

# **JDNET TECHNOLOGIES**

**(ISO 9001:2015 CERTIFIED INSTITUTION)**

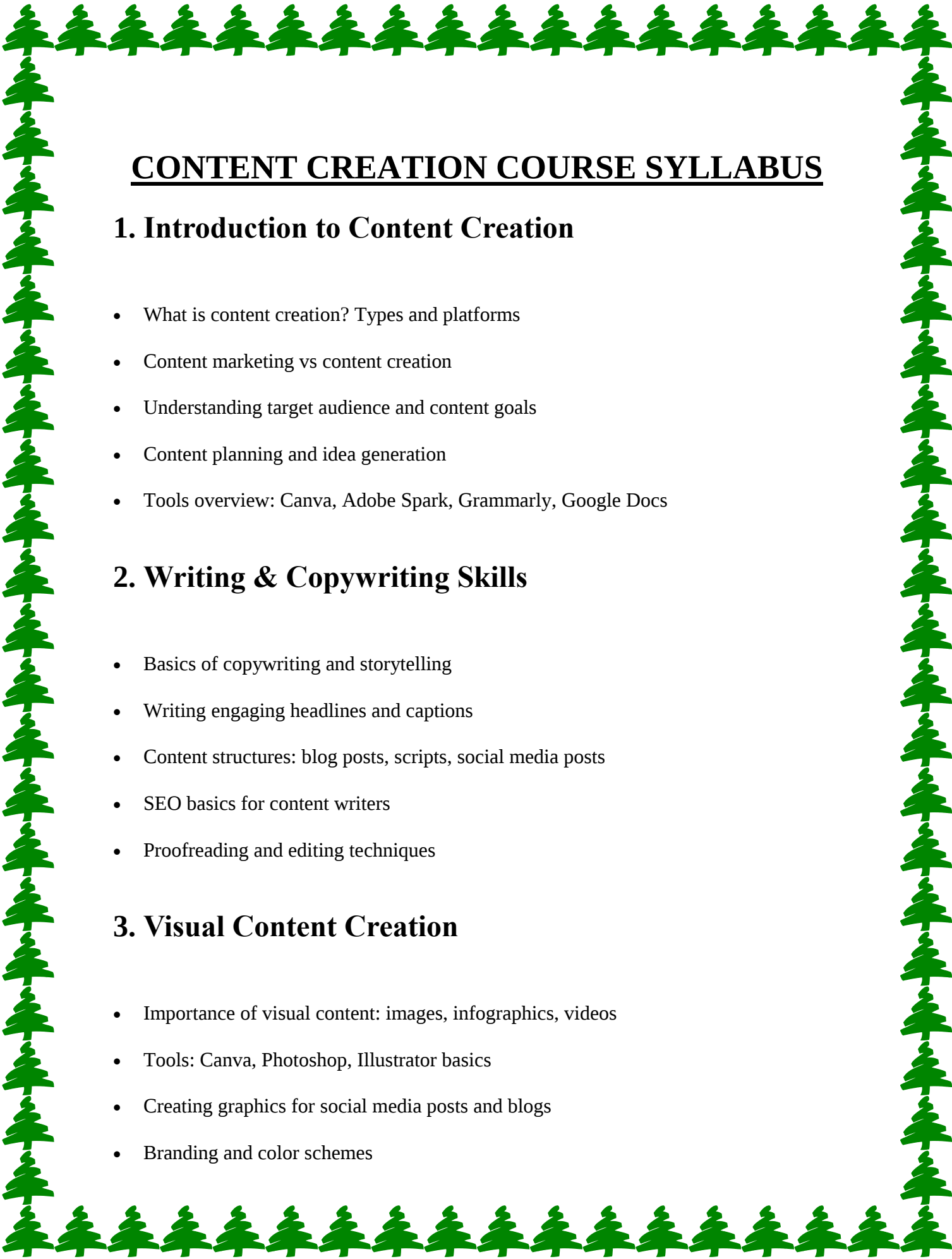
**NO:31, SUBBURAYA CHETTY STREET, THIRUPAPULIYUR,  
CUDDALORE-2 (OPP DARLING ELECTRONICS).**

**CELL: 9159395080, 6369929654**

**CONTENT CREATION**



## **TRAINING COURSES FOR ALL DEPARTMENTS**



# **CONTENT CREATION COURSE SYLLABUS**

## **1. Introduction to Content Creation**

- What is content creation? Types and platforms
- Content marketing vs content creation
- Understanding target audience and content goals
- Content planning and idea generation
- Tools overview: Canva, Adobe Spark, Grammarly, Google Docs

## **2. Writing & Copywriting Skills**

- Basics of copywriting and storytelling
- Writing engaging headlines and captions
- Content structures: blog posts, scripts, social media posts
- SEO basics for content writers
- Proofreading and editing techniques

## **3. Visual Content Creation**

- Importance of visual content: images, infographics, videos
- Tools: Canva, Photoshop, Illustrator basics
- Creating graphics for social media posts and blogs
- Branding and color schemes

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- Image optimization for web and social media

## **4. Video Content Creation**

- Basics of video content: types and formats
- Storyboarding and scripting
- Tools: Adobe Premiere Pro, Filmora, CapCut, Canva video
- Recording techniques: camera, lighting, audio basics
- Editing: trimming, transitions, captions, effects

## **5. Audio & Podcast Content**

- Introduction to podcasting and audio content
- Recording voiceovers: tools and techniques
- Editing audio using Audacity or Adobe Audition
- Adding music, effects, and sound quality tips
- Publishing platforms and distribution

## **6. Content Strategy & Publishing**

- Content calendar creation
- Multi-platform content planning
- Scheduling tools: Buffer, Hootsuite, Later
- Engagement strategies and analytics
- Repurposing content for different platforms



## Connect With Us

### JDNET TECHNOLOGIES

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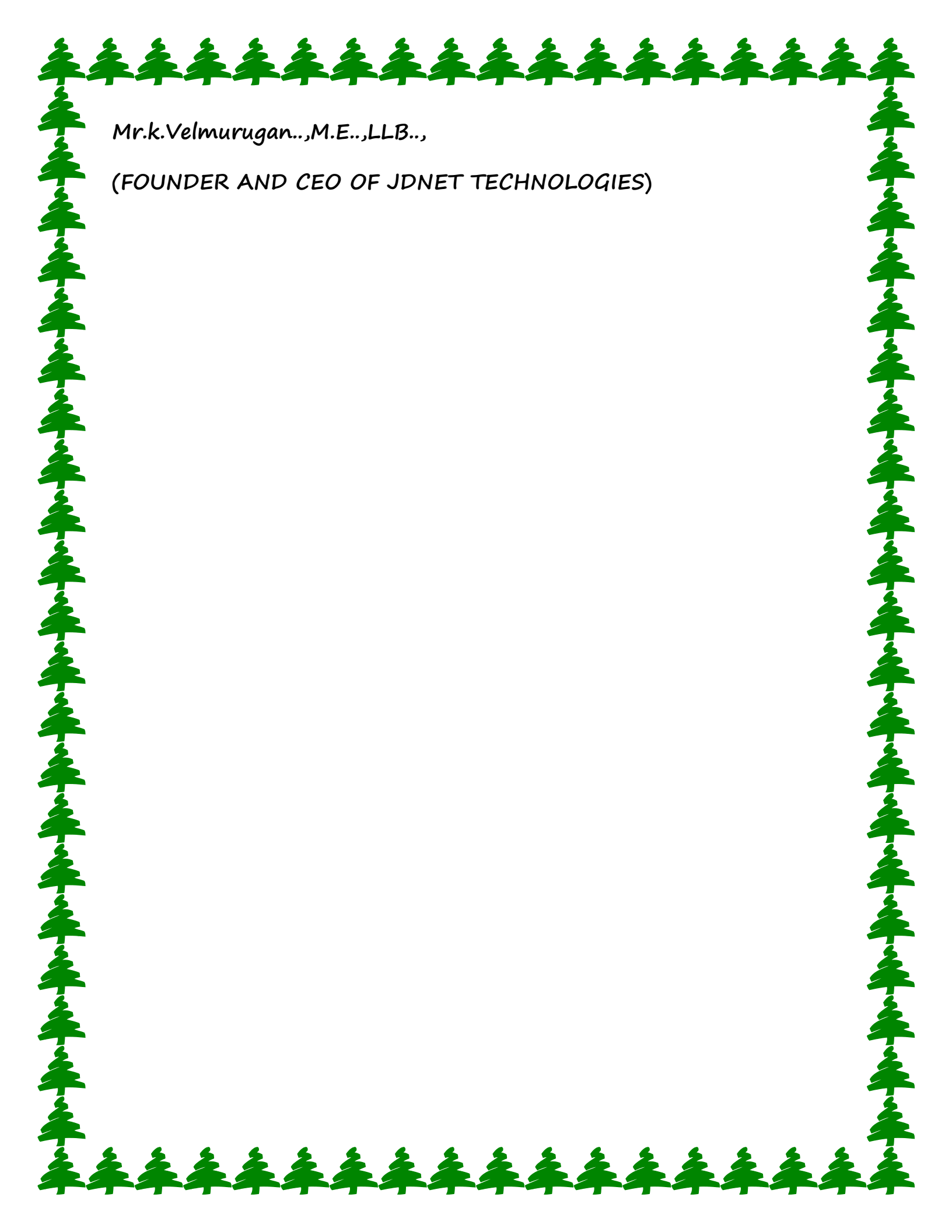
#### Technical Support: (24/7 Service)

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#### Contact person



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(FOUNDER AND CEO OF JDNET TECHNOLOGIES)