Buff
Institute of Design
Madurai Campus

CERTIFICATION IN

DIGITAL CONTENT CREATION

Create, Design, Edit, Animate.

Master Graphic Design, Video Editing, Motion Graphics & Content Creation using industry-standard Adobe tools.

About
Digital Content Creator Certification Program

Welcome to the Digital Content Creator Certification Program at **Buff Institute of Design** – a career-focused program designed to help aspiring creatives build professional skills in Graphic Design, Video Editing, and Motion Graphics.

In today's digital world, businesses, brands, and creators rely on engaging visual content to communicate ideas and connect with audiences.

This program combines design principles with industry-standard Adobe tools, enabling students to create impactful content for print digital media, social platforms, and video productions.

Program Highlights

- Graphic Design
- Video Editing
- Motion Graphics
- Content Creation
- Portfolio Development
- Industry Readiness

Why
Digital Content Creation?

Modern businesses need professionals who can:

- Design compelling visuals
- Create engaging social media content
- Edit professional videos
- Develop motion graphics
- Build strong brand identities

This program prepares students for today's rapidly growing creative industry.

Key Benefits

- Practical Projects
- Expert Mentors
- Portfolio Building
- Career Guidance
- Flexible Learning

Industry Standard
Tools You'll Master

- **Ps** Adobe Photoshop – Photo Editing & Creative Design
- **Ai** Adobe Illustrator – Branding & Vector Graphics
- **Id** Adobe InDesign – Publishing & Layout Design
- **Pr** Adobe Premiere Pro – Professional Video Editing
- **Ae** Adobe After Effects – Motion Graphics & Animation

Modules Covered

01 Design Fundamentals
- Principles of Design
- Color Theory
- Typography
- Layout & Composition
- Visual Hierarchy
- Creative Thinking

02 Adobe Photoshop
- Photo Editing
- Retouching
- Social Media Creatives
- Poster Design
- Manipulation
- Branding Mockups

03 Adobe Illustrator
- Vector Graphics
- Logo Design
- Icon Design
- Packaging Design
- Brand Identity

04 Adobe InDesign
- Brochure Design
- Magazine Layout
- Book Design
- Multi-page Documents

05 Premiere Pro
- Video Editing
- Audio Editing
- Color Correction
- YouTube Videos
- Reels & Shorts

Modules Covered

06 After Effects
- Motion Graphics
- Text Animation
- Motion Posters
- Logo Animation
- Visual Effects

07 Content Creation & Social Media
- Instagram Content Design
- YouTube Thumbnails
- Reel Creation
- Content Strategy
- Personal Branding

08 Portfolio Development
- Best Client Projects
- Case Studies
- Behance Portfolio
- Resume Building
- Freelancing Basics

09 Career Preparation
- Interview Preparation
- Portfolio Presentation
- AI Tools for Designers
- Freelancing & Business
- Job Assistance

Career
Paths You Can Pursue

Graphic Design
- Graphic Designer
- Visual Designer
- Brand Designer
- Print Designer

Video Production
- Video Editor
- Social Media Video Editor
- Corporate Video Editor

Motion Graphics
- Motion Graphics Designer
- Animation Designer
- After Effects Artist

More
Opportunities

Content Creation
- Digital Content Creator
- Social Media Designer
- YouTube Creator
- Thumbnail Designer

Marketing & Branding
- Creative Executive
- Advertising Designer
- Campaign Designer

Freelancing
- Freelance Graphic Designer
- Freelance Video Editor
- Freelance Motion Graphics Artist

Where Can You Work?

- Advertising Agencies
- Design Studios
- Media Companies
- YouTube Channels
- Startups
- E-commerce Brands
- Corporate Companies
- Publishing Firms
- Digital Marketing Agencies

Professional Development

Students will receive:

- Digital Content Creator Certification
- Portfolio Development Support
- Behance Portfolio Creation
- Resume Building
- Industry Guidance
- Career Assistance

Course
Details

DURATION
4 Months

EARLY BIRD OFFER
₹34,999
Save ₹5,000

Regular Fee ~~₹39,999~~

Installment Options

2 Installments
₹20,000 + ₹14,999

4 Installments
₹11,000 + ₹10,000 + ₹10,000 + ₹11,999

Contact Us

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