3

- Printing technologies
- Prepress & Production
- Advance Layout & production
- Advertising II
- Photography III (Model Shoot)
- Self Identity project
- Independent Research on chosen subjects
- Portfolio Refining with CG(Level 2)

MODULE 4

- Decoding design briefs
- Live Projects (2)
- Portfolio Refining with CG(Level 4)
- Presentation & Communication Skills
- CV & Profile development
- Portfolio Clinic sessions with experts
- Mock Interviews
- Final Placements

NOTE: At the end of this course. Projects would be executed by students individually and in teams. There would be a portfolio show as well as the assessments of portfolio by industry experts.

DURATION
(NORMAL TRACK)

12 Months

DURATION
(FASTER TRACK)

6 Months

PRINT MEDIA

Adv. Certification Course in Print Media

INTRODUCTION

The Advanced Certification Course in Graphic Design & Prepress is one of the finest courses available around and deals with the utilization of graphic design training in product advertisement, branding and information dissemination. It entails all the processes that goes into the making of print for commercial, editorial and educational purposes,

A special module of Prepress in the end address all practical issues involved in Offset, Digital, Silk screen, Rotogravure etc. Students of this course will also earn certification from Adobe after successfully clearing Adobe Certified Associate (ACA) exam.

OBJECTIVE

This professional Graphic Design course would train the student to apply the principles and elements of design in product branding and advertising. Students will have complete hands-on training on all popular design applications such as Photoshop CC, Illustrator CC, InDesign CC etc. used in print mediums, special classes based on Typography, Colour Sense will expand the knowledge of students towards the aesthetics.

COURSE OUTLINE.

Digital Illustrations

Advance Digital Imaging

Layout for Publication Design

Prepress and Production

Print and Design

Portfolio and Placement.

PORTFOLIO DESIGN

- Branding exercises including logos and stationaries
- Social Design campaign
- Designing for packaging
- Digital Painting & Matt Painting collection
- Artworks for Advertising
- Design Concepts & Symbolism through graphic
- Typography projects
- Symbols & Icon Design
- Design for Publications
- Information Design
- Printing- Process, strategy and costing

GRAPHIC DESIGN COURSES IN NCR

TechnoArt has a reputation for churning out highly skilled graphic design students who are spread across lots of advertising, publication, news media, packaging, digital and offset press companies in India and all parts of world. TechnoArt is the best & leading Graphic Design Courses provider & Graphic Design Training Institute in Delhi. Students can choose from various Short Term Certificate & Diploma Graphic Design Courses.

AFTER THE COURSE

Students would be able to work as

Graphic Designer

Visualiser

Associate Art Director

Design Project Manager

DURATION
(NORMAL TRACK)

6 Months

DURATION
(FASTER TRACK)

3 Months

MODULE 1. ILLUSTRATIONS & WEB IMAGING

Planning a website using a structured document, Site Navigation Types, Creating web illustrations like buttons, banners & bars, Typography for Web, Scribbling the layout, Creating web templates, Slicing the templates, Recognizing Good design vs. Bad Design, Optimizing graphics and images for faster downloads.

MODULE 2. CORE WEB DESIGN AND CONNECTIVITY

HTML/DHTML & HTML Editor tools, Advanced Style Sheets (CSS) techniques, Creating DIV based tableless websites, Web 2.0 & 3.0 standards, Forms and validations, Java Script, Database connectivity (PHP overview), Testing and Maintaining a website, FTP controls.

MODULE 3. INTERACTIVE MULTIMEDIA AND WEB MARKETING

Creating animated contents to be integrated in a website, Creating E-greetings, animated banners and other web components, E-Presentations, Creating contents for the E-learning, Advanced Action Script 3.0, Overview of Search engine optimization, PPC and PageRank, Web marketing, Trouble shoot.

PORTFOLIO DESIGN

- Creating a number of Web templates with international look and feel.
- Creating Flash website mockups.
- Completely done website designs and hosting them on TGC web server.
- Creating Animated E-presentations.
- Forms with submission examples.
- Creating a portfolio template.
- Portfolio show.
- Interviews and on the spot web design competitions.
- Placement Assistance
- Java Script templates.
- Tableless website templates.
- Design showcase.

WEB DESIGN

Advanced Certification in Web Design & Interactive Multimedia

INTRODUCTION

Web design courses are increasingly popular as the online industry continues to grow. Nowadays most businesses have their own website & many individuals are also setting up and running websites, too. It's hard to keep track of the actual numbers, in such a dynamic environment, but a CNN report stated that there were 100 million sites. So it's no surprise that web designers are much sought after. It's one of the fastest growing job areas and the continual advance of new technology demands that skills are kept up to date. Taking a web design course with TechnoArt will give you the skills you need to create professional websites quickly and easily. The course materials include the Tips and Tricks tutorials to create a website quickly. Other than application knowledge, we also provide overview on web marketing (SEO) and integrating the site with databases (PHP) and knowledge about hosting.

PROGRAMME OUTCOME:

- Creating eye catching website templates in a jiffy.
- Complete understanding of web navigation on web 2.0 & 3.0 standards.
- Integrating variable scripts in a web page and creating tableless websites
- Making interactive pages done in Flash & knowledge about E-learning.
- Search Engine Optimization with PPC and PageRank.
- Content Management System and developing admin moduled websites.
- Domain hosting, Site uploading & Maintenance.

WEB DESIGN COURSE OUTLINE.

Illustrations & Web Imaging

Web Design and Connectivity

Interactive Multimedia and Web Marketing

SOFTWARE COVERED

- Adobe Photoshop cc
- Adobe Illustrator cc
- HTML4/ HTML5
- CSS2/CSS3
- Adobe DreamweaverCC
- Javascript
- JQuery and JSON
- Bootstrap
- FTP applications

AT THE END OF THIS COURSE, STUDENTS WOULD BE ABLE TO

- Psd Templates
- UI/UX Designs
- Create Responsive Websites
- Use web navigation on web 3.0 standards
- Integrate variable scripts in a web page and create table-less websites
- Upload and Launch Websites

DURATION
(NORMAL TRACK)

6 Months

DURATION
(FAST TRACK)

3 Months

At the end of this web design course, Projects would be conducted and each student would be expected to build a web design portfolio for the purpose of placements. Web projects would include

Design of a single page product website

Design of an simple e commerce website

Design of responsive website

Design of a form based interactive website.

WEB ADVANCE

Adv. Diploma in Web Design, Development & Internet Marketing

INTRODUCTION

WEB ADVANCE is a unique course in web design+ web development + internet marketing, developed at **TECHNOART**. WebAdv is probably the only course where we give written assurance on Job by signing a placement letter right at time of joining of this course. This confidence comes through our pledge to deliver the best in segment of web design training imparted on vocational basis. We are proud to retain industry's best coach in Navigation Design, Interactive Design, Web Programming, Advanced PHP, Framework programming, Responsive design (HTML5) & Internet marketing including SEO/SMO/SMM strategy. Apart from daily classroom sessions students joins web workshops, group exercises and Live projects.

PROGRAMME OUTCOME:

- Creating eye catching templates with international look and feel.
- Complete understanding of web 3.0 standards.
- Creating tableless responsive websites.
- Content Management System and developing admin moduled websites.
- Fully Functional Ecommerce website with payment gateway integration
- Domain hosting, Site uploading & Maintenance.
- SEO (On Page/ Off page), Google updates, Analytics and Web Search Console,
- Strategy design for digital marketing, Affiliate marketing, Email Marketing
- Advanced PPC through Adwords, FB Ads, Twitter ads, Adsense management along with social media marketing

PROGRAMME SCHEDULE

Normal Track
Course Duration: **1 Year**

Fast Track
Course Duration: **6 months**

TERM 1 : WEB DESIGN

Module 1

Illustrations & Web Imaging

- Planning a website using a structured document
- UI/UX Design types
- Creating web illustrations like buttons, banners & Bars
- Typography for Web
- Scribbling the layout
- Creating web templates
- Slicing the templates
- Recognizing Good design vs. Bad Design
- Optimizing graphics and images for faster downloads

Module 2

Core UX & Web Functionality

- HTML5/CSS3 with Dreamweaver
- JQuery and Bootstrap,
- Creating and Testing Responsive design
- Web 3.0 standards,
- Java Script,
- Testing and Maintaining a website,
- FTP controls.

Module 3

Interactive Multimedia

- Animated contents to be integrated in a website,
- Creating E-greetings, E-Zines
Animated banners and other web components,
- Interactive E-Presentations as a substitute for PPT
- Creating contents for the E-learning,
- Advanced Action Script 3.0

Study Material

Meticulously designed Course material including Course booklet, Training Videos, Tips and Tricks & Resource files etc.

TERM 2 : WEB DEVELOPMENT

Module 1 Core php & CMS

- Installing Servers for PHP testing
- Arrays, Super Arrays
(\$_GET, \$_POST, \$_SESSION)
- Strings, Form Functionality,
Form Validations
- Running MYSQL Queries
through PHP
- Setting Joomla CMS
- Setting WordPress CMS
- Admin controls and modifications
in CMS Database
- Designing Dynamic Websites
using PHP

Module 2

Adv. PHP & E-commerce integration

- Classes and objects in PHP (OOPS)
- OOPs, OO programming or object
oriented programming.
- Inheritance, Abstraction,
Polymorphism, Encapsulation
- Difference between PHP 3 ,PHP 4,
PHP 5 and PHP 6
- AJAX- Connecting & checking server
using JavaScript
- Checking XML HTTP request object
in browsers
- Discussing PHP Frameworks
- Integrating Shopping Cart integration
in website
- Setting up/ Checking E-Commerce
in a website
- Practicals and Live Projects

Module 3 MYSQL

- Connecting to the MYSQL
- Selecting a database
- Finding out about errors
- Adding data to a table
- Acquiring the value
- Finding the number of rows
- Inserting data
- Entering and updating data
- Executing multiple queries

Study Material

Meticulously designed Course material including Course booklet, Training Videos, Tips and Tricks & Resource files etc.

TERM 3 : DIGITAL MARKETING- ADVANCED SEO

Module 1 SEO (on/offpage)

- Understanding SEO and why is it required for your business?
- Analysing site for SEO- Diagnosis Report Vs Treatment
- Working on URL/ Meta/ Title Alt/ HTags of your site
- Setting up/ Managing Wordpress blog on your site
- Quality backlink generation through High PR sites
- Google Places/ Classifieds/ Forums/ Bookmarking content
- Creating high quality and engaging contents
- Video Sharing/ Content sharing through Web 2.0 data

Module 2 Advanced PPC & Remarketing

- Setting up first Adwords campaign for your website
- Managing My Client Center for Adwords
- Creating attractive ads with high quality scores
- Landing page creation for better ROI and CPA
- Managing CPC & increasing Conversions for Campaign
- Setting up and managing AdSense
- Managing Ad Extensions & Display networks

Module 3 social media optimization (SMO)

- Understanding & leveraging value for your business through SMO
- Creating engaging posts/ contests/ culture/ events
- Video / Photo / Audio Sharing (YT, Vimeo, Flickr, Podcasting)
- Managing Coupon based sites and Location based services
- Strategising SMO Proposals for Ecommerce sites
- Integrating Social media marketing with SMO
- Word of Mouth and Viral Marketing through SMO
- Measuring ROI, financial, customer satisfaction, awareness

Study Material

Meticulously designed Course material including Course booklet, Training Videos, Tips and Tricks & Resource files etc.

Module 4

Analytics & Google Search Console

- Setting up Analytics/ Webmaster tool
Applying Analytics/ Webmaster code on site
- Applying Data structure/ Highlighter/
schema.org on site
- Removing errors on site reported by
GWT, Bing WM
- Setting up Authority on website
Managing "Google My Business" through GWT
- Understanding Organic/Paid/Referral/
Direct Traffic in GA
- Adding/ Managing more sites in Google Analytics
Observing traffic trends in GA

Module 5

Email/ Affiliate/Mobile marketing

- Email content that drives more Conversions
- Building and managing an Email list
- Driving response with Psychology-based
Marketing
- **Writing Conversion**
(copywriting & content essentials)
- **Email Newsletter foundations**
A Roadmap for Success
- Maximize Email deliverability to drive revenue
- Best affiliate sites for monetization-
Setting up accounts
- Obtaining/ placing tracking code &
getting approved for AP
- Generating revenue through a membership
site/ list building
- Generating revenue through Mobile Messaging/ Apps
Whatsapp Advertising/Mobile Video sharing

PORTFOLIO DESIGN

- ⇒ Creating a number of Web templates with international look and feel.
- ⇒ Completely done website designs and hosting them on technoart web server.
- ⇒ Java Script templates.
- ⇒ Tableless responsive website templates.
- ⇒ Forms with submission examples.
- ⇒ Websites with complete Content Management System.
- ⇒ SEO On-site / Off-site Optimization.
- ⇒ Proving SEO results on live projects.
- ⇒ Portfolio showcase.
- ⇒ Mock Interviews and on the spot web design competitions.

ANDROID

Adv. Certification Course in Android Development

INTRODUCTION

Android Application development course where students learn the the process by which new mobile applications are developed for the android OS used in mobile phones. TechnoArt is an expert level android training institute in Delhi, where training is imparted by leading android developers. TechnoArt has trained number of students in android application development successfully subsequently students are working with top class companies across India. TechnoArt is presently on a drive to produce 1000 android developers. Android development Course would teach the students how to create android apps.

PROGRAMME OUTCOME:

- Introduction to Android Development
- Android User Interface
- Data Mining and Usage
- Developing Android services
- Android applications publishing
- Use of Eclipse and the Android studio simulator

ANDROID DEVELOPMENT COURSE OUTLINE.

Understanding of Android Java platform

Deploying resources for developing an app

Creating an App from the scratch

Live Project & Project Report

Registering as Developer on Play Store

Components of Android Devp. process

Adding various kinds of functionalities

Testing & Debugging

MODULES

- Introduction to Android Development
- Data Mining and Usage
- Developing Android services
- Android applications publishing
- Android User Interface
- Android applications publishing
- Android development SDK using Android Studio
- Android User Interface

PROJECT

Live Projects (Individual and Group) with hands on experience on real time problem solving techniques

STUDY MATERIAL

Meticulously designed Course material including Course booklet, Training Videos, Tips and Tricks & Resource files etc.

AFTER THE COURSE

Students would be able to work as

Mobile app developer

Android developer

Course Duration

Normal Track: 2 months (2 Hours/ 3 Days)

Fast Track: Not Available

Weekend Batches: Available

3D ARCHITECTURAL DESIGN

Advanced Certification in 3d Architectural Design

INTRODUCTION

The architectural Walkthrough is a trending aspect of architecture in which the blueprints of architectural works are transferred into a three dimensional computer generated graphics and simulated for viewer appreciation right before the building is built at all. With a surge of business in realty trade there is huge demand of professionals who understand art of creating 3d walkthrough. TGC is training students upon some of the latest applications and plug-ins used for creating archi-3d walkthroughs. We have placed students with leading Builders and interiuro design firms. Students can visit our centers for a free demo by our team of experts.

PROGRAMME OUTCOME:

- Architectural Presentation Techniques
- 3D Plan Development from 2D
- 3D Visualization
- Realistic Texturing and Renderings of 3D plans
- Paint effects and Look Development of 3D plans.
- Animation of 3D plans
- V-RAY Rendering

3D ARCHITECTURAL DESIGN COURSE OUTLINE.

Autocad (2D Plan Layout)

Lighting, Texturing and camera Animation

Modeling with 3D Exterior & Interior

Rendering With V-Ray

SOFTWARE COVERED

- Adobe Photoshop cc
- 3DS Max
- Autocad
- V-Ray
- After Effects

AT THE END OF THIS COURSE, STUDENTS WOULD BE ABLE TO

- 2D Layout Design
- 3D Geometry Designs
- Exterior and Interior Design
- 3D Texturing and Lighting
- Advance Lighting and Rendering
- 3D WalkThrough

DURATION
(NORMAL TRACK)

8 Months

DURATION
(FASTER TRACK)

4 Months

At the end of this 3D Architectural design course, Projects would be conducted and each student would be expected to build a 3D Exterior and Interior Design portfolio for the purpose of placements. 3D Projects Includes

Design a 3D Exterior View

Design a 3D Interior View

Design a 2D Floor Plan

Create a Walkthrough Animation Project

SHORT TERM COURSES

TechnoArt offers quick, short-term courses to students & working professionals who wish to sharpen their skills in one or more tools or software.

JOIN A SHORT-TERM COURSE (STC)

- Photoshop
- Basics of 3D Designing
- Audio-video editing
- Digital illustrations
- Motion Graphics - After Effects
- HTML5 & CSS3
- PHP
- Javascript
- Android
- JQuery
- JAVA
- C+ & C++

Classes are held 2 hours a day for 5 days a week.



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