

# 100%

## **CAREER ORIENTED** **COURSE & TRAINING**

- GRAPHICS DESIGN
- WEB DESIGN & DEVELOPMENT
- MULTIMEDIA ANIMATION
- DIGITAL MARKETING



[www.edcloudacademy.com](http://www.edcloudacademy.com)



**EDCLOUD**  
PROFESSIONAL TRAINING ACADEMY

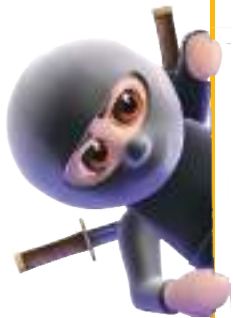
# ABOUT US

Edcloud Academy is ISO Certified Best professional Training academy located at Zirakpur. Started to offer best professional and skill based training courses in IT sector, EdCloud Academy soon became the best institute in Zirakpur for professional training courses. Our comprehensive courses are crafted according to the demands and trends of the IT sector. We boost the technical skills of our students in order to make them capable to avail the best opportunities in the IT industry. Our courses are carefully designed by a team of professional experts who have gained remarkable experience in the field. Our team is a group of highly skilled and experienced professionals, who guide the students to step in the world of IT with full enthusiasm and knowledge.

Having established itself as one of the top institute that offers professional and skill based training courses in IT and Animation technology, EdCloud Academy is known to be the best training institute in Zirakpur. Offering an array of courses in fields like Graphic designing, Web Designing, Web Programming, Visual FX, 2D & 3D Animation, Mobile App Designing, Game Designing & Development, Programming Languages, Computerised Accounting and many other short-term computer courses, EdCloud Academy is the favourite place for students who want to grow in the IT sector.

## OUR MISSION

Having laid a vision, our mission is to empower each IT aspiring student with the kind of technology that not only gives him/her the 'X-factor' but also makes them a creator. With our conceptual training, we increase the scope for our students to grow and enhance their skills. Our mission is to send out talented minds in the industry who are charged and ready to challenge the world with their creative ideas and work capabilities. We focus on skills and provide 100% practical knowledge to the students. We know the challenges and hence, we make our students ready to face anything and everything.



## Benefits of Studying at Edcloud Academy

- We have highly skilled Trainers from the Industry who are "Mentor" as well as Career Guide for students.
- Our Curriculum is based on 100% Practical Training, Friendly atmosphere, Practical approach and Individual interaction.
- In-house animation and web designing company can help to do live project based training.
- 'Earn while you learn' On the one hand, students will earn some extra pocket money while on the other, they will get work experience and hands-on training while studying.
- We have Reasonable Fee Structure too from everywhere.



# Diploma in Graphic Designing & Advertising

Course  
Duration

1 YEAR

## MODULE 1

### Graphic Designing & Illustration Fundamentals

- Introduction to digital graphics and illustration
- Vector vs Raster graphics
- Measurement of the graphics
- Art & Sketching Techniques
- Drawing Techniques
- Conceptual & Creative graphics technique
- Word processing

## MODULE 2

### Pre-Press, Publishing & Portfolio Development

- Print Layout & screen resolution
- Scanning Techniques
- Post Script Overview
- Graphic files format
- Sizing of graphics according to final output
- Preparing for Service Bureau
- Colour Separations
- Understanding LPI, DPI and PPI
- Portfolio Development

## MODULE 3

### Layout design & Image Editing

- Typography
- Typography Vs Design
- Vector Illustrations
- Designing of Icons & Logos
- Understanding the colour modes for various output
- Designing Brand Identity
- Image retouching with colour balancing
- image effects using Filters
- Designing of patterns & backgrounds
- Designing of Brochure, magazine, publications, book and newspaper
- Still/product photography with camera operations



## Softwares

CorelDraw, Adobe Photoshop, Adobe Illustrator, Adobe Indesign

Short term course also available on requirements

# Diploma in Web Designing & Development

Course  
Duration  
**1 YEAR**

## MODULE 1

### Web Based Graphic UI Designing

- Introduction to web graphics
- Raster graphics techniques
- Image retouching with colour corrections
- Creating raster graphics
- Understanding the measurement for Web
- UI based on medium to publish
- Understanding the layout elements of Web UI
- Designing vector illustration
- Designing of logo, banner & icons
- Creating Web layout for desktop and mobiles

## MODULE 4

### Core & Advance PHP

- Prerequisites for PHP
- Server vs client side
- Creating development environment
- Basic coding using data types, variables, arrays & control structure
- Custom & string functions
- Mysql database handling using phpmyadmin
- Crating database, table & columns
- Sql queries select, insert, update and delete
- Working with Form using GET & POST method
- Encryption using php functions
- Session & cookies
- Working with API's XML & JSON
- Third party API integration
- PHP framework (CodeIgniter) using MVC with OOPS concept
- Installing and configuring open source CMS Wordpress & Magento

## MODULE 2

### Web development with interactive UI implantation

- HTML 5
- CSS 3
- JavaScript
- jQuery

## MODULE 3

### Responsive Designing with Bootstrap

- Introduction to responsive design
- Responsive design with CSS3
- Bootstrap implementation

## MODULE 5

### Motion Graphics for web

- Understanding the motion graphics
- Text & logo animation
- Creating videos using graphics
- Creating videos for you tube

## MODULE 6

### Digital Marketing

- Intro to digital marketing
- On page optimization
- Search engine submissions using google web master
- Directory submission
- Search engine optimization
- Search engine marketing
- Social media marketing
- Web Analytics using google analytics tool
- Ecommerce marketing
- Brand management
- Facebook and google campaigning
- Email & SMS marketing

## MODULE 7

### Entrepreneur in online business with live project

- What is domain and hosting
- Website Publishing using FTP
- Live project
- Portfolio building
- How to Start your business online
- Job assistance
- Interview tips with resume building



## Softwares

CorelDraw, Photoshop, Illustrator, HTML/CSS, Jquery, Javascript, Magento, Wordpress

HTML



CSS



JAVA



PHP



BOOTSTRAP



JQUERY



MAGENTO



# Diploma in Web Analytics & Digital Marketing

Course  
Duration  
**1 YEAR**

## MODULE 1

### Website Building

- HTML & CSS
- WordPress setup & configuration
- Website structure planning
- Setting up forms in wordpress
- Setting up ecommerce in wordpress
- Implementation of google map in wordpress



## MODULE 4

### Social Media Marketing

- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Instagram Marketing
- Youtube marketing
- Pinterest marketing

## MODULE 6

### SEO Technique

- Brand/Reputation Management
- Ecommerce Marketing
- Affiliate Marketing
- Lead generation
- Landing pages generation
- A/B Testing
- Adsense
- Competitor Analysis



## MODULE 2

### On page optimization

- Keyword research
- Optimize the webpages title, keyword & description
- W3C validation of pages
- Content optimization with keyword stuffing
- Focus keyword vs keyword density
- Image optimization
- URL optimization
- Optimization techniques

## MODULE 5

### Analytics tools setup

- Setting up Google webmaster
- Setting up Google Analytics
- Setting up Google Tag Manager
- Setting up Google Adword



## MODULE 3

### Off page optimization

- URL submission to search engines
- Link Submission
- Directory Submission
- Forum Posting
- Blog Posting
- Blog Creation
- Profile creation on directory sites



## MODULE 7

### Paid campaigning using Google and Facebook

- Creating Search Engine Display ads
- Creating mobile display ads
- Creating Ads for youtube
- Creating facebook ads

# Diploma in Animation & Multimedia

Course  
Duration

1 YEAR

## MODULE 1

### Pre-Production

- Introduction to graphics & animation
- Principle of layout design
- Fundamental of Graphics Design
- Concept of still frame& Colour theory
- Raster graphics& Vector illustration
- Image editing/retouching
- Manual/computerized Sketching
- Story boardingconcepts
- Creating Backgrounds, texture/patterns
- Digital Painting & Matte Painting

## MODULE 3

### Post-Production

- Fundamental of Video Editing
- Colour Transitions & corrections
- Logo, Text Animation & Motion Graphics
- Masking objects
- Advanced Colour Keying
- Creating 3D effects
- Special Effects techniques in video
- Camera Tracking Basics
- Chroma, Grain & Wire removing technique
- Rotoscopy technique
- Merging 3D with Live Footage
- Creating VFX using After Effects Interface
- Generating advanced particle effect
- Rendering formats for various passes
- FCP Interface Editing
- Sound editing
- Creating Short/Ad. Films

## MODULE 2

### 2D & 3D Animation Development

- Principle of animation
- Inorganic & Organic Modelling
- Model Buildings
- Interiors & Exteriors Modelling
- 3D Character Design & Modelling
- Crating Textures & Materials
- Material Mapping
- Skinning a Character
- Object Animation with Timeline
- Camera Movement with Key frames
- Principles of Rigging
- Mechanical & Character Rigging
- Creating Expressions using Facial Rigging
- Dynamics with soft & rigid body mesh
- Lighting Concepts
- Understanding the direct, indirect, spot and focus light
- Accurate Lighting Rigs
- Ray Tracing Technique
- Character animations with walk cycles
- Camera Operation/Animations Techniques
- Particles effects
- still frames & animations rendering techniques
- Rendering with vRay technique

## MODULE 4

### Live Project with portfolio

- Creating Demo Reel
- Portfolio building
- How to Start your business online
- Job assistance
- Interview tips with resume building



## Softwares

Adobe Photoshop, Illustrator, Premiere, After Effects, FCP Editor, 3ds Max, Fl Studio, Abelton

# Placements at Edcloud Academy

We have merged up with Multinational IT companies in tricity and outside. In Edcloud Academy we conduct small interviews for students which help them rectify their weakness and some other points and help them in improve their skills.We arrange inhouse Job Fest for students through various Industries experts which help students to create impact show reels of their work.

## Our Students Placed In



## Other Short Term Courses

Course Duration  
3/6 Months

- Certificate Course in Graphic Designing
- Certificate Course in Web Designing
- Certificate Course in Web Development
- Certificate Course in Digital Marketing
- Certificate Course in Photography
- Certificate Course in JAVA
- Certificate Course in Android App Development
- Certificate Course in iOS App Development
- Certificate Course in PHP
- Certificate Course in VFX & AV Editing
- Certificate Course in QA/Software Testing
- Certificate Course in Accounting
- Certificate course in Computer Basics

# DRIVE YOUR CAREER





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**SCO-15, 2ND FLOOR, KALGIDHAR ENCLAVE, BALTANA, ZIRAKPUR.**

**Phone :01762-505333    Mobile :9988972995    E-mail :info@edcloudacademy.com**

**[www.edcloudacademy.com](http://www.edcloudacademy.com)**

**f** @edcloudacademypunjab

**t** @EdcloudAcademy

**G+** <https://plus.google.com/u/1/+EdcloudAcademy>