



Program on

***Media Content
Generation using
Latest Digital Tools***

Organized by:

Department of Media Engineering
National Institute of
Technical Teachers Training and Research
Sector 26, Chandigarh

Day Wise Contents of the Programme:

Day-wise coverage of the focus areas and activities of the programme is as follows:

- **Day 1 – Foundations of Digital Media & Visual Design**

- Introduction to media formats, digital communication, and the role of digital tools.
- Basics of design: text, colors, layouts, infographics, and presentations using simple digital tools like Canva, Microsoft PowerPoint and Adobe Photoshop.
- Hands-on practice in creating simple visual content for social media platform.

- **Day 2 – Storytelling, and Audio Content Generation**

- Principles of storytelling in digital presentations.
- Podcasts and audio generation using digital tools such as Audacity, Adobe Audition.
- Practice lab: Create a short podcast/audio reel

- **Day 3 – Video Production Essentials**

- Scriptwriting and storyboarding for media content like educational videos, reels /shorts.
- Basics of shooting videos with simple equipment (framing, lighting, composition) and open-source digital tools like OBS.
- Practice lab: recording and producing short video clips.

- **Day 4 – Video Editing & Immersive Media**

- Fundamentals of video editing with professional and open-source digital tools like Adobe Premiere Pro, Final Cut Pro, Open Shot, etc.
- Adding animations, motion graphics, and AR/VR using tools like Blender and BlippAR to boost engagement.
- Practice lab: editing raw footage into a polished short video.

- **Day 5 – AI Tools, Publishing & Future Trends**

- AI tools such as Suno AI, Claude, ChatGPT, etc., for text, audio, and video content creation.
- Publishing strategies: uploading media content on media platforms like YouTube, Instagram, SWAYAM, etc., content optimization, and audience engagement.

- Practice lab: creating an AI-assisted media project and presenting outputs.

Expected Deliverables

By the end of the programme, participants will be able to create and submit the following outputs, developed through day-wise hands-on practice sessions:

- a presentation or poster designed with infographics,
- a mini podcast or audio reel,
- a reel or short video,
- a short animation clip,
- AI-based audio or visuals, and
- a content calendar for publishing and promoting educational content.

Session-Wise Contents of the Programme:

The session-wise structure of the programme is as follows:

Session 1: Media in the Digital Ecosystem

- *Contents:* Media evolution (transition from print media to digital, and from analog video to digital video); formats of content (text, visuals, audio, video, interactive media, animations); the growing role of digital tools and platforms in creating, sharing, and promoting engaging educational content (e.g., MOOCs, SWAYAM, social media, reels, podcasts).
- *Learning Outcomes:*
 - Identify different types of digital content.
 - Understand the importance of design thinking in media.

Session 2: Designing with Text & Visual Elements

- *Contents:* Typography, color theory, layout, slide/infographic creation using PowerPoint.
- *Learning Outcomes:*
 - Apply visual principles to text and graphics.
 - Design clear, engaging slides/infographics.

Session 3: Practice Lab – Creating Infographics & Presentations

- *Task:* Hands-on with PowerPoint → make a branded slide deck and infographic.
- *Learning Outcomes:*
 - Create and share professional designs in teams.

Session 4: Storytelling via Podcasts and Narration

- *Contents:* Story grammar, narration & script flow
- *Learning Outcomes:*
 - Understanding clear and engaging podcast scripts

Session 5: Podcast & Audio Techniques

- *Contents:* Techniques for foley, story arcs and background music
- *Learning Outcomes:*
 - Enhancing stories using sound and rhythm

Session 6: Practice Lab - Creating a Background Music Soundtrack and Sounds.

- *Task:* Hands on designing background music, adding foley & syncing for narration
- *Learning Outcomes:*
 - Produce original soundtrack
 - Create sound effects for podcast

Session 7: Multimedia Scriptwriting & Storyboarding

- *Contents:* Writing for video, audio-visual scripting, storyboarding basics.
- *Learning Outcomes:*
 - Write simple multimedia scripts.
 - Visualize story flow with storyboards.

Session 8: Shooting Videos with Simple Tools

- *Contents:* Smartphone and professional camera shooting, framing, lighting, composition basics.
- *Learning Outcomes:*
 - Capture quality video with low-cost setups.

Session 9: Practice Lab – Shooting & Script-to-Video Exercise

- *Task:* Shoot a short video/reel based on a given script.
- *Learning Outcomes:*
 - Convert a script into a recorded video.

Session 10: Video Editing Essentials

- *Contents:* Editing with professional and open-source software.
- *Learning Outcomes:*
 - Edit raw footage into polished short videos.
 - Add effects, titles, and background music.

Session 11: Interactive & Immersive Media

- *Contents:* Introduction to animation, AR, 360° video basics, immersive storytelling.
- *Learning Outcomes:*
 - Understanding and creating animations
 - Understand AR/VR applications in media.

Session 12: Practice Lab – Editing a Short Video

- *Task:* Edit Day 3 footage into a short-form video with captions and music.
- *Learning Outcomes:*
 - Apply editing skills to produce a complete video.

Session 13: AI for Media Content Generation

- *Contents:* AI for text & visuals, voiceovers, podcasts, video generation; Ethics & copyright
- *Learning Outcomes:*
 - Use AI to generate text, visuals, audio, and videos.
 - Compare manual vs AI workflows.

Session 14: Publishing & Promotion Strategies

- *Contents:* Uploading to YouTube, SWAYAM and other social media platforms; content calendars; analytics dashboards.
- *Learning Outcomes:*
 - Upload and optimize media for visibility.
 - Plan posting schedules for maximum engagement.

Session 15: Practice Lab – AI-Generated Media Project

- *Task:* Create a short campaign combining AI text, AI graphics, and AI video; publish mock demo.
- *Learning Outcomes:*
 - Integrate AI into a full media production workflow.
 - Present ready-to-publish media content.