



Product Note: Digital Advertising Design and Marketing

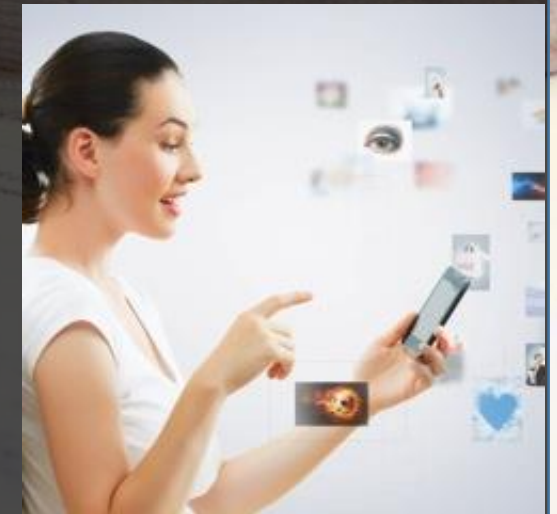
Course Code: OV-3107

Course Category: Professional



INDUSTRY

ARENA
ANIMATION



MEDIA & ENTERTAINMENT

DIGITAL MEDIA

India is one of the fastest growing countries in terms of Digital Advertising

Expected to cross Rs. 400 Bn in FY 2023 at a CAGR of around 31%.

Source : KPMG in India analysis 2018

INDUSTRY

MEDIA & ENTERTAINMENT

DIGITAL MEDIA



VIDEO CONTENT CONSUMPTION

Video Consumption will continue to rise on the back of on-demand content on Digital platforms like OTT

Technology-led experiences are expected to drive interactions and transactions on digital platforms

Increase in Use of Voice Assistants – Alexa, Google Assistant by Consumers & more Companies will use AI for providing better customer service

ABOUT COURSE

Arena Digital Advertising Design and Marketing (DADM) is a comprehensive program that trains students end-to-end training in all aspects of Digital designing to make you job-ready professional.

It gives you a thorough grounding in all the fundamentals & techniques of Digital illustrations, Typography techniques, digital advertising concepts, digital video techniques, internet advertising, email marketing, mobile marketing .

The digital marketing and advertising design program combines technology with creativity to train a student or a graduate in the conceptual, design, advertising, marketing, technical and analytical aspects of communication for the digital space.

WHY ARENA ANIMATION ?

USP's and Salient Features:

- A comprehensive Job Oriented program
- Industry relevant curriculum
- Industry Simulated Hands-on Training using latest tools and techniques
- Laddered learning from basic to advance level
- Projects at regular intervals
- Practical application using latest versions of tools / software
- Specialization & Creating Portfolio in the area of interest
- Exposure to Industry interaction & workshops
- Certified Faculty
- Placement Assistance
- Online Varsity: Exclusive e-learning platform
- EDE (Employment Driven Education)
- Creosouls : Exclusive online platform to showcase student's portfolio

LEARNING OUTCOMES

Term 1

- **Explain the importance of Advertising**
- **Explain various advertising techniques**
- **Explain the scope and application of typography in contemporary society**
- **Create artworks/Illustrations**
- **Use Image Editing tools and retouch image**
- **Design and publish a page layout for magazine and brochures**
- **Understand effectiveness of advertising through electronic media and digital media**

Term 2

- **Demonstrate the understanding of Digital marketing and media concepts**
- **Effectively run advertisements on Search Engines**
- **Get website listed for top search engine results**
- **Implement best practices for creating, measuring, and optimizing display ad campaigns**
- **Effectively build your users lists, deliver e-mails & generate relevant clicks**
- **Understand mobile marketing measurement and analytics**
- **Make business decisions from the metrics available in Digital Media**

PRODUCT DETAILS

DADM

Abbreviations

Below are the indications to interpret course structures with respective Mandatory /non-mandatory points

Theory Hours :

- Theory Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

LAB Hours :

- LAB Hours are Mandatory to be delivered as per the program and will be tracked in Aptrack

Practical Hours :

- Practical Hours are NOT mandatory for program delivery and will not be considered under Aptrack for tracking and program duration
- Practical Hours to be communicated as suggested additional practice sessions to strengthen students learning
- These Hours can be practiced by the student either at the centre by prior booking the LAB or another appropriate venue as convenient to the student

Note: Course monitoring will be limited to Theory hours and Lab hours sessions only

COURSE STRUCTURE

Term 1	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Digital Advertising Concepts	-	12	10	22	26
Typography Design		6	6	12	10
Digital Artworks	Adobe Illustrator CC	10	6	16	4
Digital Imaging	Adobe Photoshop CC	20	12	32	10
Sound Composition	Adobe Audition CC	6	6	12	4
Digital Video Techniques	Adobe Premiere CC/Prelude CC	18	12	30	6
Design Communication Design Portfolio	-	2	0	2	22
Total		74	52	126	82

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

Term 2	Tools	Theory hours	Lab hours	Total hours	Additional Practice hours
Marketing Basics	-	6	2	8	0
Internet Advertising with Search Network	-	8	12	20	6
Search Optimization Techniques	-	8	12	20	5
Creative Display Ad Solutions	-	6	18	24	6
Marketing using Email - 1	-	2	0	2	6
Mobile Marketing in Practice	-	4	8	12	4
Introduction to Analytics	-	4	2	6	16
Digital Marketing Portfolio	-	2	26	28	8
Total		40	80	120	51

Practical Hours to be communicated as suggested additional practice sessions

COURSE STRUCTURE

Digital Advertising Design and Marketing Summary	Hours	Months
Term 1	126	5
Term 2	120	5
Grand Total	246	10

DELIVERY PATTERN

Delivery Pattern :

➤ Normal Track - 2 Hrs. a Day x 3 Days a week

Certificate Type :

Certificate of Accomplishment (COA)

Certificate :

Digital Advertising
Design and Marketing

Arena Certified Professional in Digital
Advertising Design and Marketing

EXIT PROFILES

TERM 1

- Digital Graphic Designer
- Illustrator
- Audio Video Editor

TERM 2

- Digital Sales Executive
- SEO Executive
- Digital Marketing Executive

PLACEMENT COMPANIES

- ❖ AMAZON
- ❖ TECHNICOLOR
- ❖ MPC
- ❖ DOUBLE NEGATIVE
- ❖ PRIME FOCUS
- ❖ MAYA DIGITAL STUDIOS
- ❖ MAKUTA VISUAL EFFECTS
- ❖ BYJU'S
- ❖ XENTRIX STUDIOS
- ❖ RED CHILLIES
- ❖ GREEN GOLD ANIMATION
- ❖ DQ ENTERTAINMENT
- ❖ PRANA STUDIOS
- ❖ TRACE VFX
- ❖ L&T
- ❖ PRISMART PRODUCTIONS
- ❖ RESONANCE DIGITAL
- ❖ SUPERDNA
- ❖ EXIGENT 3D
- ❖ INNOVATIVE ANIMATION
- ❖ ROCKSTAR
- ❖ ADNET GLOBAL
- ❖ HERE TECHNOLOGIES
- ❖ FIREFLY CREATIVE STUDIO
- ❖ CIMPRESS VISTA PRINT
- ❖ GEOSHOTT TECHNOLOGIES
- ❖ SPARROW INTERACTIVE
- ❖ LAKSHYA DIGITAL
- ❖ ASSEMBLAGE ENTERTAINMENT
- ❖ 88 PICTURES
- ❖ BIOREV STUDIOS
- ❖ TRANSPIXEL STUDIOS
- ❖ GOLDEN ROBOTS



TG AND SELLING POINTS

Target Audience :

- The TG can be further defined as follows:
 - 10+2 students (Any stream)
 - Under Graduates - Fine Arts, Commerce, Science or Arts students (Any stream)
 - Students with a creative bent of mind

Selling Points :

- New Students and Referrals from existing students

PROFILING OF WALK-INS

EDUCATION	AFFORDABILITY	INTEREST	AWARENESS
10+2	Career	Design	Not Aware
In College	Professional	Digital	Half Aware
Graduate	STCs	Animation	Fully Aware
Working Professional		Visual Effects Gaming	

AVAILABILITY IN PORTAL



Available



Note: The Arrow indicates the availability of the course in portal (Course Code : OV - 3107)

CONTENT AVAILABILITY DATES

Program	Course Code	Content Availability	PM Released to Regions	Batch Start Date
DADM	OV-3107	Sem 1 – Available Sem 2 -Available	Sem 1 – Available Sem 2- Available	Available

FEE AVAILABILITY DATES

Program	Course Code	Fee Plan Released to Regions	Fee Plan Availability in Portal
DADM	OV - 3107	Available	Available

PRICE LIST AVAILABILITY DATES

TERM 1

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
DADM	OV-3107	Digital Advertising Concepts	OV-DAC0001D	Available
		Typography Design	OV-TYP0002D	
		Digital Artworks	OV-DGA0001D	
		Digital Imaging	OV-DGI0001D	
		Sound Composition	OV-SOC0001D	
		Digital Video Techniques	OV-DVT0001D	
		Design Communication Design Portfolio	OV-DCP0001D	

Note: Program fee contains only Online Varsity book titles. Centers have to purchase Publisher Books directly from the logistics department by paying additional payment as applicable (if any)

PRICE LIST AVAILABILITY DATES

TERM 2

Program	Course Code	Book Title	Book Code	Book Price Released to Regions
DADM	OV-3107	Marketing Basics(D)	OV-MAR0001D	Available
		Internet Advertising with Search Network(D)	OV-ADV0005D	
		Search Optimization Techniques(D)	OV-SEO0005D	
		Creative Display Ad Solutions(D)	OV-ADV0006D	
		Marketing using Email - 1(D)	OV-MAR0002D	
		Mobile Marketing in Practice(D)	OV-MMP0001D	
		Introduction to Analytics(D)	OV-ANA0001D	

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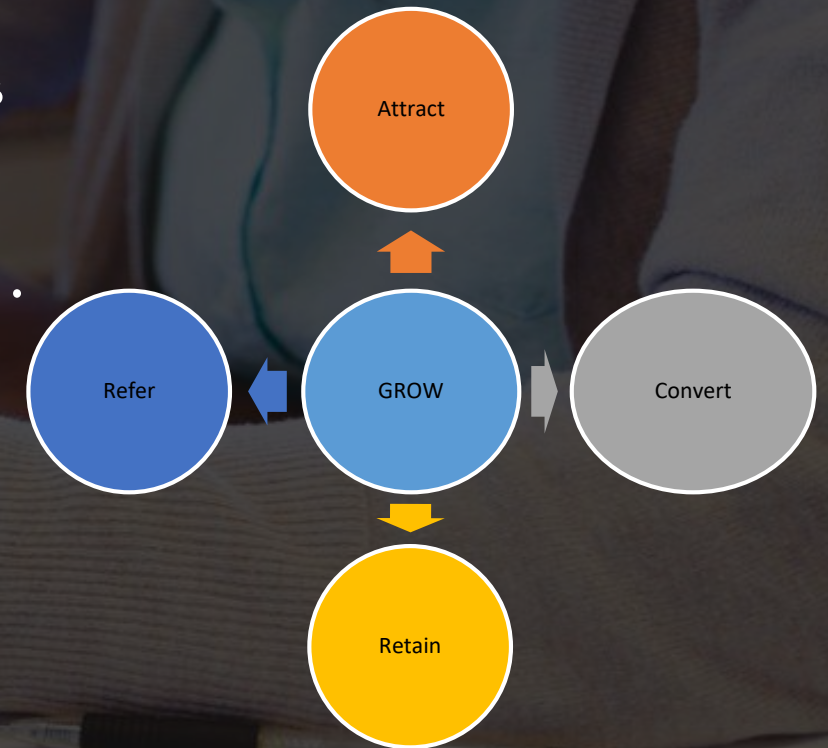
CUSTOMER ENGAGEMENT

Customer Experience means different things to different people, it is generally about the sum of all interaction a customer has with a brand. That's a significant difference from:

- Customer Service, which generally focuses on a single transaction .
- Engaging customers and strengthen their loyalty to a brand.

The aim of Customer Engagement is to have long-term engagement, encouraging customer loyalty and advocacy through word-of mouth, Below are few triggers to attract or engage audience (intenders/ existing students) on many occasions:

- Centre
- Social
- Technical/Creative
- Personal



ABOUT CREOSOULS

- Creosouls is a Social Network portal specializing in showcasing Talent, online portfolio including opportunity to building career and offering your talent services to customers.
- It has Custom Institute Workflow which enables Institutions to develop a portfolio of their own and helps with assignment management.
- Easy to monitor progress and quality of education.
- Arena Animation is First and only Brand to implement this platform world wide for students.



Assignment
Management



Dynamic
Portfolio



Announcements



Host
Competitions



Job
Posting



Alumni
Network



Events
Management



Dedicated page
for each Centre

A photograph of a person sitting at a desk, working on a laptop. The person is wearing a light-colored sweater and a watch. There is a cup of tea with a tea bag on the desk next to the laptop. The scene is dimly lit, suggesting an indoor setting. The text "Thank You" is overlaid in the center of the image.

Thank You

For any further clarity, pls contact you Regional Sales Head or write to me at meghana.w@aptech.ac.in