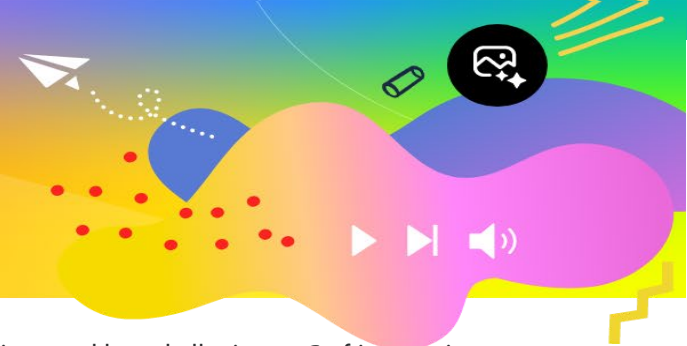




# CONTENT AND COMMUNICATION



An effective content strategy captivates your audience, fosters meaningful engagement, and cultivates lasting connections and brand allegiance. Crafting pertinent content is paramount for grabbing your audience's interest, so leverage your creativity to develop distinctive material. Utilizing tools like Adobe Express can aid you in producing stunning designs to elevate your content.

## Who This Course Is For

This course is for anyone who wants to learn how to create stunning visual based content using

AdobeExpress including:

- Individuals / student lacking previous design exposure
- Entrepreneurs aiming to craft their marketing materials independently
- Social media administrators striving to produce captivating visuals for their platforms

**Requirements :** To take this course, you'll need a computer with an internet connection, and Adobe Premium License.

## Course Structure

S. No	Module Name	Topics	Learning Outcomes	Duration	Useful links
1.	Introduction to the Job role and career progression	Introduction and Orientation	Description of the job-role and its requirements Know more about career progressions both horizontal and vertical.	02:00	
2.	Principles of Content & Communication	2.1 Fundamentals of Digital Communication	What is Content? Benefits of Content & Communication How to build a brand strategy	06:00	<a href="https://www.adobe.com/express/learn/blog/rand-strategy">https://www.adobe.com/express/learn/blog/rand-strategy</a>
		2.2 Audience Analysis and Engagement	Multimedia and Visual Communication An overview of SEO; Metrics to measure SEO performance; Adding Your Website to Google Search Console		
		2.3 Writing for the Web - Social Media	Know about YouTube, META, Twitter , Instagram marketing		

S. No	Module Name	Topics	Learning Outcomes	Duration	Useful links
3.	Introduction to Copy writing : Adobe Express to create beautiful social media content	3.1 Content Strategy Development	content development process : 1. Research & Planning 2. Production and distribution Learn to create custom templates using Adobe Express	06:00	
		3.2 Content Creation : Home page and Features	Explore the homepage and familiarize with various featured tools such as All in one editor, Pre-defined graphics elements, templates, Photoshop Express, Image and video editing, working with PDFs, creating graphics including infographics, posters, presentations, flyers, logos, Stock images in Media, Drawing tools, Animate with audio, and many other.		
		3.3 Using 'Quick Actions' in Adobe Express	Learn to remove background of an image, resize and crop images, convert to JPEG and PNG images, etc. built-in design tools - Custom fonts - Organize & Store brand assets		
		3.4 Ethical and Legal Considerations in Content Creation	Content creators to ensure they adhere to the law and maintain ethical standards. Legal considerations encompass areas such as copyright and IP, privacy and data protection, and defamation and libel laws		
4	Ethical Content Creation using power of Generative AI	4.1 AI and Generative AI	Get introduced to the 'Generative AI' technology and understand the buzz around it.	04:00	<a href="https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:4ce090a7-0eb0-4b5a-9f11-09f1ad4198cc?category=media&amp;tab=photos">https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:4ce090a7-0eb0-4b5a-9f11-09f1ad4198cc?category=media&amp;tab=photos</a>
		4.2 Generative AI Tools (Adobe Firefly, Adobe Express)	Familiarize with generative AI image editing tools such as Adobe Firefly, and its instance within Adobe Express for image generation and editing.		<a href="https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:9d1a51e2-6d01-463f-818c-e554549dd9e6?category=media&amp;tab=photos">https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:9d1a51e2-6d01-463f-818c-e554549dd9e6?category=media&amp;tab=photos</a>
		4.3 Generative AI features in Adobe Express	Discover features such as Text to Image, Generative Fill, Text Effects of Adobe Express		

		4.4 Generative AI Prompts	Understand what Prompts are and how to write precise prompts		
		4.5 Text effects using Generative AI in Adobe Express	Explore text effects of Generative AI and customize the pre-defined styles and learn to apply styles and textures to text using prompts		
		4.6 Image effects in Generative AI	Review AI images available in Adobe Express and edit the prompts to add new components to an existing image or generate a new image. Discover various features of text to image in Adobe express and learn to apply styles, content types and adding details to prompts to create high quality images		
		4.7 Generative fill feature of Adobe Express	Discover generative fill feature of Adobe Express, brush sizes, accurate prompt to get the desired result		
		2.5 Edit the scene using Generative fill	Demonstrate the understanding of the tool by altering the scene. 1. Use your imagination and create your own impression of the famous painting by 'Starry Night' by Van Gogh. Examples: add a space shuttle flying amidst the starry night backdrop. 2. Use adobe stock images of a park scene or import their own and alter the scene using your imagination and Generative fill.		
5	Creating Stunning Visual Designs, Posts for the Social Media Campaigns	5.1 Knowing Various Templates for Social Media Marketing using Adobe Express	Explore various Adobe Templates such as flyers, posters, brochures, infographics, etc. for YouTube, Instagram and META.	06:00	<a href="https://new.express.adobe.com/design/template/urn:aaid:s:c:VA6C2:0c7ec83fd31b-5270-aa5c0a56c8cd03ce?category=text&amp;taskID=newsletter">https://new.express.adobe.com/design/template/urn:aaid:s:c:VA6C2:0c7ec83fd31b-5270-aa5c0a56c8cd03ce?category=text&amp;taskID=newsletter</a>
		5.2 Various graphical features of adobe express	Walkthrough various features available in Adobe Express to design a graphic such as Templates, Media, Text, Elements, grids, download as PDF, PNG, JPEG, etc., collaborate and share your designs.		
		5.3 Designing Media post, Newsletters with Express	Explore featured documents template, choose a social media post/story template to design a media post for Instagram, Twitter or Facebook, using Adobe Express Explore featured documents template, choose a newsletter template to write an article using Abode Express.		
		5.4 Working with Word Overlays	Use Adobe Express to create their own one-word overlay graphic.		
		5.5 Making LOGOS, Business cards, animated email signatures, Billboards with Express	Explore various features of Adobe Express to design logos, business cards, email signatures, product-based marketing collaterals such as billboards, Banners, brochures, etc.		
6	Animations and Video Storytelling with Adobe Express	6.1 Video Quick actions using Adobe express: trim, resize, merge, crop, caption videos	Explore various video editing tools on Adobe express under Video Quick actions to spruce up recorded videos	08:00	
		6.2 Animate from audio using Express	Choose a character and animate using voice over and learn to merge the character in videos		

		6.3 Adding Voice Over and Music to a Video	Explore ways to add voice over or music to the videos. Demonstrate skills to merge voice over with a background music.		
		6.4 Play with Video Templates	Explore various video templates and free adobe stock videos that can be used for creating their projects. Create videos for YouTube and vimeo.		
		6.5 Creating storytelling videos using Express: Step-by-Step guide to creating impressive videos	Demonstrate the key skills of problem solving, critical thinking, creativity and collaboration while creating a video story from scratch.		
7	Creating blogs, digital portfolios and webpages	7.1 Digital Portfolios, Web-banners and Webpages in Adobe Express	Create meaningful digital portfolios and share with your peers, teachers, experts, college applications, internship application and more. The students understand the importance of representing the creative achievements online, then design and produce their own digital portfolio in a web page created with Adobe Express.	09:00	<a href="https://www.youtube.com/watch?v=D0VaWIP_I0I">https://www.youtube.com/watch?v=D0VaWIP_I0I</a>
		7.2 Create fun templates with Generative AI	Design templates or backgrounds for your portfolios and webpages with Generative AI "Text to Template" tool. Play around with existing templates by altering the prompts and canvas sizes.		<a href="https://www.youtube.com/playlist?list=PLB7pbNktGmfRpUCM9Qtwvg7uN8_4XOD9w">https://www.youtube.com/playlist?list=PLB7pbNktGmfRpUCM9Qtwvg7uN8_4XOD9w</a>
		7.3 Schedule and Connect with the World	Connect your Adobe Express account with various social media channels for the ease of publishing your work.		
		7.4 Design beautiful webpages for business	Work in cohesion with the step-by-step guide to create your own webpage.		
8	Social media marketing content	8.1 Facebook: Optimize ad performance with creative strategy.	Create Facebook cover photos, ads, and video ads	09:00	<a href="https://www.adobe.com/express/discover/ideas/social-media-marketing">https://www.adobe.com/express/discover/ideas/social-media-marketing</a>
		8.2 Twitter: Branding your page and engaging your audience.	Create Twitter header, videos and posts, etc.		
		8.3 Tuning in to your creativity to create a compelling YouTube channel	Create logos, thumbnails, channel art and videos for YouTube		
		8.4 Instagram: Creating beautiful, share-worthy content for your audience	Create insta posts, story, reels aligned with the brand guidelines.		

This document presents a proposed course curriculum, subject to potential modifications as determined by course administration. The department will be duly notified and consulted prior to any alterations.

Trainers are encouraged to offer following insights on the outlined topics within the designated schedule and availability of time.

- Corporate Communications Fundamentals
- Public Relations and Media Management
- Crisis Communications Overview
- Crisis Strategy and Execution
- Evaluating Communication Effectiveness
- Future of Content Distribution