

Digital Content Creation

Content For The Digital World



Learn from the Leader





Industry Insight

The UI/UX design industry is undergoing a major transformation with advancements in AI-driven design tools, immersive experiences (AR/VR), and user-centered methodologies. Businesses are prioritizing seamless digital experiences across websites, apps, and emerging technologies, increasing the demand for intuitive and accessible designs. With AI automation, real-time collaboration, and data-driven personalization, UI/UX design is becoming more efficient and impactful. The future lies in AI-powered design systems, voice and gesture-based interfaces, and immersive UI/UX for AR, VR, and the metaverse.

India is Poised to Become a Global Hub for UI/UX Design

The growth of India's UI/UX industry is driven by:

- A Highly Skilled Workforce in user research, interaction design, and prototyping
- Booming Digital Transformation across industries like fintech, e-commerce, and healthcare
- Cost-Effective Design Services attracting global clients and startups
- Government Initiatives & Startup Ecosystem promoting digital innovation
- Growing Demand for AR/VR & AI-Driven UX in gaming, education, and enterprise applications

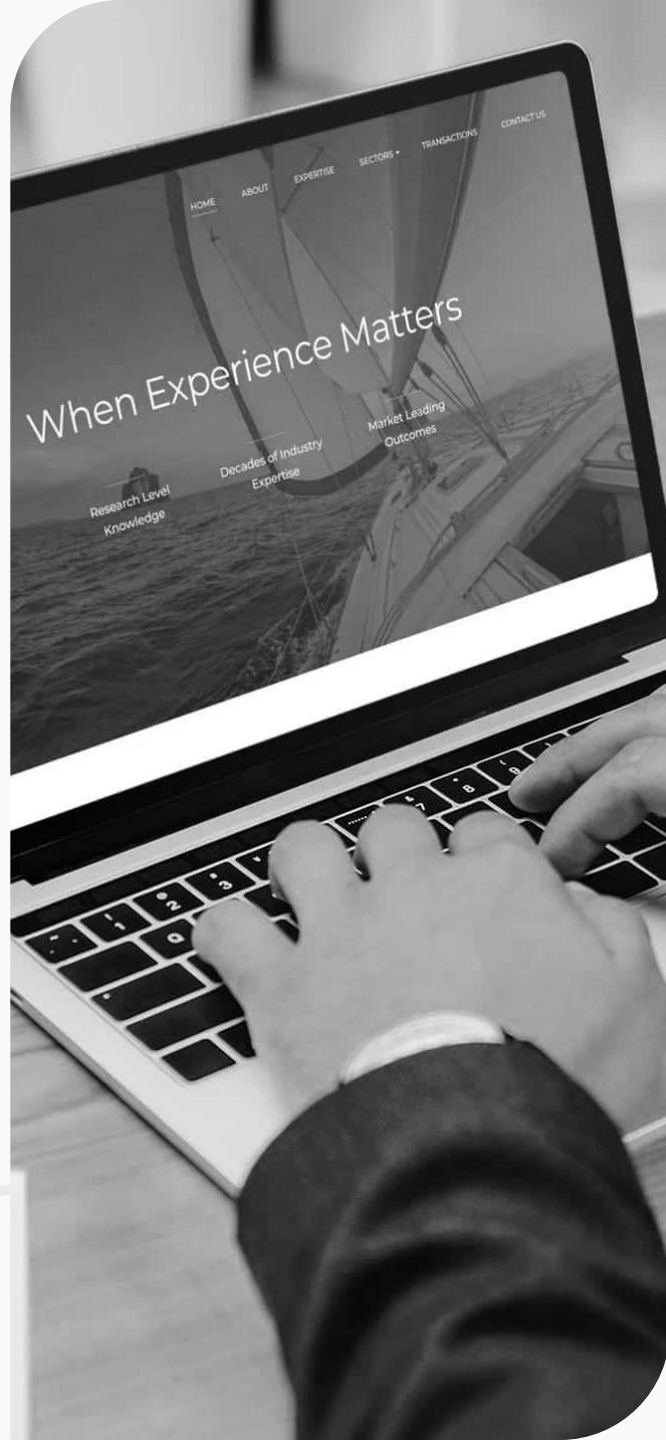
Advantages of the UI/UX Industry in India

- World-Class Design Talent working with global brands and tech giants
- Cutting-Edge Technology Adoption with AI-driven design, UX analytics, and no-code tools
- Global Outsourcing Hub for UI/UX services across web, mobile, and emerging platforms
- Strong IT & Tech Ecosystem enabling AI-driven personalization and data-driven design
- Expanding Demand Across Industries including SaaS, e-commerce, gaming, and AR/VR



About

The Digital Content Creation program is a comprehensive course designed to build versatile creative professionals across design, motion, and UI/UX. Covering visual design, branding, motion graphics, AI-enhanced creativity, and user experience design, the program blends artistic fundamentals with modern digital workflows. Students work on real-world projects, developing portfolios in social media content, interactive media, and responsive web design. By completion, learners are prepared for careers in digital design, motion media, UI/UX, and content creation.



Course Highlight:

- Job-oriented, industry centric curriculum
- Hands-on practical training using latest tools and software
- Certified faculty
- Exposure to industry interaction and workshops
- Placement assistance
- Access to **Pro Connect**, a platform to showcase your portfolio

Course Duration : 376 Hours

Delivery Pattern :
2 Hours, 3days / week

Course Content



Visual Design and Branding

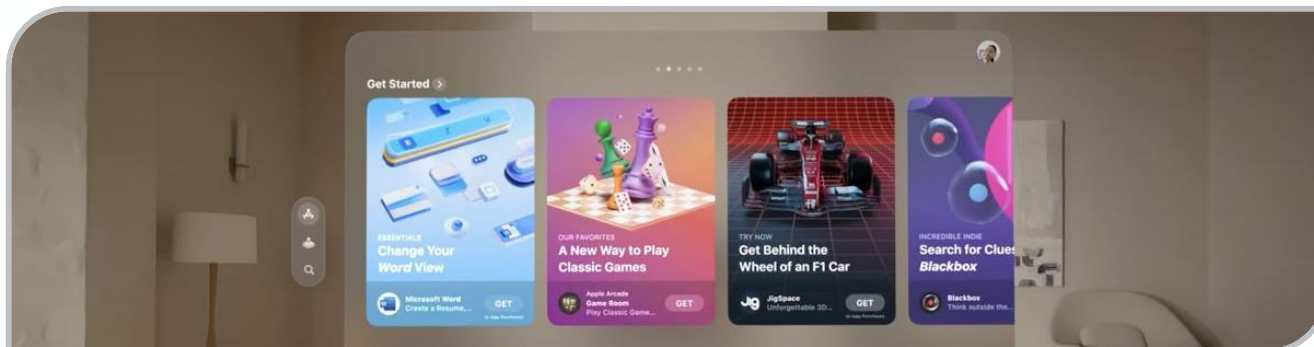
Duration: 140 hrs

Motion Graphics and AI-Enhanced Creativity

Duration: 126 hrs



5



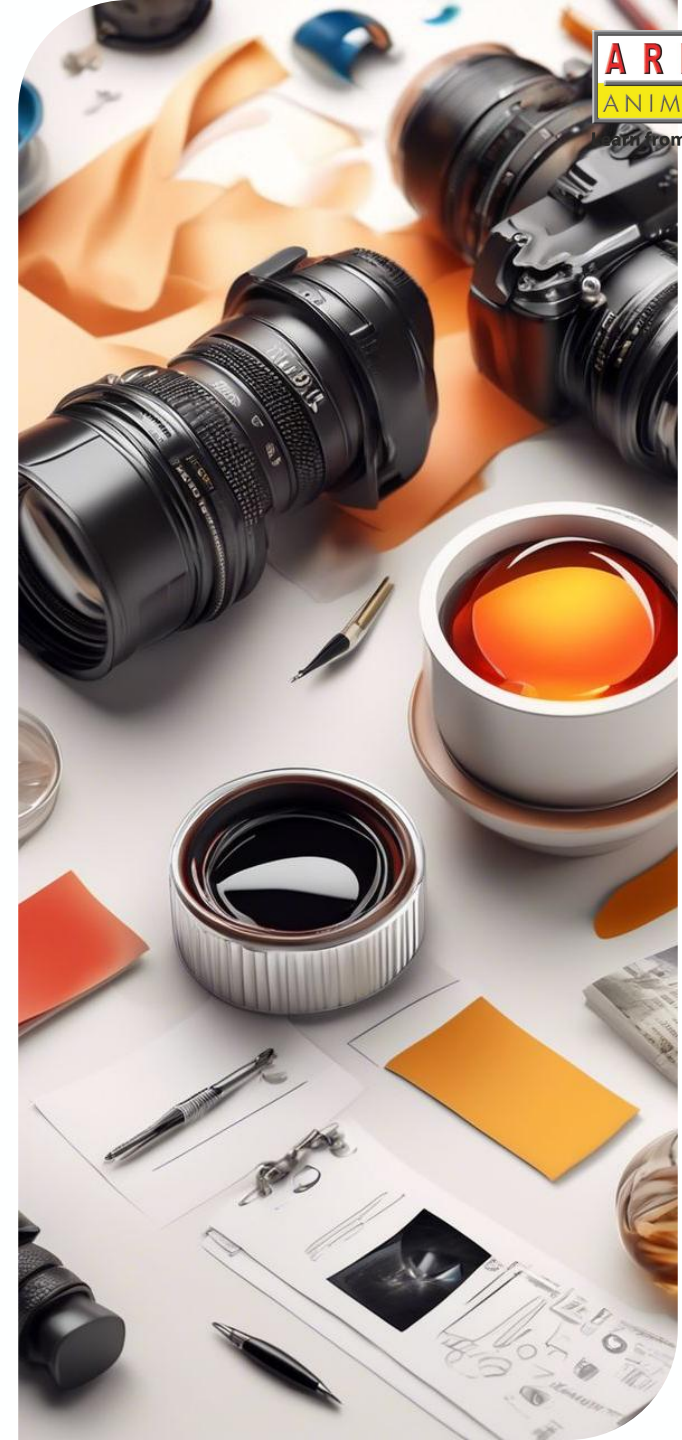
Comprehensive UI UX Design

Duration: 110 hrs

Course Structure

Term 1: Visual Design and Branding

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundation of Visual Design & Communication	Conceptual	3	6	0	6	0
Color and Light Magic	Conceptual	4	8	0	8	0
Copyright and Design Ethics	Conceptual	2	4	0	4	0
Typography Techniques	Conceptual	3	6	2	8	4
Digital Design	Adobe Photoshop CC	14	28	6	34	10
Creative Vector Illustrations	Adobe Illustrator CC	10	20	6	26	4
Digital & Interactive Publishing	Adobe InDesign CC	9	18	12	30	4
Gen Ai Powered Social Media Content Creation	Adobe Express	3	6	2	8	0
Product Visualization and Branding	Adobe Dimensions	4	8	4	12	0
Portfolio Powerhouse	NA	1	2	2	4	20
Total		53	106	34	140	42



Course Structure

Term 2: Motion Graphics & AI-Enhanced Creativity

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Cinematography and Photography Basics	Conceptual	4	8	0	8	0
Cinematic Edits	Adobe Premier Pro CC	10	20	6	26	4
Digital Sound Craft	Adobe Audition CC	4	8	2	10	2
2D Motion Magic	Adobe Animate CC	6	12	6	18	8
Motion Graphics	Adobe After Effects CC	12	24	8	32	10
Ai Art Innovator	Gen Ai tools	6	12	4	16	10
Importance of Color Grading	DaVinci	4	8	4	12	6
Portfolio Powerhouse	NA	1	2	2	4	20
Total		47	94	32	126	60

Course Structure

Term 3: Comprehensive UI UX Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundations of UI UX Design	Conceptual	2	4	0	4	2
UX Research & Design Thinking (EDIPT)	Conceptual	7	14	0	14	4
UI Design System & Material Design	Material Design System	2	4	2	6	2
Wireframing and Collaboration	Pencil PROJECT/DRAW.IO	2	4	2	6	4
UI Design & App Screens in Figma	Figma	6	12	4	16	4
Interactive Prototyping with Figma	Figma	7	14	2	16	6
Front End Responsive Development	HTML 5, CSS3, Bootstrap using V.S. Code	10	20	4	24	6
Website Designing with WordPress	WordPress, XAMPP	3	6	2	8	4
AI tools for UI/UX Designers	ChatGPT, Flux Playground, Coolers	2	4	2	6	4
Design Your Digital Presence	Behance, Dribbble	1	2	0	2	4
Case Study & Capstone Project	NA	1	2	0	2	8
Portfolio Powerhouse	NA	1	2	2	4	20
Career Launchpad	LinkedIn, Upwork (freemium)	1	2	0	2	10
Total		45	90	20	110	78

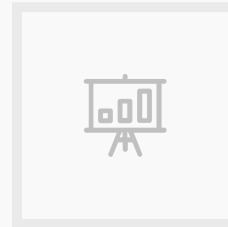


Summary



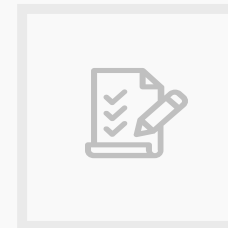
Total Hours

376 hours



Total Terms

3



Software's Covered

Adobe Photoshop CC | Adobe Illustrator CC | Adobe InDesign CC | Adobe Express | Adobe Dimensions | Adobe Premiere Pro CC | Adobe Audition CC | Adobe Animate CC | Adobe After Effects CC | Gen Ai Tools | DaVinci | Material Design System | Pencil Project | Figma | VS Code | WordPress | XAMPP



Course Code

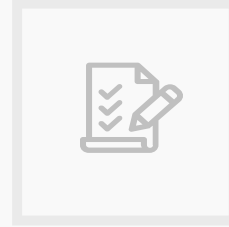
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Course Outcome

Students will emerge as versatile digital creators capable of designing visually stunning and functionally engaging content across media. They will master core principles of visual communication, motion graphics, and AI-driven design automation, enabling them to craft brand identities, animations, and interactive prototypes. Students will gain proficiency in user-centered design methodologies, usability testing, and responsive web development, ensuring seamless digital experiences. By integrating ethical practices and cutting-edge tools, they will produce professional portfolios showcasing their ability to solve real-world challenges from social media campaigns to intuitive app interfaces.

Career Opportunities



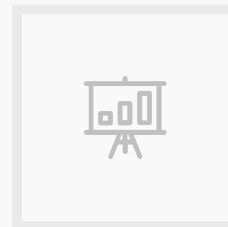
- Graphic Designer
- Motion Graphic Artist
- UI/UX Designer
- Digital Content Producer
- Multimedia Specialist
- Video Editor
- AI-Enhanced Designer
- Creative Director

Eligibility



Eligibility Criteria:

10th



Certification: DCC – Digital Content Creation

Certificate Type: Certificate of Accomplishment

Reason To Believe



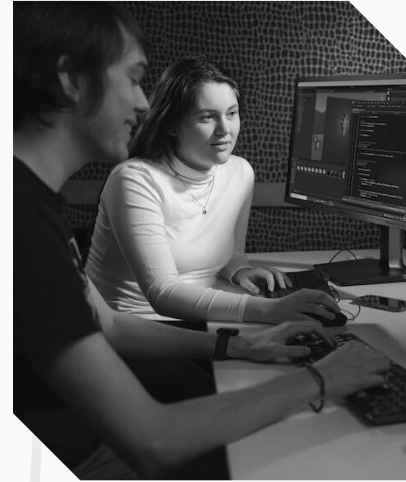
Industry-Relevant Curriculum

Designed with cutting-edge tools and technologies like Gen AI, ensuring students are industry-ready.



Diverse Career Opportunities

Graduates can explore roles in Animation, VFX, Gaming, UI/UX, Graphic Design, Digital Content creation and more, offering flexibility and growth.



Practical Hands-On Industry Exposure & Training

Real-world projects, live assignments, and immersive learning experiences bridge the gap between theory and application.



Industry Exposure & Placement Assistance

Get access to workshops, mentorship from industry leaders, and placement support through our vast recruiter network.



Pro Connect

With a legacy of excellence, Arena Animation equips students with the skills, exposure, and expertise to thrive in the fast-evolving creative and digital industries.

Brand Engagement



Industry Collaboration and Expert masterclass

Regular masterclasses and guest lectures from top industry professionals across animation, VFX, gaming, and design.



Immersive Experience Booths

Presenting student work at Comic-Con, industry expos, and recruitment summits.



On Ground engagement and Events

Creative Minds events where students showcase their projects to industry leaders.



Student centric Engagements

Internships & Industry Projects – Real-world learning opportunities with top brands and studios across all courses



Campus Workshops & Walk-Ins

Hands-on training sessions for prospective students to experience the program before enrolling.

Thanks!

Reach out to us for any queries at:

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