

**CADD[®]
CENTRE**

Driving Digital Designs!

1 YEAR DIPLOMA

**GRAPHIC DESIGN &
DIGITAL MARKETING**

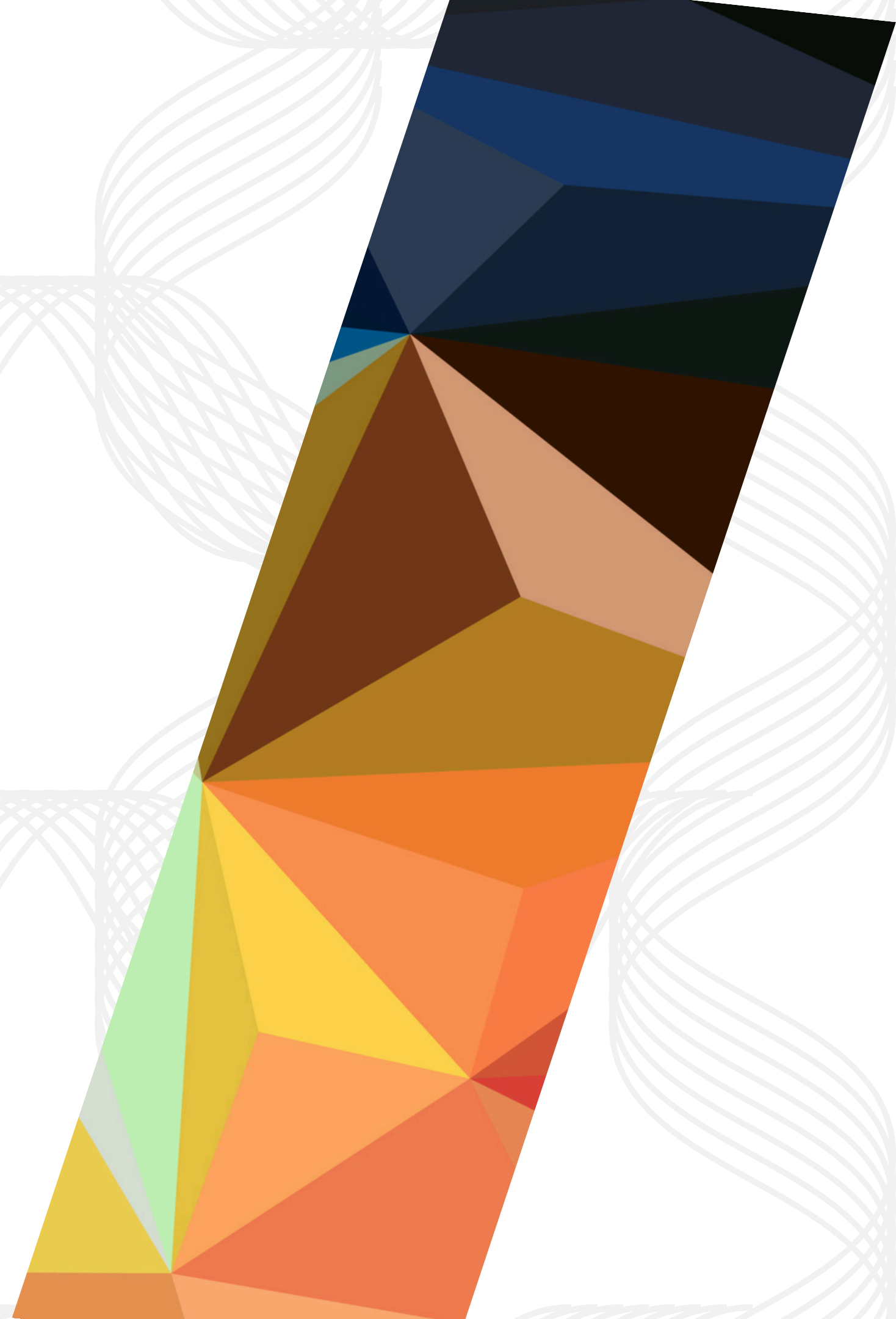


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GRAPHIC DESIGNING

- Invitation Cards
- Menu Cards
- Logo Designing
- Poster Designing
- Magazine Covers
- Brochures Designing
- Banners
- Pamphlets, Flyers
- Visiting Cards
- Packaging design



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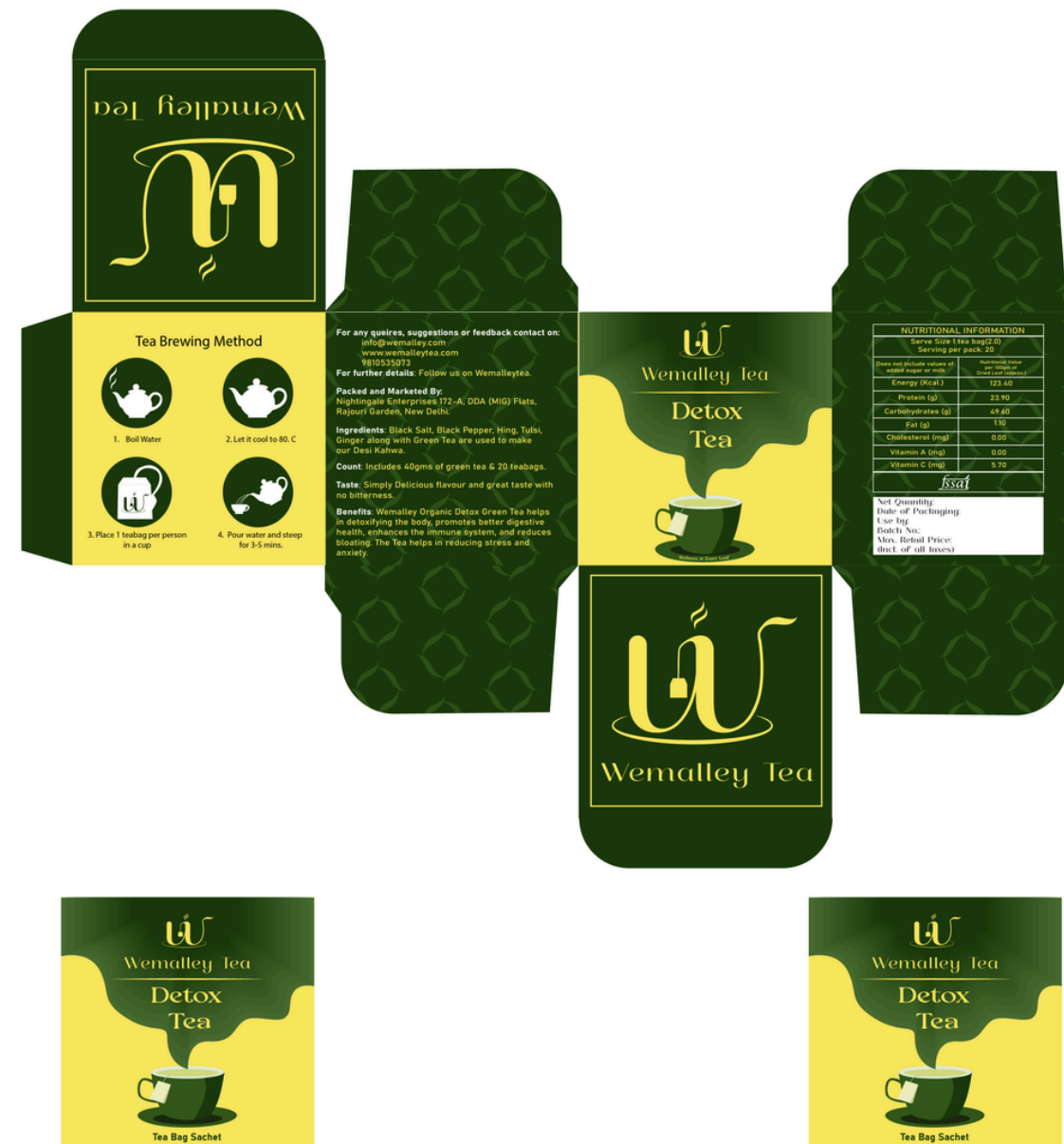


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PACKAGING DESIGN

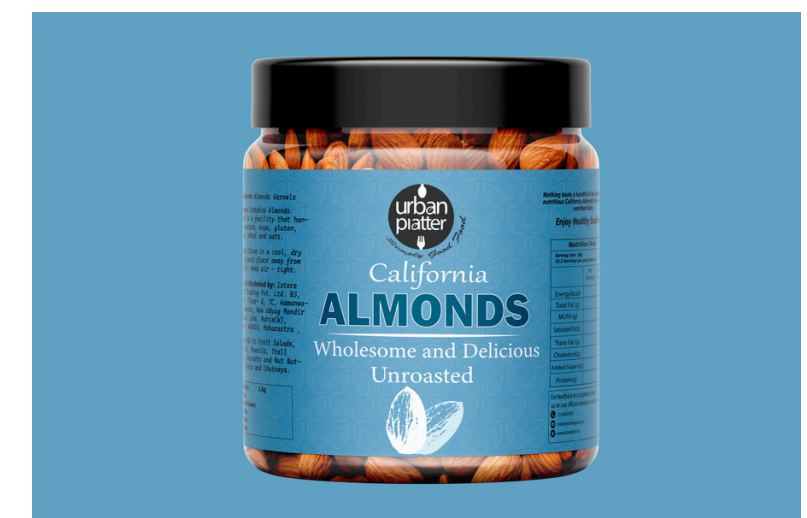
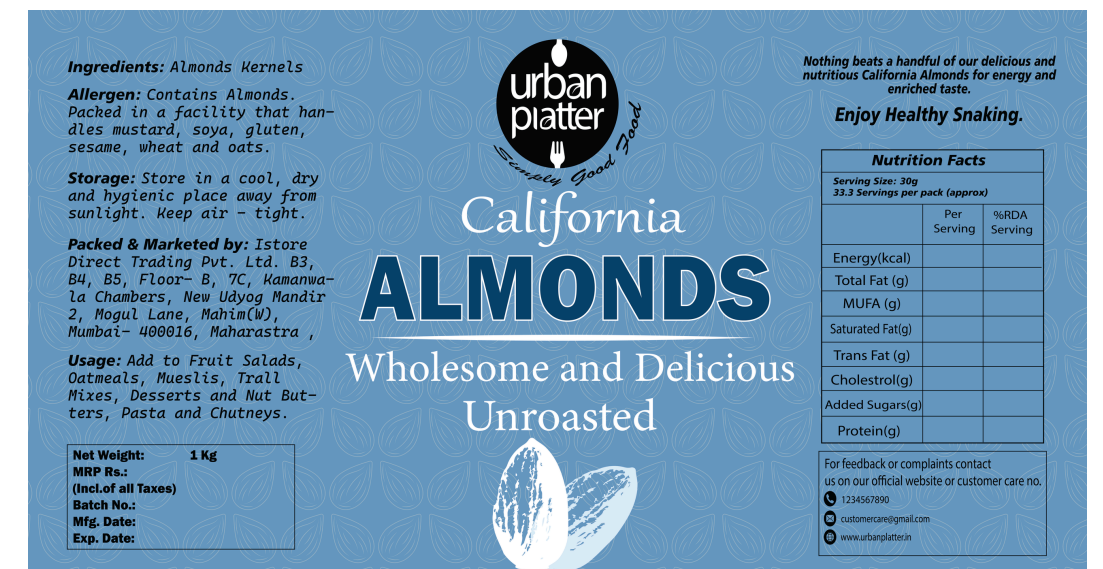
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Front

Back



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SOFTWARE USE

IN GRAPHIC DESIGNING



PHOTOSHOP



Adobe Photoshop is a software used for editing, creating, and enhancing digital images and graphics. Following are the uses:

- **Photo Editing**
- **Social Media**
- **Background Removal**
- **PPT Design**
- **Digital Art**

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ILLUSTRATOR



Adobe Illustrator is a vector graphics software used to create scalable designs like logos, icons, and illustrations without losing quality. Following are the uses:

- **Logo Design**
- **Illustrations**
- **Infographics**
- **Print Design**
- **Vector Art**

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INDESIGN



Adobe InDesign is a desktop publishing software used to create professional layouts for print and digital media like magazines, brochures, and books. Following are the uses:

- **Magazine Design**
- **Brochures**
- **Book Design**
- **Advertising**
- **PDF Creation**
- **Layout Design**

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COREL DRAW



CorelDRAW is a vector graphics designing software used to create logos, posters, banners, and illustrations with high-quality scalable designs. Following are the uses:

- **Logo Design**
- **Print Design**
- **Business Cards**
- **Vector Art**
- **Print Media**
- **Advertising**

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FILMORA



Wondershare Filmora is an easy-to-use video editing software used to create and edit videos with effects, music, and transitions. Following are the uses:

- **Video Editing**
- **Video Effects**
- **Transitions**
- **Audio Editing**
- **YouTube Videos**
- **Content Creation**

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PREMIERE PRO



Adobe Premiere Pro is a professional video editing software used to create, edit, and produce high-quality videos. Following are the uses:

- **Video Editing**
- **Film Making**
- **Color Grading**
- **Audio Editing**
- **Transitions**
- **Video Effects**

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AFTER EFFECTS



Adobe After Effects is a motion graphics and visual effects software used to create animations, video effects, and cinematic visuals. Following are the uses:

- **Motion Graphics**
- **Video Editing**
- **Visual Effects**
- **Animation**
- **Title Design**
- **Compositing**

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DIGITAL MARKETING



E COMMERCE

Social Media Content:

Creating and sharing content to engage audiences on social platforms.

- **Content Creation**
- **Posts & Reels**
- **Audience Engagement**
- **Brand Awareness**
- **Content Strategy**
- **LinkedIn**
- **Google**
- **Meta Ads**
- **WhatsApp**
- **Email Marketing**



YouTube Marketing:

Promoting products and services through YouTube videos.

- **Video Promotion**
- **Channel Growth**
- **Monetization**
- **SEO Optimization**
- **Audience Reach**



Website Creation

Building and managing websites for online presence.

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- **Web Design**
- **Development**
- **User Experience**
- **Hosting & Domain**
- **Content Management**



PRODUCT PHOTOSHOOT

- **Product Focus & Clarity**
- **Lighting & Composition**
- **Platform Optimization**
- **Camera Settings**



THANK YOU



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