Maharaja Agrasen College
University of Delhi

in association with

International Institute of Mass Media

Skill -Based Joint Certificate Courses in

- ## AI in Media
- ## Digital Advertising & Digital PR
- ## Graphic Design & Editing

Fees - Rs. 10,000/- all inclusive (per course)
Duration- 3 months
To Apply SCAN the QR CODE

Course Coordinators:
Dr. Sudhir Rinten (MAC)
Mr. Subhash Bhagat (IIMM, Delhi)

+91 97161 31373
www.mac.du.ac.in

+91 9210 877 877
www.iimmdelhi.com

PROPOSED COURSES:

The duration of each course would be 36 learning hours spread across 3 months and the proposed fees is Rs 10,000/- gross inclusive of evaluation and certification.

1. Certificate Course in AI in Media
2. Certificate Course in Digital Advertising and Digital PR
3. Certificate Course in Graphic Design & Editing

Course Curriculum

1. Certificate Course in AI in Media (2 credits)

	UNIT	DETAILED SECTIONS	HOURS
1.	**Understanding AI Basics**	● Definition and origin of AI ● Difference between AI, Machine Learning (ML), and Deep Learning (DL) ● Real-life examples: voice assistants, recommendation systems, self-driving cars ● Types of AI: Narrow AI, General AI, Super AI	**6 hours**
2.	**Key Concepts and Tools**	● Data and how AI uses it ● Algorithms explained with analogies (like recipe-following) ● What is a model in AI? ● Training and testing an AI model (simple demos using image classifiers) ● Intro to basic AI tools	**6 hours**
3.	**AI in the Media World**	● AI in photo and video editing (e.g., filters, face recognition)	**6 hours**

		● Smart cameras and automated content tagging ● Deepfakes and synthetic media (basic understanding) ● Music and art generation using AI (e.g., AI music tools or DALL·E for images)	
4.	**AI in News and Entertainment**	● Automated journalism and robot writers (basic concept of news bots) ● AI in YouTube recommendations and Instagram reels ● Personalization of media content: what it means and how it works ● AI in animation and special effects	**6 hours**
5.	**Ethics & AI in Media**	● Misinformation and fake news detection using AI ● Privacy issues with face recognition and data collection ● Bias in AI tools – how and why it happens ● Classroom debate: "Should AI decide what we watch?"	**6 hours**
6.	**Capstone Project**	● Create a simple AI-based project (image classifier, music generator, etc.) ● Use no-code platforms (Teachable Machine, Canva with AI, etc.) ● Presentation and sharing of student	**6 hours**

		projects ● Final Quiz and Reflection Activity: "What I learnt about AI in media" TOTAL HOURS- 36 TOTAL CREDITS-?	

2. <u>Certificate Course in Digital Advertising and Digital PR (2 credits)</u>

	UNIT	**DETAILED SECTIONS**	**<u>HOURS</u>**
1.	**Introduction to Digital Advertising**	● What is advertising? Traditional vs. digital ● Types of digital ads: display ads, social media ads, search ads ● What is target audience and how ads reach the right people ● Basic terms: impression, click, reach, CTR (Click Through Rate)	**6 hours**
2.	**Creating a Simple Digital Ad Campaign**	● What makes an ad successful? (AIDA model: Attention, Interest, Desire, Action) ● Digital Copywriting basics- creating keywords, taglines, hashtags and captions ● Choosing platforms: Instagram, X, YouTube, Google, etc. ● Hands-on: Design a 3-post campaign for a the college or	**6 hours**

		small business	
3.	**Basics of Digital PR**	● Digital Public Relations vs. Digital Advertising: what's the difference? ● Press Interactions for Digital PR ● The role of influencers and online reputation ● Basic tools: email, WhatsApp, Twitter, and blogs in PR ● Analyse a simple Digital PR campaign	**6 hours**
4.	**Social Media Strategy**	● How brands use Instagram, YouTube, X (Twitter) ● Creating a content calendar (simple weekly plan for posts) ● Understanding hashtags, trends, and viral content ● Activity: Draft 5 social media posts for a fictional brand ● Introduction to free tools: Canva, Buffer, Google Forms	**6 hours**
5.	**Creative Skills for the Digital World**	● What is Digital visual storytelling? ● Using photos, videos, reels, and memes in digital ads ● Simple tools for content creation (Canva, CapCut, InShot) ● Classroom challenge: Design a meme campaign for exam stress relief	**6 hours**

6.	**Capstone Project**	• Roles and functions of social media manager, ad copywriter, digital PR/Advertising executive • Introduction to portfolios and online presence • Final project: Design a digital campaign (ads + PR) for a cause or product	**6 hours**
		TOTAL HOURS - 36 TOTAL CREDITS ?	

3. **Certificate Course in Graphic Design & Editing (2 credits)**

	UNIT	DETAILED SECTION	HOURS
1.	Introduction to Visual Design	• What is Graphic Design? (Definition + everyday examples) • Understanding Elements of Design: line, shape, color, texture, space • Understanding Principles of Design: balance, contrast, alignment, hierarchy • Color theory: primary, secondary, complementary colors • Fonts and Typography: serif vs sans-serif, font pairing basics	6 hours
2.	**Tools & Layouts**	• Introduction to Canva and/or Pixlr (free, beginner-friendly tools) • What is a layout? Understanding grids, margins, and alignment	6 hours

		● Designing for different formats: poster, flyer, social media post ● Activity: Create a digital poster using Canva templates ● Saving and exporting files (JPG, PNG, PDF formats)	
3.	**Image Editing in Design**	● What is photo editing? Why is it important in design? ● Cropping, resizing, adjusting brightness/contrast ● Removing background and using layers ● Filters, effects, and basic retouching ● Tools: Pixlr, Photopea, Snapseed (demo on mobile & PC) ● Activity: Edit a photo for an event poster	6 hours
4.	**Logo & Brand Design Basics**	● What is a logo? Different types: wordmark, icon, combination ● Introduction to brand identity: colors, fonts, tone ● Case study: Famous logos and what makes them work ● Activity: Design a simple logo and tagline for a made-up brand	6 hours
5.	**Trends in Modern Graphic Design**	● Overview of current design trends: minimalism, gradients, 3D design, hand-drawn elements ● Design for digital-first platforms: social media, websites, apps ● Mobile-friendly and responsive design basics ● Exploring trends in color palettes, typography, and motion graphics ● Understanding the role of AI and templates in design today	**6 hours**

6.	**Capstone Project**	● Students plan and create a complete design package (e.g., logo + poster + social media post) ● Apply principles, tools, and trends learned across the course ● Peer review and constructive feedback session ● Final presentation of design work to the class	**6 hours**
		TOTAL HOURS- 36, TOTAL CREDITS- 2 credits per course	