

MULTIMEDIA

PRO

PROFESSIONAL MULTIMEDIA DESIGN PROGRAM

with Creative AI

DESIGN • BRAND • ANIMATE • PROTOTYPE • PUBLISH

A complete career program that transforms your creativity into real-world skills across design, publishing, motion, video, and UI/UX—with the power of AI.



**180
CLASSES**
(90 Modules x
2 Classes)



**HANDS-ON
TRAINING**
Real Projects &
Industry Workflow



**50+ PORTFOLIO
PROJECTS**
Agency-Ready
Professional Work



**INDUSTRY
CERTIFICATE**
Recognized
Certification



**CAREER
FOCUSED**
Job, Freelance &
Growth Opportunities

PROFESSIONAL TOOLS YOU WILL MASTER



Photoshop
Image Editing
& Design



Illustrator
Vector Graphics
& Branding



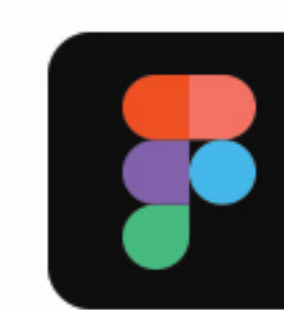
InDesign
Layout &
Publishing



Premiere Pro
Video Editing &
Storytelling



After Effects
Motion Graphics
& Visual Effects



Figma
UI/UX Design
& Prototyping

• THE CREATIVE PRODUCTION PIPELINE •



IDEATE
Research &
Concept



DESIGN
Photoshop +
Illustrator



PUBLISH
InDesign



PROTOTYPE
Figma



EDIT
Premiere Pro



ANIMATE
After Effects



PRESENT
Client-Ready
Presentation



PORTFOLIO
Showcase
Your Work



CAREER
Job, Freelance
& Growth

COURSE STRUCTURE – 7 POWERFUL PHASES

Phase 1 Foundation



- Design Principles
- Colour Psychology
- Typography
- Layout Systems
- Composition
- Creative Thinking
- Brand Communication

PORTFOLIO

Design Foundation Book,
Moodboard Collection,
Typography Guide

Phase 2 Design



- Photoshop Mastery
- Image Editing
- Retouching
- Photo Manipulation
- Digital Painting
- Advertising Design
- Social Media Creatives
- Production Workflow

PORTFOLIO

Advertising Portfolio, Digital
Artwork Collection,
Commercial Campaign

Phase 3 Vector & Brand



- Vector Illustration
- Logo Design
- Brand Identity
- Packaging Design
- Character Design
- Marketing Assets

PORTFOLIO

Brand Identity System,
Packaging Collection,
Illustration Portfolio

Phase 4 Publishing



- Brochures & Flyers
- Magazines
- Catalogues
- Company Profiles
- Annual Reports
- Interactive PDFs
- Print Production

PORTFOLIO

Publication Portfolio, Corporate
Profile, Magazine Design

Phase 5 Video Editing



- Editing Workflow
- Cuts & Transitions
- Colour Correction
- Audio Editing
- Storytelling
- Commercial Editing
- Corporate Videos
- YouTube & More

PORTFOLIO

Video Editing Showreel,
Commercial Edit,
Corporate Film

Phase 1 Motion & Animation



- Motion Graphics
- Logo Animation
- Text Animation
- Product Animation
- Visual Effects
- Green Screen
- Tracking & Compositing
- Broadcast Graphics

PORTFOLIO

Motion Graphics Showreel,
Product Animation,
Broadcast Package

Phase 1 UI/UX Design



- UI Design Principles
- UX Research
- Wireframing
- Components & Auto Layout
- Design Systems
- Prototyping
- Developer Handoff

PORTFOLIO

Website, Mobile Apps,
Dashboard, UI Case Studies



AI AT ZOOP – YOUR CREATIVE ASSISTANT

Use AI tools for research, ideas, content, and
productivity – not for final creative work.

- Concept Development
- Moodboards
- Copywriting
- Campaign Ideas
- Presentations
- Presentations

You design. You decide. You create.

LEARN BY DOING



Live Projects
Real Clients



Industry
Mentors



Portfolio
Reviews



WHO IS THIS COURSE FOR?

- Creative aspirants
- Students
- Freelancers
- Career switchers
- Entrepreneurs
- Anyone passionate

about design, video, motion & digital
experiences



PROFESSIONAL MULTIMEDIA
DESIGN PROGRAM

MULTIMEDIA PRO *with Creative AI*

Design. Brand. Animate. Prototype. Publish.

+91 88388 00224



Industry Relevant Curriculum

Designed by creative industry experts



Live Projects & Case Studies

Work on real briefs to build experience



Expert Faculty Mentorship

Learn from professionals with industry experience



Certificate of Excellence

Recognized certification upon completion



Career Support & Guidance

Internships, placements & freelancing support

AI AT ZOOP – POWERING YOUR CREATIVITY & PRODUCTIVITY



ChatGPT



Gemini



Adobe Firefly



Adobe Color



Google Fonts



Remove.bg



ElevenLabs



Adobe Podcast



Adobe Express



Grammarly



AI is your creative assistant, not a creative replacement.

AI HELPS WITH

- ✓ Research
- ✓ Concepts
- ✓ Moodboards
- ✓ Campaign Ideas
- ✓ Copywriting
- ✓ Presentations
- ✓ Workflow Automation
- ✓ Content Enhancement

AI DOES NOT REPLACE

- ✗ Design Thinking
- ✗ Original Creativity
- ✗ Logo & Brand Design
- ✗ Poster & Layout Design
- ✗ Motion Graphics
- ✗ Video Editing
- ✗ UI/UX Design
- ✗ Final Artwork

Every project is designed, illustrated, edited, animated and prototyped manually using industry-standard software.



PROFESSIONAL PORTFOLIO – SHOWCASE YOUR TALENT

GRAPHIC DESIGN



- Logo Collection
- Brand Identity
- Packaging Designs
- Advertising Campaigns
- Social Media Creatives

PUBLISHING DESIGN



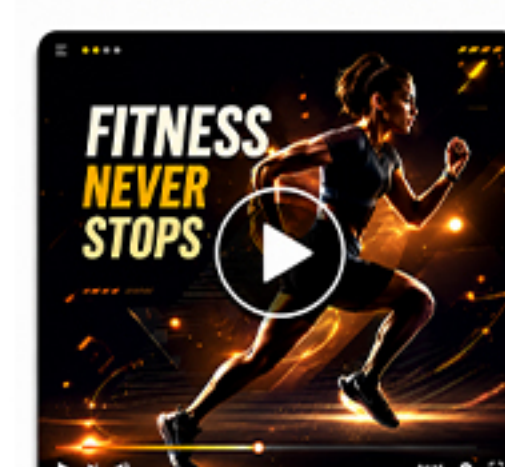
- Brochures & Catalogues
- Magazines & Newsletters
- Company Profiles
- Annual Reports
- Book & eBook Layouts

UI/UX DESIGN



- Website Designs
- Mobile App Designs
- Dashboard Designs
- Design Systems
- UX Case Studies

MOTION GRAPHICS



- Logo Animations
- Text Animations
- Product Animations
- Explainer Videos
- Broadcast Graphics

VIDEO PRODUCTION



- Commercial Videos
- Product Videos
- Corporate Films
- Reels & Shorts
- Event Highlights

CLIENT PROJECTS



- Brand Launch Campaign
- Product Marketing Campaign
- UI/UX Project
- Motion Graphics Campaign
- Corporate Presentation

INDUSTRY PROJECTS (END TO END)



1. BRIEF

Understand client requirements



2. RESEARCH

Market research & competitor analysis



3. CONCEPT

Ideas, moodboards & creative direction



4. DESIGN

Create visuals across all platforms



5. DEVELOP

Build layouts, prototype & assets



6. EDIT & ANIMATE

Edit videos & create motion graphics



7. DELIVER

Final delivery & client presentation

- ✓ Creative Thinking & Visual Storytelling
- ✓ Branding & Identity Design
- ✓ Print & Digital Publishing
- ✓ UI/UX Design & Prototyping
- ✓ Video Editing & Post Production
- ✓ Motion Graphics & Animation
- ✓ Client Communication & Presentation

CAREER OPPORTUNITIES

- Graphic Designer
- Brand Identity Designer
- UI/UX Designer
- Motion Graphics Designer
- Video Editor
- Publication Designer
- Creative Designer
- Art Director (Future Growth)
- Digital Content Creator
- Advertising Designer
- Visual Designer
- Freelance Creative Professional

A COMPLETE CREATIVE CAREER
IN ONE POWERFUL PROGRAM!



WHO SHOULD JOIN?

- Students after 10th / 12th / Graduation
- Aspiring Designers & Creatives
- Working Professionals
- Entrepreneurs & Business Owners
- Freelancers who want to upskill



★ WHY ZOOP

- Practical, hands-on training
- Industry experienced faculty
- Real world projects & case studies
- Up-to-date curriculum with latest tools
- AI integrated learning
- Career guidance & placement support
- Strong focus on portfolio building



LEARN. CREATE. EXCEL.
BUILD YOUR CREATIVE
FUTURE WITH ZOOP.

