

DCC (DIGITAL CONTENT CREATION)

NEXT-GEN GRAPHIC DESIGN AND WEB DEVELOPMENT

Connecting The Digital Social World



Learn from the Leader





INDUSTRY INSIGHT

The graphic and web design industry is undergoing a major transformation with advancements in AI-driven automation, no-code/low-code development, and immersive digital experiences. Businesses are increasingly prioritizing visually compelling, user-friendly, and high-performance websites and digital content to enhance brand identity and user engagement. AI-powered design tools, Web3, Progressive Web Apps (PWAs), and motion graphics are shaping the future of digital experiences, while responsive and accessible design has become a necessity for global businesses. The future of this industry lies in AI-assisted design, real-time collaboration, and cross-platform development, making it an essential field for innovation and digital transformation.

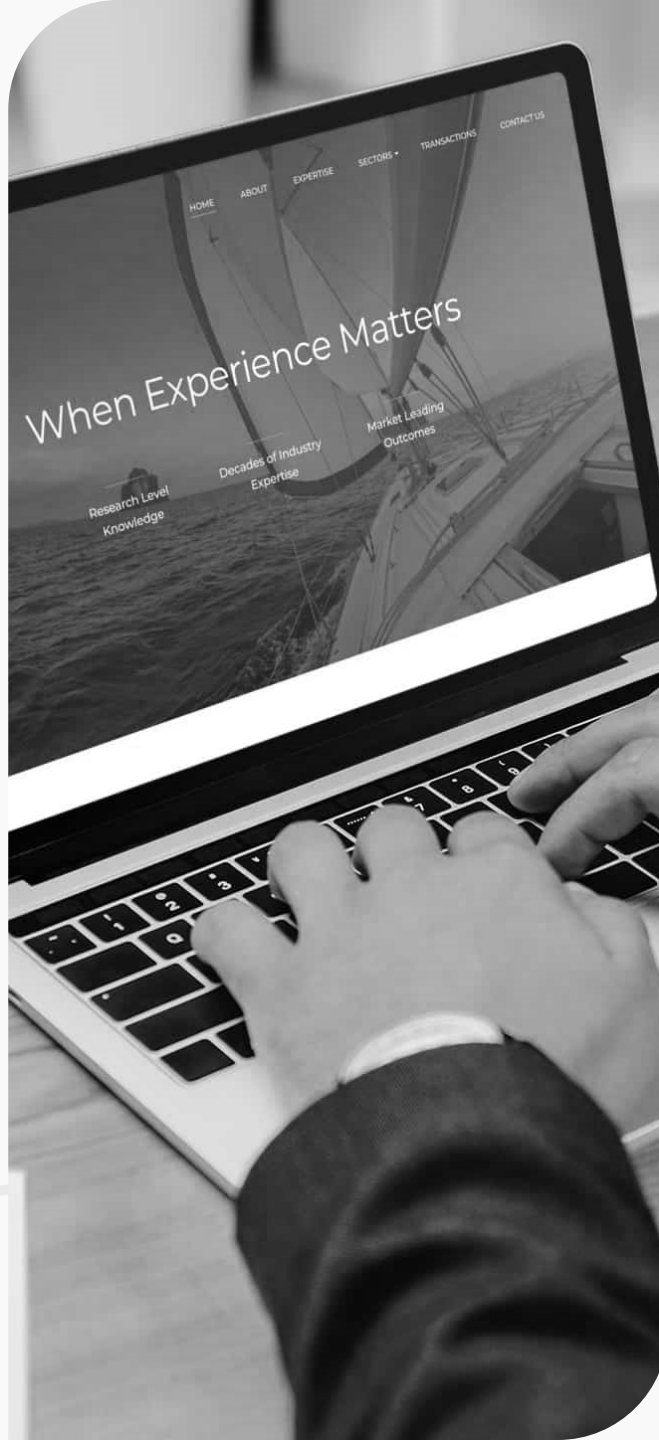
India is Poised to Become a Global Hub for Graphic & Web Design
 The growth of India's digital design and development industry is driven by:
 A Highly Skilled Workforce in UI/UX, branding, motion graphics, and full-stack development
 Booming Digital Economy with rising demand for e-commerce, SaaS, and fintech solutions
 Cost-Effective Design & Development Services attracting startups and global enterprises
 Government Initiatives & Startup Ecosystem Support fostering digital business growth
 Growing Demand for AI, AR/VR, and Web3 Technologies in creative and digital industries

Advantages of the Graphic & Web Design Industry in India
 World-Class Designers & Developers working with global brands and tech giants
 Adoption of AI & Automation in web design, UI/UX, and content creation
 Global Outsourcing Hub for website development, branding, and SaaS solutions
 Strong IT & Digital Ecosystem driving AI-based personalization and cloud integration
 Expanding Demand Across Industries including e-commerce, fintech, gaming, and marketing



ABOUT

The **Graphic, Web Design and Development** program provides a comprehensive skill set for creating visually compelling designs and high-performing websites. It covers graphic design fundamentals, UI/UX principles, branding, and motion graphics, alongside web development technologies like HTML, CSS, JavaScript, and frameworks such as React and WordPress. Students learn to craft engaging digital experiences using AI-powered tools, responsive design techniques, and emerging trends like Web3 and Progressive Web Apps (PWAs). This program prepares individuals for careers in digital design, front-end and full-stack development, and online branding, catering to the growing demand for skilled professionals in the global digital industry.



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 Content

Course Duration : **290 Hours**

Delivery Pattern :
2 Hours, 3days / week



Graphic and Visual Design

Duration: 152 hrs

5

Web Design & Development

Duration: 138 hrs



Course Structure

Term 1: Graphic and Visual Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundation of Visual Design & Communication	Theory/Conceptual	3	6	0	6	0
Color and Light Magic	Theory/Conceptual	4	8	0	8	0
Copyright and Design Ethics	Theory/Conceptual	2	4	0	4	0
Typography Techniques	Theory/Conceptual	3	6	2	8	4
Principles of Design in UI/UX	Theory/Conceptual	2	4	0	4	0
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
Designing for Social Engagement	Canva/Adobe Express	2	4	2	6	0
Product Visualization and Branding	Adobe Dimensions	4	8	4	12	0
Design Thinking Process	Theory/Conceptual	2	4	0	4	0
Wireframing and Collaboration	Pencil Project/Draw.io	2	4	2	6	4
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Total		58	116	36	152	46



Course Structure

Term 2: Web Design and Development

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Interactive Prototyping with Figma	Figma	7	14	2	16	6
Gen-AI for UI and UX Design	Visify, Uizard, Figma, Firefly	2	4	2	6	4
Concepts of Web Design & Development	Theory/Conceptual	1	2	0	2	0
Foundations of Modern Web Design	HTML5 CSS3	8	16	4	20	4
Responsive Web Development with Bootstrap	Bootstrap	6	12	4	16	4
Dynamic Web Interactions	JavaScript	6	12	4	16	4
CMS & Local Web Development with WordPress and XAMPP	WordPress, XAMPP	6	12	4	16	4
Intro to SEO and Digital Marketing Concepts	AdWords, Analytics, Yoast	4	8	0	8	4
Server-side scripting with PHP	PHP and MySQL	6	12	4	16	4
Website Project	Project	2	4	12	16	4
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Career Launchpad	LinkedIn, Upwork	1	2	0	2	10
Total		50	100	38	138	68





SUMMARY



Total Hours

290 hrs



Total Terms

2



Software's Covered

Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC, Canva / Adobe Express, Adobe Dimensions, Pencil PROJECT/DRAW.IO, Figma, Visify, Uizard, Figma, FireFly, HTML5 CSS3, Bootstrap, JavaScript, WordPress, XAMPP, Adwords, Analytics, Yoast, PHP and MySQL.



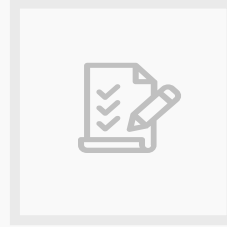
Course Code

3172-DCC-NGGDWD

COURSE OUTCOME

Students of this program will emerge as versatile digital creators, equipped to seamlessly blend artistic innovation with technical precision in graphic design and web development. Students will master foundational design principles—including color theory, typography, and visual storytelling—to craft compelling brand identities, social media campaigns, and interactive publications. They will leverage AI tools to automate workflows, enhance creativity, and generate dynamic assets for both print and digital platforms. On the technical front, learners will gain proficiency in building responsive, user-centric websites using modern coding practices (HTML5, CSS3, JavaScript) and frameworks like Bootstrap, while integrating content management systems (CMS) and server-side scripting (PHP) for scalable solutions. The course emphasizes UI/UX prototyping, usability testing, and SEO-driven design to optimize digital experiences for engagement and accessibility.

CAREER OPPORTUNITIES



- Graphic Designer
- UI/UX Designer
- Front-End Developer
- WordPress Developer
- Web Designer
- AI-Enhanced Designer
- Web Analytics Consultant

ELIGIBILITY



Eligibility Criteria:

10th



Certification: DCC-Next-Gen Graphic Design and Web Development

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 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:

arenaanimation@aptech.co.in