

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 Soundforge, Audacity etc.
- 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 digital 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 – Driven Media Production tools: Text, Audio, Video, Infographics and Presentations.
- 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 output