Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister's Hunarmand Pakistan Program

"Skills for All"

Course Contents / Lesson Plan
Course Title: Graphic Design and Video Editing
Duration: 3 Months

Revised Edition

Trainer Name	Shahab Ali
Course Title	**Graphic Design and Video Editing**
Objectives and Expectations	**Employable skills and hands-on practice for Graphic Designing and video editing** This course offers a broad, cross-disciplinary learning experience for students looking to pursue careers in Advertising Design, Graphic Design, video editing, and Illustration, to name a few — all disciplines that focus on effective and arresting visual communication. The course is designed to span a wide range of visual communication in a digital platform. In this course, students are introduced to key aspects of the design process, from research/strategy, creative brief development, and campaign development to teamwork and presentation and content creation so that they can enter the design market as strong candidates for beginner to intermediate level design jobs. **Main Expectations:** In short, the course under reference should be delivered by professional instructors in such a robust hands-on manner that the trainees are comfortably able to employ their skills for earning money (through wage/self-employment) at its conclusion. This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market-centric approach will be adopted as the main driving force while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Moreover, they should also know the strengths and weaknesses of each trainee to prepare them for such market roles during/after the training. i. Specially designed practical tasks to be performed by the trainees have been included in the Annexure-I to this document. The record of all tasks performed individually or in groups must be preserved by the management of the training Institute clearly labeling name, trade, session, etc. so that these are ready to be physically inspected/verified through monitoring visits from time to time. The weekly distribution of tasks has also been indicated in the weekly lesson plan given in this document. ii. To materialize the main expectations, a special module on **Job Search & Entrepreneurial Skills** has been included in the latter part of this course (2nd & 3rd month) through which, the trainees will be made aware of the Job search techniques in the local as well as international job markets (Gulf countries). Awareness around the visa process and immigration laws of the most favored labor destination countries also form a part of this module. Moreover, the trainees would also be encouraged to venture into self-employment and exposed to the main requirements in this regard. It is also expected that a sense of civic duties/roles and responsibilities will also be inculcated in the trainees to make them responsible citizens of the country. iii. A module on **Work Place Ethics** has also been included to highlight the importance of good and positive behavior in the workplace in the line with the best practices elsewhere in the world. An outline of such qualities has

been given in the Appendix to this document. Its importance should be conveyed in a format that is attractive and interesting for the trainees such as through PPT slides +short video documentaries. Needless to say that if the training provider puts his heart and soul into these otherwise non-technical components, the image of the Pakistani workforce would undergo a positive transformation in the local as well as international job markets.

To maintain interest and motivation of the trainees throughout the course, modern techniques such as:

• Motivational Lectures
• Success Stories
• Case Studies

These techniques would be employed as an additional training tool wherever possible (these are explained in the subsequent section on Training Methodology). Lastly, evaluation of the competencies acquired by the trainees will be done objectively at various stages of the training and a proper record of the same will be maintained. Suffice to say that for such evaluations, practical tasks would be designed by the training providers to gauge the problem-solving abilities of the trainees.

(i) Motivational Lectures

The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture. To inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence. Motivational lectures may also include general topics such as the importance of moral values and civic role & responsibilities as a Pakistani. A motivational lecture should be delivered with enough zeal to produce a deep impact on the trainees. It may comprise of the following:

• Clear Purpose to convey the message to trainees effectively.
• Personal Story to quote as an example to follow.
• Trainees Fit so that the situation is actionable by trainees and not represent a just idealism.
• Ending Points to persuade the trainees on changing themselves.

A good motivational lecture should help drive creativity, curiosity, and spark the desire needed for trainees to want to learn more.

The impact of a successful motivational strategy is amongst others commonly visible in increased class participation ratios. It increases the trainees' willingness to be engaged on the practical tasks for a longer time without boredom and loss of interest because they can see in their mind's eye where their hard work would take them in short (1-3 years); medium (3 -10 years) and long term (more than 10 years).

As this tool is expected that the training providers would make arrangements for regular well planned motivational lectures as part of a coordinated strategy interspersed throughout the training period as suggested in the weekly lesson plans in this document.

Course-related motivational lectures online link is available in **Annexure-II**.

(ii) Success Stories

Another effective way of motivating the trainees is using Success Stories. Its inclusion in the weekly lesson plan at regular intervals has been recommended till the end of the training.

A success story may be disseminated orally, through a presentation, or using a

	video/documentary of someone that has risen to fortune, acclaim, or brilliant achievement. A success story shows how a person achieved his goal through hard work, dedication, and devotion. An inspiring success story contains compelling and significant facts articulated clearly and easily comprehendible words. Moreover, it is helpful if it is assumed that the reader/listener knows nothing of what is being revealed. The optimum impact is created when the story is revealed in the form of:- • Directly in person (At least 2-3 cases must be arranged by the training institute) • Through an audio/ videotaped message (2-3 high-quality videos must be arranged by the training institute) It is expected that the training provider would collect relevant high-quality success stories for inclusion in the training as suggested in the weekly lesson plan given in this document. The suggestive structure and sequence of a sample success story and its various shapes can be seen in **Annexure III**. **(iii) Case Studies** Where a situation allows, case studies can also be presented to the trainees to widen their understanding of the real-life specific problem/situation and to explore the solutions. In simple terms, the case study method of teaching uses a real-life case example/a typical case to demonstrate a phenomenon in action and explain theoretical as well as practical aspects of the knowledge related to the same. It is an effective way to help the trainees comprehend in depth both the theoretical and practical aspects of the complex phenomenon in depth with ease. Case teaching can also stimulate the trainees to participate in discussions and thereby boost their confidence. It also makes the classroom atmosphere interesting thus maintaining the trainee interest in training till the end of the course. Depending on suitability to the trade, the weekly lesson plan in this document may suggest case studies be presented to the trainees. The trainer may adopt a PowerPoint presentation or video format for such case studies whichever is deemed suitable but only those cases must be selected that are relevant and of a learning value. The Trainees should be required and supervised to carefully analyze the cases. For this purpose, they must be encouraged to inquire and collect specific information/data, actively participate in the discussions, and intended solutions to the problem/situation. Case studies can be implemented in the following ways: - i. A good quality trade-specific documentary (At least 2-3 documentaries must be arranged by the training institute) ii. Health &Safety case studies (2 cases regarding safety and industrial accidents must be arranged by the training institute) iii. Field visits(At least one visit to a trade-specific major industry/ site must be arranged by the training institute)
Entry-level of trainees	**Intermediate Level**

Learning Outcomes of the course	By the end of this course, students will be able to: - Communicate ideas through artworks by selecting and applying media techniques and processes, subject matter, and themes - Demonstrate a verbal-working use of the vocabulary relating to design - Develop an understanding of the properties and the preparation of graphic design - Communicate ideas through artworks by selecting and applying the elements of art and principles of design - Respond aesthetically to artworks based upon their personal experience and cultural values - Analyze, interpret, and evaluate the quality of artwork through art criticism - Understand the role and functions of art in history and culture - Students will produce a portfolio of art using a variety of graphic design techniques, styles, and media.
Course Execution Plan	The total duration of the course: **3 months (12 Weeks)** Class hours: **4 hours per day** Theory: **20%** Practical: **80%** Weekly hours: **20 hours per week** Total contact hours: **260 hours**
Companies offering jobs in the respective trade	- Electronic Media - Digital Story telling Platforms - Main Stream Media - Graphic Design Studios - Advertising and Marketing firms - Game Design Studios - Freelancing Websites - Book/magazine publishers - Interior/furniture design houses - Textile design studios - Independent creators - Youtube / instagram / TikTok content creatorsJohn Deere and Monsanto are investing in robotic technologies and are looking for individuals with the necessary skills to help them develop and implement new systems.
Job Opportunities	Graphic design, also known as Communication and Visual design is recognized across the world as the leader in visual content design. Graphic designers thus hold a high rate of employability in various capacities across various industries. As long as social media, visual and communication space, digital design and interaction landscape is alive and functioning, Graphic Designers will always have a pivotal role in how the digital and communication - Graphic Designer - Game asset creator - Web designer - Mobile app designer - Video editor - Animator - Illustrator

	• Logo creator • Social media and marketing specialist
No of Students	25
Learning Place	Classroom / Lab
Instructional Resources	https://helpx.adobe.com/photoshop/tutorials.htmlPhotoshop tutorials https://en.wikipedia.org/wiki/Visual_design_elements_and_principlesBlog (teacher resource) on Cultural Influences in Design - http://www.core77.com/posts/21455/Does-CultureMatter-for-Product-Design History of Graphic Design Website - http://www.designhistory.org/ History of Graphic Design Website - http://www.historygraphicdesign.com Blog on Cultural Influences in Graphic Design - http://boldthinkcreative.com/culturedesign/ UK Essays (How Graphic Design Affects Culture) - https://www.ukessays.com/essays/culturalstudies/how-graphicdesign-affects-culturecultural-studies-essay.php World Press.com (article) - https://www.ukessays.com/essays/cultural-studies/how-graphic-design-affects-culture-cultural-studies-essay.php Best Examples of Typography Website - http://www.awwwards.com/websites/typography/ Creative Blog – 18 Typography resources - http://www.creativebloq.com/typography/top-typographyresources-912816 Photoshop Tutorials - https://helpx.adobe.com/photoshop/tutorials.html PDF from Getty Center (Principles of Design) - https://www.getty.edu/education/teachers/building_lessons/principles_design.p df PDF from Getty Center (Elements of Art) - https://www.getty.edu/education/teachers/building_lessons/elements_art.pdf Wordpress.com – Article on Designing Digital Magazines - http://www.adobepress.com/articles/article.asp?p=1987679 Digital Layout resource - http://design.tutsplus.com/articles/15-indesign-tutorials-for- magazine-and-layout-design--vector-5456 Magazine Digest Creating Digital Design - http://www.magazinedesigning.com/ Trade Show resources - http://tradeshowresources.com/ Trade show digest digital magazine - http://www.tsnn.com/ Ed Tech Digital Portfolio resource - http://gettingsmart.com/2015/06/every student-should-have-a-digital-portfolio/ Digital Portfolio Best Practices resource - https://www.roberthalf.com/blog/writing-a-resume/3-digital-portfolio-best-practices-how-to-make-a-portfolio-that-pops Royalty-Free Photos www.pexels.com Free Font Downloads www.dafont.com Free Photoshop Brushes and Patterns www.brushking.eu www.brusheezy.com Free Vectors and Assets www.freepik.com Social Media Sizing Guidelines File Format Glossary

Scheduled Weeks	Module Title	Days	Hours	Learning Units	Home Assignment
Week 1	**Introduction to graphic design/ Introduction to design software** **Fundamentals of design/ exploringadobe illustrator**	Day 1	Hour 1	• **Course Introduction** • **Job market** • **Course Applications** • **Institute/work ethics**	
			Hour 2	• Graphic design and the immense professional opportunities it provides	
			Hour 3	• Survey career opportunities • Survey industry requirements for eachcareer path	
			Hour 4	• Explore great works of past and presenticonic graphic designers • View samples of professional graphicdesign in the industry • Discuss how graphic design impactvisual space and visual culture	• **Task 1** *Details may be seen at Annexure-I*
		Day 2	Hour 1	• Various specialties within the industry of graphic design • An understanding of graphic design's role in future industries • Software that is used professionally inthe field of design • Vector and raster-based designs software •	

				Hour 2	• **Success stories (** *For further detail please see Page No: 3& 4)* Students are introduced to: • the fundamentals of two-dimensional design • the foundation of art, graphic design, and visual communication	
				Hour 3	• The practice of creation of thumbnail sketches, rough sketches, and comprehensive design, the building blocks of the design process • the process of using a deliberate design process for generating ideas, and solving authentic real-world problems	
				Hour 4	Students are introduced to: • The following art and design fundamentals: 　▪ line 　▪ shapes 　▪ color 　▪ value 　▪ rhythm 　▪ textures 　▪ balance 　▪ unity 　▪ space 　▪ contrast 　▪ forms	

				- emphasis - repetition	
		Day 3	**Hour 1**	- Adobe Illustrator and its user interface - the following functions: - create/open/save/import/export - new file using Illustrator as perdesign requirements - the function of the toolbox and various menus	
			Hour 2	- the concept of layers in Illustrator - the concept of shapes, paths, and othershape building tools the concept of masking in Illustrator	
			Hour 3	Layers Masking	
			Hour 4	Tracing object in adobe illustrator	
		Day 4	**Hour 1**	**Motivational Lecture(** *For further detail*	
			Hour 2	Students are introduced to use thevarious tool in Toolbar: - Selection tool - Direct selection tool - Magic wand tool - Lasso tool - Pen tool	

				Hour 3	• Curvature tool • Type Tool • Line Tool • Shapes Tool • Paint Brush tool	
				Hour 4	• Shaper Tool • Eraser Tool Gradient Tool • Eyedropper Tool Slice Tool	
		Day 5		Hour 1	Master the art of drawing with simple shapes and lines. Unleash your creativity by combining and subtracting shapes using the Shape Builder.	
				Hour 2	Create advanced custom logos and graphics. Explore the world of creative brushes, lines, and strokes to elevate your designs to the next level.	
				Hour 3	• What is RGB & CMYK & HSB & HEX colors in Illustrator • How to steal colors from an image using Eyedropper in Illustrator • Creating a reusable color swatch in Illustrator	
				Hour 4	• Design a Modern Swan with the Shape Builder Tool • Transparency & Opacity and darkening images in Illustrator • How to use CC Libraries in Adobe	

					Illustrator CC	
					• Color in the Impossible Triangle	
					• How to find amazing colors in Illustrator using Adobe Color	
Week 2	**Introduction to thedesign process/ introduction to typography**	**Day 1**	**Hour 1**	**Success stories (** *For further detail*	
			Hour 2	*Students are introduced to learn various functions in Menu Bar:* • *File* • *Edit* • *Object* • *Type* • *Select* • *Effect* • *View* • *Window*	• **Task 2** *Details may be seen at Annexure-I*
			Hour 3	**Students are introduced to:** • the use of color in real life as well as design • the meaning of color and its use invarious cultures • color theory • color wheel	
			Hour 4	• The knowledge of different types of color perception	
		Day 2	**Hour 1**	**Students are introduced to:** • the design process and explore it	

				Hour	Content	
					• how designers practice the designprocess to find solutions to visual problems they take on.	
				Hour 2	• The process of identifying various steps in the design process, understand the importance of each step and implementthem	
				Hour 3	**Students are introduced to:** • the evolution of the alphabet and letter-form design • the process of illustrating the basic typeof families and apply tools to them various typographic tools available in adobe Software	
				Hour 4	• The use of text systematically as per therequirement of work explore typographic design and itsimpact	
			Day 3	**Hour 1**	• Type families, type anatomy, and type principles	
				Hour 2	• The color vocabulary needed to communicate as a designer ways in which color is created, manipulated and applied using software	
				Hour 3	• How to bend & warp	

				• shapes in Adobe Illustrator • How to make a Anaglyph effect in Illustrator	
			Hour 4	• How to Warp & Bend type in Illustrator	
		Day 4	**Hour 1**	• Established Flag Warp • Class Project 26 - Established Flag Warp	
			Hour 2	• Established Flag Warp • How to convert a sketch into vector and color it in illustrator	
			Hour 3	• How to vectorize an image in illustrator How to convert photo into a stencil Silhouette in Illustrator	
			Hour 4	How to trace the object in adobe illustrator	
		Day 5	**Hour 1**	**Using Effects and Filters**	
			Hour 2	**Working with Layers and Masks**	
			Hour 3	**Creating Infographics**	
			Hour 4	**Exporting and Printing:**	
Week 3	**Branding & identity design**	**Day 1**	**Hour 1**	**Success stories** Students are introduced to: • what branding means	• **Task 3** *Details may be seen at Annexure-I*

			Hour 2	• Brand Strategy and Positioning	
			Hour 3	• Brand Identity Design	
			Hour 4	**Brand Communication and Messaging**	
		Day 2	Hour 1	**Logo Designing**	
			Hour 2	**Typography in Branding Design**	
			Hour 3	**Color in Branding Design**	
			Hour 4	**Visual Brand Identity Design**	
		Day 3	Hour 1	**Branding Design in Different Contexts**	
			Hour 2	**Advanced Branding Design Techniques**	
			Hour 3	**Branding Design Trends and Innovations**	
			Hour 4	**Professional Practice in Branding Design**	
		Day 4	Hour 1	**Research and Discovery of branding**	
			Hour 2	**Brand Strategy Development**	

				Hour 3	**Brand Identity Design**	
				Hour 4	**Brand Communication Strategy**	
			Day 5	Hour 1	**Discovery and Analysis of Branding**	
				Hour 2	**Concept Development**	
				Hour 3	**Design Execution**	
				Hour 4	**Presentation and Feedback**	
Week 4	Designing different logotypes	Day 1		Hour 1	• **Motivational Lecture(** *For further detail please see Page No: 3& 4)*	
				Hour 2	Students are introduced to: • the tools they can use to create logotypes	• **Task 4**
				Hour 3	• vocabulary associated with logotypes	*Details may be seen at Annexure-I*
				Hour 4	• how dynamic logotypes are made	
			Day 2	Hour 1	The creative process of logo design	
				Hour 2	Students will learn how to use it to create, analyze and manage concepts	

			Hour 3	manipulate letterforms to create legibledynamic and meaningful logo types	
			Hour 4	Hands-on Practice with Feature Extraction	
		Day 3	Hour 1	Students are required to design: • Modern Logo • Vintage/Retro Logo	
			Hour 2	• Texture logo • Minimalist Logo	
			Hour 3	• Signature Logo • Emblem Logo	
			Hour 4	• Mascots Logo • Abstract Logo	
		Day 4	Hour 1	**Logotype Design Principles**	
			Hour 2	**Typography in Logotype Design**	
			Hour 3	**Iconography and Symbolism**	
			Hour 4	**Color in Logotype Design**	
		Day 5	Hour 1	**Composition and Layout**	
			Hour 2	**Presentation and Feedback**	
			Hour 3	**Case Studies and Examples of logo types**	
			Hour 4	**Professional Practice and Career Development**	
Week 5	**Exploring Adobe Photoshop**	**Day 1**	**Hour 1**	**Motivational Lecture(** *For further detailplease see Page No: 3& 4)*	• **Task 5** *Details may be*

				Hour 2	• Adobe Photoshop and its user interface	*seen at Annexure-I*
				Hour 3	• The following functions: ○ create/open/save/import/export	
				Hour 4	○ New file using Photoshop as per designrequirements ○ the function of the toolbox and various menus	
			Day 2	Hour 1	• **Getting Started with Adobe Photoshop:** Change the image size • Work with layers	
				Hour 2	• Adjust the image quality • Make Selections	
				Hour 3	• Retouch Images • Use Colors	
				Hour 4	• Add text and shapes • Combine Images Apply filters	
			Day 3	Hour 1	**Photoshop on your system:** • Use the touch shortcut for quick access	
				Hour 2	• Open images and work with clouddocuments in Photoshop	
				Hour 3	• Make a composite with layers • Use selections to make a composite	
				Hour 4	• Create a composite with a layer mask • Edit with adjustment layers	
			Day 4	Hour 1	**Remove objects from photos:** • Remove objects with	

				content-aware fill	
			Hour 2	• clean up imperfections with the Spothealing	
			Hour 3	• Retouch photos with the healing brushtool	
			Hour 4	• Remove object with the clone stamptool Hide unwanted content with the patch tool	
		Day 5	**Hour 1**	• **Success stories (** *For further detail please see Page No: 3& 4)*	
			Hour 2	**Perform Photo editing:** Crop and straighten a photo to improve composition	
			Hour 3	Correct an unwanted color cast Improve contrast and brightness in aphoto with levels Adjust the intensity of colors in a photo Sharpen the photo to bring out the detail save the photo in the best format you need	
			Hour 4	**Perform photo composition:** Add photos into a composite Build a composite with layer masks Combine images with a smooth transition Create a composite with blend modesMatch color in a composite	

Week 6	Photography andphoto manipulation	Day 1	Hour 1	☐ **Motivational Lecture(** *For further detail please see Page No: 3& 4)*	
			Hour 2	Students are introduced to: • the basic tools for photography	
			Hour 3	Value iteration and policy iteration	
			Hour 4	• its vocabulary, resolution, and fileformats	
		Day 2	Hour 1	• The impact of various photographic compositions	
			Hour 2	• The process of cropping and manipulate photographs to enhance meaning	• **Task 6** *Details may be seen at Annexure-I*
			Hour 3	• layout and advert design/editorial design	
			Hour 4	professional layout examples and why some are more effective than others	
		Day 3	Hour 1	**Camera Techniques and Controls**	
			Hour 2	**Lighting and Studio Photography**	
			Hour 3	**Advanced Photo Editing and Manipulation**	
			Hour 4	**Digital Asset Management and Workflow**	

		Day 4	Hour 1	**Ethics and Copyright in Photography**	
			Hour 2	**Portfolio Development and Presentation**	
			Hour 3	Client Projects and Collaboration	
			Hour 4	Hand on Practice	
		Day 5	Hour 1	**Project and Capstone**	
			Hour 2	**Final photography project that demonstrates mastery of photography techniques, creative vision, and professional skills.**	
			Hour 3	Portfolio Review and Feedback	
			Hour 4	Receiving feedback and critique on the final project	
Week 7	**Creating simple web layouts**	**Day 1**		**Mid Term Exam**	• **Task 7** *Details may be seen at Annexure-I*
		Day 2	Hour 1	• **Success stories (** *For further detail please see Page No: 3& 4)*	
			Hour 2	Students are introduced to: the process of creating website layouts	

			Hour 3	the process of creating assets for the web (looking at specific design/layout sizes commonly used in web design)	
			Hour 4	• Color and how it differs from print spaceto webspace (discuss both models)	
		Day 3	Hour 1	**Introduction to CMYK**	
			Hour 2	**Subtractive Color Mixing:**	
			Hour 3	**Color Gamut**	
			Hour 4	**Color Management**	
		Day 4	Hour 1	**Web Space (RGB Model)**	
			Hour 2	**Introduction to RGB**	
			Hour 3	**Additive Color Mixing**	
			Hour 4	**Web Graphics Format**	
		Day 5	Hour 1	The key differences between CMYK and RGB models in terms of color mixing, gamut, and reproduction capabilities.	
			Hour 2	**Workflow Considerations**	
			Hour 3	**Adaptation and Optimization**	

				Hour 4	Color representation in both print and web space, designers can create visually appealing and consistent imagery across various mediums.	
Week 8	**Introduction to adobe xd**	**Day 1**		**Hour 1**	• Overview of Adobe XD: Introduction to Adobe XD as a powerful design and prototyping tool for creating interactive experiences across websites, mobile apps, and other digital platforms. • Key Features: Overview of key features including artboards, vector drawing tools, responsive design, prototype mode, and collaboration tools. •	• **Task 8** _Details may be seen at Annexure-I_
				Hour 2	Degrees of freedom and joint types	
				Hour 3	• User Interface: Tour of the Adobe XD user interface, including the workspace layout, panels, tools, and navigation.	
				Hour 4	• Setting Up a Project: Creating a new project, setting up artboards, and choosing device presets for different screen sizes and resolutions.	
		Day 2		**Hour 1**	**Design Basics in Adobe XD** Introduction to Design	

				Principles: Overview of fundamental design principles including layout, typography, color, and hierarchy.	
			Hour 2	Vector Drawing Tools: Exploring vector drawing tools in Adobe XD for creating shapes, icons, illustrations, and other graphical elements.	
			Hour 3	Typography: Working with text layers, character styles, and paragraph styles to create readable and visually appealing typography.	
			Hour 4	Color Management: Using color swatches, gradients, and eyedropper tools to manage and apply colors in Adobe XD designs.	
		Day 3	Hour 1	**Designing User Interfaces** Artboard Layout: Planning and organizing artboards to represent different screens and states within a digital interface.	
			Hour 2	Component Design: Creating reusable components and symbols for UI elements such as buttons, menus, forms, and navigation bars.	
			Hour 3	Responsive Design: Designing responsive layouts that adapt to different screen sizes and orientations using Adobe XD's responsive resize feature.	
			Hour 4	Grids and Guides: Utilizing grids, columns, and guides to align and arrange UI elements for consistency and precision.	
		Day 4	Hour 1	**Prototyping and Interactivity**	

				Hour 2	Introduction to Prototyping: Understanding the importance of prototyping in the design process and its role in validating user experiences.	
				Hour 3	Creating Links and Transitions: Adding interactive links, transitions, and animations between artboards to simulate user interactions and flow.	
				Hour 4	Auto-Animate: Exploring the auto-animate feature in Adobe XD to create realistic animations and micro-interactions without complex keyframing.	
			Day 5	**Hour 1**	**Sharing and Handoff** Sharing Prototypes: Generating shareable links and inviting collaborators to view and interact with prototypes online via web browsers or mobile devices.	
				Hour 2	Developer Handoff: Exporting design assets, specifications, and CSS code snippets for developers using Adobe XD's developer handoff feature	
				Hour 3	Version History: Managing version history and revisions of design files to track changes and revert to previous iterations if needed.	
				Hour 4	Presentation Mode: Presenting designs and prototypes in full-screen mode for client presentations, meetings, and reviews. **Advanced Features and Plugins** • Plugins and Integrations: Exploring third-party plugins and integrations available for Adobe XD to extend functionality and streamline workflows.	

Week 9	Demonstrate latest video editing software	Day 1	Hour 1	• **Success stories (** *For further detail please see Page No: 3& 4)*	
	Creating simple Video		Hour 2	**Apply adobe after effects tools** **Introduction to Adobe After Effects** • **Overview of Adobe After Effects: Introduction to After Effects as a powerful motion graphics and visual effects software used for creating animations, compositing, and post-production.** • **Understanding the Workspace: Tour of the After Effects user interface, including panels, tools, timeline, and composition window.** ● Create a new project using adobe after effects as per requirements	• **Task 9** *Details may be seen at Annexure-I*
			Hour 3	Perform different tools in toolbar using adobe after effects as per requirements ● Create shapes, text, camera, layers, and lights using adobe after effects as per requirements	
			Hour 4	Import data including videos, images, animations, and audio into project window using adobe after effects as per requirements ● Perform animations,	

				effects, and presets on layers using adobe after effects as per requirements ● Install different plugins to generate effects using Adobe After effects as per requirements	
		Day 2	Hour 1	**Advanced Techniques in After Effects** Plugins and Extensions: Installing and using third-party plugins and extensions to expand After Effects' capabilities and generate advanced effects.	
			Hour 2	Expression Scripting: Introduction to expressions for automating animation, linking properties, and creating complex motion behaviors.	
			Hour 3	**Project Workflow and Optimization** Project Organization: Best practices for organizing compositions, layers, and assets within After Effects projects to streamline workflow and improve efficiency.	
			Hour 4	Precomposing and Nesting: Utilizing precomposing and nesting techniques to group layers, organize compositions, and manage complex projects.	
		Day 3	Hour 1	**Rendering and Exporting** Rendering Settings: Configuring render settings, including resolution, frame rate, and output format, for optimal video output.	

				Hour 2	Exporting Files: Exporting compositions from After Effects for delivery in various formats, including video files, animated GIFs, and image sequences.	
				Hour 3	**Real-world Applications and Projects** Case Studies: Analyzing real-world examples of motion graphics and visual effects projects created in After Effects, including commercials, title sequences, and motion graphics animations.	
				Hour 4	Practical Projects: Undertaking hands-on projects to apply skills and techniques learned throughout the course, including creating animated logos, kinetic typography, and visual effects composites.	
			Day 4	Hour 1	**Apply Adobe Premiere Pro tools** ● Create, open, save, import, and export new project using adobe premiere pro as per requirements ● Perform different tools in toolbar using adobe premiere pro as per requirements	
				Hour 2	**Basic Editing Techniques** • Timeline Basics: Understanding the timeline structure,	

				• including tracks, clips, and the playhead. • Trimming Clips: Performing basic editing tasks such as trimming, splitting, and rearranging clips on the timeline.	
			Hour 3	• Ripple and Roll Editing: Adjusting the timing and duration of clips on the timeline using ripple and roll editing techniques.	
			Hour 4	**Adding Transitions and Effects** • Transition Basics: Exploring different types of transitions such as cuts, dissolves, wipes, and applying them between clips. • Video Effects: Applying video effects such as color correction, stabilization, blur, and more to individual clips or entire sequences.	
		Day 5	**Hour 1**	**Audio Editing and Mixing** • Audio Basics: Understanding audio editing fundamentals, including waveform display, volume adjustments, and audio levels. • Audio Effects: Applying audio effects such as equalization, compression, noise	

				reduction, and reverb to enhance audio quality.
				• Audio Mixing: Balancing and adjusting audio levels, panning, and creating audio mixes using the Audio Track Mixer.	
				Color Correction and Grading	
				• Color Correction Basics: Understanding color correction fundamentals, including exposure adjustment, white balance correction, and color balancing.	
				• Lumetri Color Panel: Applying color grading and correction effects using the Lumetri Color panel to create looks and achieve a consistent color palette across clips and sequences.	
				• Color Adjustment Layers: Applying color corrections and grading effects to multiple clips simultaneously using adjustment layers.	
				Module 9: Exporting and Delivery	
				• Export Settings: Configuring export settings for different delivery platforms, including web, broadcast, and social media, using the	

				Export Settings dialog.	
				• Export Formats: Exploring different export formats such as H.264, QuickTime, ProRes, and more, and understanding their settings and specifications.	
				• Export Presets: Creating and saving custom export presets for efficient and consistent export workflows.	
				Module 10: Workflow Optimization and Collaboration	
				• Project Management: Organizing and managing project assets, sequences, and timelines for efficient editing workflows.	
				• Collaboration Tools: Utilizing collaboration features such as shared projects, project locking, and version history to collaborate with team members and stakeholders.	
				• Keyboard Shortcuts: Learning essential keyboard shortcuts and customization options to speed up editing tasks and streamline workflow efficiency.	
				Module 11: Final Project and Portfolio Development	

				• Final Project: Undertaking a comprehensive video editing project in Adobe Premiere Pro that incorporates all the skills and techniques learned throughout the course. • Portfolio Presentation: Presenting the final project in a professional portfolio format, showcasing editing techniques, creativity, and storytelling abilities. • Portfolio Review and Feedback: Receiving feedback and critique on the final project and portfolio from peers, instructors, and industry professionals to refine and improve presentation and execution. **Module 12: Professional Practice and Career Development** • Freelancing and Entrepreneurship: Exploring opportunities and considerations in freelancing and entrepreneurship in the field of video editing, including client acquisition, project management, pricing, and branding.	
			Hour 2	**Module 6: Advanced Editing Techniques** • Multi-Camera Editing	

				• Create a Sequence	
			Hour 3	• Editing: Syncing and editing footage from multiple cameras to create multi-camera sequences for live events, interviews, and performances. • Nested Sequences: Using nested sequences to organize and manage complex edits, create reusable templates, and apply effects and adjustments to multiple clips simultaneously.	
			Hour 4	Time Remapping: Manipulating the speed and timing of clips using time remapping techniques for speed ramps, freeze frames, and slow-motion effects.	
Week 10	**Apply video editing & visual**	**Day 1**	**Hour 1**	**Text and Graphics** • Creating Titles: Using the Title tool to create and customize text elements such as titles, lower thirds, and captions directly within Adobe Premiere Pro.	• **Task 10** *Details may be seen at Annexure-I*
			Hour 2	• Graphics and Overlays: Adding logos, watermarks, and other graphic overlays to video clips using the Graphics workspace and effects.	
			Hour 3	Object Tracking & Blurring	

			Hour 4	Motion Graphics Templates: Customizing pre-designed motion graphics templates for use in video projects.	
		Day 2	Hour 1	**Success stories (** *For further detail please see Page No: 3& 4)*	
			Hour 2	• Perform video and audio editing from the storyline as per project in video editing software	
			Hour 3	• **Apply Visual Effects in Videos** • Perform visual effect on videos as per requirements in video editing software	
			Hour 4	• Perform visual effect with plugging and presets as per requirements in video editing software	
		Day 3 Final Cut Pro	Hour 1	**Apply Final Cut Pro tools** • Create, open, save, import, and export new project using final cut pro as per requirements	
			Hour 2	• Perform Final Cut Pro tools, preferences, hotkeys, and timeline as per requirements	
			Hour 3	• Add music, titles, transitions, effects on video using Final Cut Pro as per	

				requirements
			Hour 4	• Perform color grading, luts, and plug- in installation using Final Cut Pro as per requirements
		Day 4	**Hour 1**	**Advanced Editing Techniques** • Precision Editing: Mastering precision editing techniques such as trimming, splitting, and joining clips with frame accuracy.
			Hour 2	• Secondary Storylines: Creating and utilizing secondary storylines for complex editing tasks and organizational purposes. • Audition Clips: Using audition clips to compare and choose between multiple versions of a clip or edit seamlessly.
			Hour 3	**Advanced Effects and Transitions** • Keying and Green Screen Compositing: Applying advanced keying techniques and utilizing green screen compositing for complex visual effects. • Custom Transitions: Creating custom transitions using built-in effects, keyframes, and motion

				parameters for unique and polished transitions between clips.	
			Hour 4	• Advanced Motion Effects: Exploring advanced motion effects such as speed ramping, time remapping, and advanced stabilization for creative storytelling.	
		Day 5	**Hour 1**	**Color Correction and Grading** • Advanced Color Correction Tools: Utilizing advanced color correction tools and techniques such as color wheels, curves, and color masks for precise color adjustments.	
			Hour 2	• Creative Color Grading: Applying creative color grading techniques to enhance mood, atmosphere.	
			Hour 3	storytelling through color.	
			Hour 4	LUTs and Color Presets: Importing and using LUTs (Look-Up Tables) and color presets for quick and consistent color grading workflows.	

Week 11	Employable Project/ Assignment (11 week) besides regular classes. OR On the job training (2 weeks) Capstone project	- Guidelines to the Trainees for selection of students employable project like finalyear project (FYP) - Assign Independent project to eachTrainee - A project-based on trainee's aptitudeand acquired skills. - Designed by keeping in view the emerging trends in the local market aswell as across the globe. - The project idea may be based on Entrepreneur. - Leading to successful employment. - The duration of the project will be 6weeks - Ideas may be generated via differentsites such as: https://1000projects.org/ https://nevonprojects.com/ https://www.freestudentprojects.com/ **https://technofizi.net/best-computer- science-and-engineering-cse-project- topics-ideas-for-students/** - Final viva/assessment will be conductedon project assignments. - At the end of the session, the project willbe presented in a skills competition - The skill competition will be conductedon zonal, regional, and National levels. - The project will be presented in front of Industrialists for commercialization - The best business idea will be placed in the NAVTTC business incubation center for commercialization. --- – – . **OR** **On the job training for 2 weeks:** - Aims to provide 2 weeks of industrial training to the Trainees as part of the overall training program - Ideal for the manufacturing trades - As an alternative to the projects thatinvolve expensive equipment Focuses on increasing Trainee's motivation, productivity, efficiency, andquick learning approach. Students are provided with details regarding a capstone project that they are required to complete to showcase their learning. The project should ideallyconsist of the following deliverables: 1. Design brief/description outlining theirproject	**Task 11** *Details may be seen at Annexure-I*

2. Research collected during the project
3. Rough sketches, either hand-drawn ordigitally created that showcase their design process
4. Professionally presented a main body ofartwork at the end of the course

Notes for the Trainer/Teacher:
- Each student must receive a separate/independent project based on their strengths and interests. This will reinforce their motivation and determine

their aptitude towards specific designfields.

- Each project should be designed keeping future design trends as well ascurrent market demands in mind
- The duration for the completion of theproject is 4 weeks

It's important to reiterate the value of these projects as each student will later be able to showcase their creative effortin the real world market, giving them leverage over others for better employment.

Ideas for projects may be generated viadifferent sites such as: https://1000projects.org/ https://benahce.com/

https://www.freestudentprojects.com/

| Week 12 | **Introduction to freelancing**

 Professional practice methods& legal side of design | • **Motivational Lecture(** *For further detail please see Page No: 3& 4)*

 Students are introduced to:

 • the concept of freelancing

 • how to become freelance and create a sustainable income

 • pros and cons of freelancing

 • the ethical and professional way of becoming a productive freelancer

 • resources available for freelancing in the field of design

 • how to join freelancing sites

 the process of creating a freelancing profile

 • **Success stories (** *For further detail please see Page No: 3& 4)*

 Students are introduced to:

 • the standards that define the expectations of a professional designer

 • the principles of integrity that demonstrate respect for the profession, for colleagues, for clients, for audiences or consumers, and society as a whole

 • the perspectives of the design profession i.e. understanding the profession, the meanings of environmental responsibility, copyright, and ethics

 what legalities are involved in professional design projects

 • how to build strong professional proposals
 • copyrights, copyright infringement, plagiarism, crediting creators, purchasing online products, downloading 'free' content <br> the do's and don'ts of how to price theirtime, effort, and creativity | • **Task 12**

 Details may be seen at Annexure-I

 Final Project |

Tasks For Certificate in Computer Graphics and Video Editing

Task No.	Task	Description	Week
1.	**Search Top Pakistani Freelancers**	Search any three freelancing sites (Fiverr, Upwork, Guru, etc.) and list down the top 5 profiles related to your course	**Week 1**
	Find the career path	Prepare a career path related to your course and also highlight the emerging trends in the local as well as international market	
	Work Ethics	Generate a report on Institute work ethics and professionalism related to your course	
2.	**Use Illustrator Software**	• Download Adobe Illustrator • Install Adobe Illustrator • Patch the software Draw geometric diagram	**Week 2**
	Draw lines using graphics Adobe Illustrator software.	• Draw shapes by using pen and line tool • Draw shapes with brushes Create and import new brushes	
	Trace the Spiderman Icon 	Use the Pen tool to trace the spider man icon (For help: https://www.behance.net/gallery/29099185/Pen-Tool-Exercises)	

3.	**Create a customtools panel**	• Choose Window > Tools > **New Custom Tools Panel**. • In the dialog, enter a name for your tools panel, To add tools to your custom panel, drag any tool individually from the standard Tools panel into the tools (top) area of your panel (plus sign pointer).	**Week 3**
	Design a Pattern with the help of stars and rectangle	Use the shape to create patterns Create text-based patterns	
	Design an emblem with the help of a circle and square or triangle (Digital art)	• Create a Design with shapes • Use lines and shapes to create an illustration Add color from the color library in an illustration	

4.	**Personal WordCloud**	Choose words that best describe yourself. Use as many words as you like with a minimum of 25 words. Choose them so they make sense concerning each other. You will be working on an interpretive self-portrait limited exclusively to type. Use the font and the scale of the words that convey a message. Try using different weights and/or italic versions of typefaces where you think are appropriate. Consider the meaning behind the words and the fonts selected.Explore the use of different cases (upper/lowercase versions). Start by creating at least 5 thumbnails on tracing paper – actually, trace fonts which can be found in your textbook or on your computer (remember to use fonts that are available in our lab). When a design is finalized (discuss with instructor) you can create the final part of this exercise on the computer. OBJECTIVES: • To examine letters/words as forms and abstractshapes • To utilize type as a visual element • Recognizing the subtle and obvious differencesbetween fonts • The use of fonts that represent specific feelings andemotions • How to color usage contributes to the overall feel ofthe piece TECHNICAL NOTE: Document Size: 8-1/2 x 11 (portrait or landscape) Image Size: 6-1/2 x 9 (create 1 inch margin on your document.) Mount on 8-1/2 x 11 bristol board. Media: Work in Adobe Illustrator for this project (4colors). Considerations: Work must be submitted the correctSIZE, otherwise, it will NOT be accepted! Most importantly...be creative, be neat, be conceptual! TIME FRAME: 1/15 Discuss in class – produce 5 thumbnails for homework 1/22 Create composition in class	**Week 4**

5.	**Coffee Brand Identity Project**	For this assignment, you are asked to design an identity system and packaging for an imaginary coffee house. Think Starbucks, New Moon, or Planet Perk– all here in Oshkosh. Or Colectivo in Milwaukee and Madison. Before you start, have a good look at the existing design for this type of business. What looks good? What doesn't quite work? Beverage packaging and identity are designed to grab consumer attention in a crowded marketplace._____*____, with three planned locations around the Fox Cities (Oshkosh, Fond du Lac, & Appleton), wishes to attract the same kind of customers that already frequent the businesses listed above. It is up to you to understand the needs & desires of your target audience, and these findings need to shape your design choices. (If you wish, you may choose to target a subset of coffee shop clientele.) How can you grab their attention? And beyond a good product and a comfortable interior, what will make them come back for more? Begin by designing a strong logo/wordmark for your product. Gothrough the usual design process: sketch thumbnails, refine, and revise Choose a color scheme. Pick type. What sort of illustrations might you include? Photos, drawings, patterns… or maybe it's all type. I am looking for a comprehensive identity program here, something that can be applied to any number of promotional components, whether 2D, 3D, or digital.Next, apply the identity to these items: • Bag for coffee beans • Cup • Sleeve for the cup • Sample of packaging to transport baked good(s) • Reloadable payment card (similar to Starbucks') • One-page Brand Identity Guide listing typefaces,color the scheme, etc.	**Week 5**
6.	**Modern Logo** **Vintage/Retro Logo** **Texture logo**	Create Modern Logo Create Vintage/Retro Logo Create Texture logo	**Week 6**

7.	**Minimalist Logo** **Signature Logo** **Emblem Logo** **Mascots Logo** **Abstract Logo**	• Create Minimalist Logo • Create a Signature Logo • Create Emblem Logo • Create Mascots Logo • Create Abstract logo	**Week 7**

	Use Adobe Photoshop Software	• Download Adobe Photoshop • Install Adobe Photoshop Patch the software	
8.	**Draw Shapes using Photoshop software**	• Create and edit shapes by using shape tools • Import shapes from different files Perform image tracing to create shapes and art	**Week8**
	Photomontage: where you see yourself in 10 years.	Make a well-blended digital photomontage (12×8 or 8×12 -150 res) to show where you see yourself in 10 years. Under your photomontage write a 3 paragraph reflection explaining the elements you put in your work	
9.	**Photo editing.**	• Perform import, organize, and filter photos using photo editing software as per requirements • Fix white balance, crop, and exposure using photo editing software as per requirements • Perform hue, saturation, and luminance adjustments using photo editing software as per requirements • Perform sharpening, noise reduction, grain, and lens correction using photo editing software as per requirements Perform edits in a raw photo using photo editing software as per requirements	**Week9**
	Photo manipulation	• Perform remove, edit and change the background of a photo using photo editing software as per requirements • Blend multiple images and shapes in a single photo using photo editing software as per requirements Perform shadows, light source, light reflection, and motion in the manipulated photo using photo editing software as per requirements	
10.	**Corel Draw**	Create a design of a flower using various toolsand color fills in **Corel DRAW**	**Week10**
	Create a web layout	• Create an e-commerce business platform, targeting young adults and teenagers, where they can come up and discover accessories, apparels, footwear and electronics items, personal and healthcare products	
	Build your CV	Download professional CV template from any good site (https://www.coolfreecv.com or relevant)	

Annexure-II:

Computer Graphics and Video Editing

What is freelancing and how you can make money online - BBCURDU

https://www.youtube.com/watch?v=9jCJN3Ff0kA

What Is the Role of Good Manners in the Workplace? By Qasim Ali Shah | In Urdu

https://www.youtube.com/watch?v=Qi6Xn7yKlIQ

Hisham Sarwar Motivational Story | Pakistani Freelancer

https://www.youtube.com/watch?v=CHm_BH7xAXk

21 Yr Old Pakistani Fiverr Millionaire | 25-35 Lakhs a Month Income | Interview

https://www.youtube.com/watch?v=9WrmYYhr7S0

Success Story of a 23 Year - Old SEO Expert | How This Business Works | Urdu Hindi Punjabi

https://www.youtube.com/watch?v=tIQ0CWgszl0

Failure to Millionaire - How to Make Money Online | Fiverr Superhero Aaliyaan Success Story

https://www.youtube.com/watch?v=d1hocXWSpus

SUGGESTIVE FORMAT AND SEQUENCE ORDER OF MOTIVATIONALLECTURE.

Mentor

Mentors are provided an observation checklist form to evaluate and share their observational feedback on how students within each team engage and collaborate in a learning environment. The checklist is provided at two different points: Once towards the end of the course. The checklists are an opportunity for mentors to share their unique perspective on group dynamics based on various team activities, gameplay sessions, pitch preparation, and other sessions, giving insights on the nature of communication and teamwork taking place and how both learning outcomes and the student experience can be improved in the future.

Session- 1 (Communication):

Please find below an overview of the activities taking place Session plan that will support your delivery and an overview of this session's activity.

Session- 1 OVERVIEW
Aims and Objectives:
- To introduce the communication skills and how it will work   - Get to know mentor and team - build rapport and develop a strong sense of a team   - Provide an introduction to communication skills   - Team to collaborate on an activity sheet developing their communication, teamwork, and problem-solving   - Gain an understanding of participants' own communication skills rating at the start of the program

Activity:	Participant Time	Teacher Time	Mentor Time
Intro Attend and contribute to the scheduled.			
Understand good communication skills and how it works.			
Understand what good communication skills mean			
Understand what skills are important for good communication skills			
Key learning outcomes:	**Resources:**		**Enterprise skills developed:**
• Understand the	• Podium		•Communication

communication skills and how it works. • Understand what communication skills mean • Understand what skills are important for communication skills	• Projector • Computer • Flip Chart • Marker	• Self Confidence • Teamwork

Schedule	Mentor Should do
Welcome: **5 min**	Short welcome and ask the **Mentor** to introduce him/herself. Provide a brief welcome to the qualification for the class. Note for Instructor: Throughout this session, please monitor the session to ensure nothing inappropriate is being happened.
Icebreaker: **10 min**	Start your session by delivering an icebreaker, this will enable you and your team to start to build rapport and create a team presentation for the tasks ahead. The icebreaker below should work well at introductions and encouraging communication, but feel free to use others if you think they are more appropriate. It is important to encourage young people to get to know each other and build strong team links during the first hour; this will help to increase their motivation and communication throughout the sessions.
Introduction & Onboarding: **20mins**	Provide a brief introduction of the qualification to the class and play the "Onboarding Video or Presentation". In your introduction cover the following: 1. Explanation of the program and structure. (Kamyab jawan Program) 2. How you will use your communication skills in your professional life. 3. Key contacts and key information – e.g. role of teacher, mentor, and SEED. Policies and procedures (user agreements and "contact us" section). Everyone to go to the Group Rules tab at the top of their screen, read out the rules, and ask everyone to verbally agree. Ensure that the consequences are clear for using the platform outside of hours. (9am-8pm) 4. What is up next for the next 2 weeks ahead so young people know what to expect (see pages 5-7 for an overview of the challenge). Allow young people to ask any questions about the session topic.
Team Activity Planning: **30 minutes**	MENTOR: Explain to the whole team that you will now be planning how to collaborate for the first and second collaborative Team Activities that will take place outside of the session. There will not be another session until

	the next session so this step is required because communicating and making decisions outside of a session requires a different strategy that must be agreed upon so that everyone knows what they are doing for this activity and how. • "IDENTIFY ENTREPRENEURS" TEAM ACTIVITY • "BRAINSTORMING SOCIAL PROBLEMS" TEAM ACTIVITY" *As a team, collaborate on a creative brainstorm on social problems in your community. Vote on the areas you feel most passionate about as a team, then write down what change you would like to see happen.* Make sure the teams have the opportunity to talk about how they want to work as a team through the activities e.g. when they want to complete the activities, how to communicate, the role of the project manager, etc. Make sure you allocate each young person a specific week that they are the project manager for the weekly activities and make a note of this. Type up notes for their strategy if this is helpful - it can be included underneath the Team Contract.
Session Close: **5 minutes**	**MENTOR:** Close the session with the opportunity for anyone to ask any remaining questions. **Instructor:** Facilitate the wrap-up of the session. A quick reminder of what is coming up next and when the next session will be.

MOTIVATIONAL LECTURES LINKS.

TOPIC	SPEAKER	LINK
How to Face Problems In Life	Qasim Ali Shah	https://www.youtube.com/watch?v=OrQte08Ml90
Just Control Your Emotions	Qasim Ali Shah	https://www.youtube.com/watch?v=JzFs__yJt-w
How to Communicate Effectively	Qasim Ali Shah	https://www.youtube.com/watch?v=PhHAQEGehKc
Your ATTITUDE is Everything	Tony Robbins Les Brown David Goggins Jocko Willink Wayne Dyer Eckart Tolle	https://www.youtube.com/watch?v=5fS3rj6elFg
Control Your EMOTIONS	Jim Rohn Les Brown TD Jakes Tony Robbins	https://www.youtube.com/watch?v=chn86sH0O5U
Defeat Fear, Build Confidence	Shaykh Atif Ahmed	https://www.youtube.com/watch?v=s10dzfbozd4
Wisdom of the Eagle	Learn Kurooji	https://www.youtube.com/watch?v=bEU7V5rJTtw
The Power of ATTITUDE	Titan Man	https://www.youtube.com/watch?v=r8LJ5X2ejqU
STOP WASTING TIME	Arnold Schwarzenegger	https://www.youtube.com/watch?v=kzSBrJmXqdg
Risk of Success	Denzel Washington	https://www.youtube.com/watch?v=tbnzAVRZ9Xc

SUCCESS STORY

S. No	Key Information	Detail/Description
1.	**Self & Family background**	**Danyal Saleem,** who lives in Mirpur (AJK), is an example of how hard work and perseverance can reap rich rewards when bidding for projects online. The graphic designer works exclusively on an online freelancing platform and has earned, on average, **US$20,000** per month for the past several months. But this isn't a story of overnight success – Danyal has had to work hard to differentiate himself and stay true to his goal. It was a full year later, in May 2017, when Danyal finally decided to jump in. He signed up for one of the numerous sites that connect designers or coders with people or companies that have small projects, like designing a logo or building a website. He had already started a small business to help pay for his college education, so he was nervous and apprehensive about the decision. "I gave myself two or three months at most. If I didn't succeed, then I would go back to running the business as it was showing potential," he says. **If at first, you don't succeed, try try again**
2.	**How he came on board NAVTTC Training/ or got trained through any other source**	Certification in graphic designing from STEPS(NAVTTC partner institute)

3.	**Post-training activities**	**Danyal's** area of expertise is in **graphic design**. In his first month using Fiverr, he pitched mostly for projects centered around logo designing. But it wasn't so simple. In the first few weeks, he didn't hear back from even a single client, despite pitching for dozens of projects. "I needed to understand what worked, so I read blogs, participated in forums, and analyzed profiles of successful freelancers. It was an uphill struggle, but I didn't want to give up," he explains. Danyal says he understands why clients would be apprehensive giving projects to untested freelancers. They have hundreds of options to choose from, he

| | | explains, and to give a project to someone with no experience requires a strong leap of faith.

A slow stream of projects started to come Danyal's way. Within a few months, he was landing an average of a hundred projects every month, with a large number of repeat clients. He also expanded the range of his professional services, branching out from logo design to business cards, banners, Facebook cover pages, letterheads, and stationery.

But he's had to face his fair share of challenges too. The shoddy state of internet infrastructure in his city, Mirpur, threatened to derail his freelancing career. "Sometimes I haven't had connectivity for two days straight," he explains. "That's unthinkable for someone who makes his livelihood on the internet." |
|---|---|---|
| 4. | **Message to others**

(under training) | Take the training opportunity seriously
Impose self-discipline and ensure regularity
Make Hard work pays in the end so be always ready for the same. |

Note: Success story is a source of motivation for the trainees and can be presented in several ways/forms in a NAVTTC skill development course as under: -

1. To call a passed out successful trainee of the institute. He will narrate his success story to the trainees in his own words and meet trainees as well.
2. To see and listen to a recorded video/clip (5 to 7 minutes) showing a successful traineeAudio-video recording that has to cover the above-mentioned points.*****
3. The teacher displays the picture of a successful trainee (name, trade, institute, organization, job, earning, etc) and narrates his/her story in the teacher's own motivationalwords.

** The online success stories of renowned professional can also be obtained from **Annex-II***

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

1. **Attendance:**

   Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

2. **Character:**

   Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

3. **Team Work:**

   The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with an idea and when to compromise by blend ideas together.

4. **Appearance:**

   Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

5. **Attitude:**

   Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

6. **Productivity:**

   Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on

accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. **Organizational Skills:**

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactionsat work. Maintains focus on work responsibilities.

8. **Communication:**

Written communication, being able to correctly write reports and memos. Verbal communications, being able to communicate one on one or to a group.

9. **Cooperation:**

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

10. **Respect:**

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.