Jaipur Engineers
Your One-Stop IT & Staffing Ecosystem

DESIGN

Graphic & Video Editing

Campaign design • Social graphics • Short-form video • Captions



GRAPHIC & VIDEO EDITING MODULE

₹10,000

JAIPUR, RAJASTHAN

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Graphic & Video Editing

Syllabus at a glance

01

Creative brief and brand

02

Graphic design essentials

03

Social and advertising assets

04

Video assembly

05

Sound, captions and finishing

06

Export and handoff

PORTFOLIO PROJECT

Campaign Creative Kit

Design static social visuals and edit a short promotional video for the same campaign.

Graphic & Video Editing

Core concepts

01

Creative brief and brand

Set the message, visual style, audience and asset formats.

02

Graphic design essentials

Apply layout grids, typography, colour, hierarchy and contrast.

03

Social and advertising assets

Create campaign graphics sized for posts, stories and ad placements.

TOOLS & TOPICS

Campaign design • Social graphics • Short-form video • Captions

Graphic & Video Editing

Applied skills

04

Video assembly

Organise clips, plan a sequence and trim footage for clear pacing.

05

Sound, captions and finishing

Balance dialogue and music, add captions and check visuals at final size.

06

Export and handoff

Deliver stills and multiple video formats with organised source files.

TOOLS & TOPICS

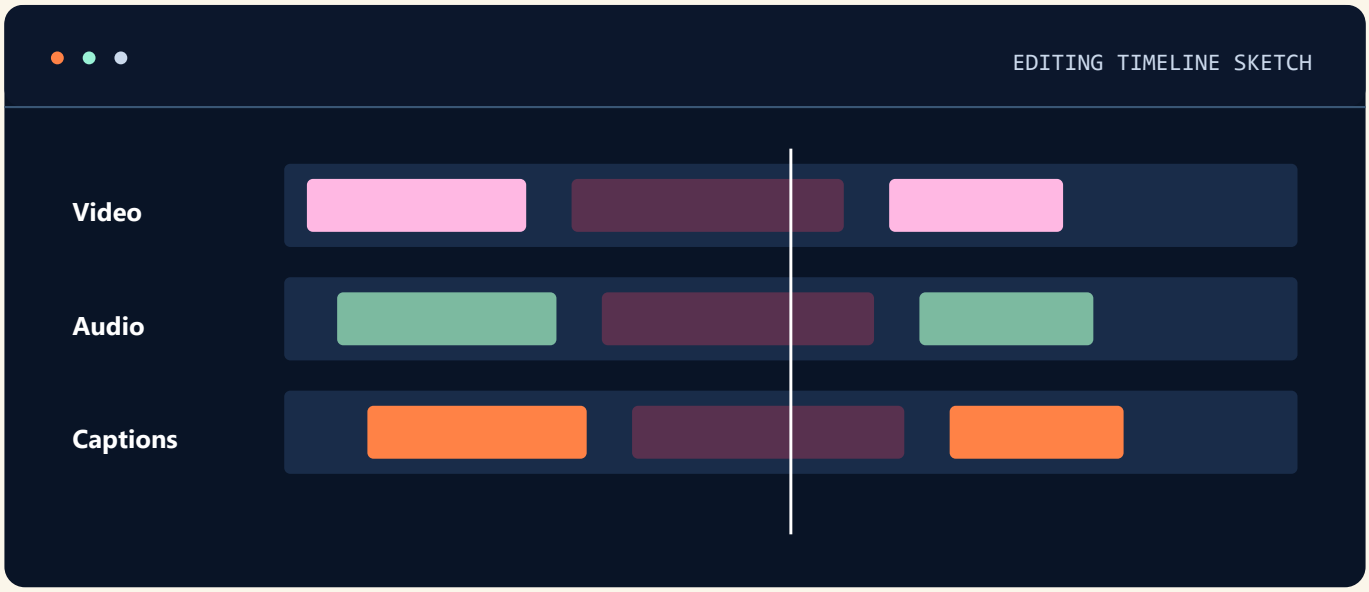
Campaign design • Social graphics • Short-form video • Captions

Graphic & Video Editing

Portfolio project

Campaign Creative Kit

Design static social visuals and edit a short promotional video for the same campaign.



Define the task

Describe who will use the design and what they need to accomplish.

Review a draft

Ask someone to try the prototype or assess the layout, then record a revision.

Source files, prototypes or exports, and notes explaining the design revisions.

Graphic & Video Editing

Project checklist

Use these checks to prepare your project demo or portfolio handoff.

01

Set a campaign style

Choose a type system, colour palette and format plan.

02

Build still and motion assets

Create matching social graphics and one edited promotional clip.

03

Check delivery

Review captions, audio and framing across horizontal and vertical exports.

Graphic & Video Editing

Course fees

GRAPHIC & VIDEO EDITING MODULE

₹10,000

Contact admissions for current batches, class timings and enrolment details.

JAIPUR ENGINEERS ADMISSIONS

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Mansarovar, Jaipur, Rajasthan 302020

SCAN FOR MAP

Contact admissions online

Graphic & Video Editing

Course content

MODULES 01–02

01 Creative brief and brand

Lessons & practice

- Creative briefs
- Brand voice and visual direction
- Format and audience requirements

HANDS-ON Turn a campaign brief into a palette, reference board and format list.

02 Graphic design essentials

Lessons & practice

- Layout grids and hierarchy
- Typography and spacing
- Colour and contrast

HANDS-ON Design a campaign layout with a clear call to action and readable text.

Graphic & Video Editing

Course content

MODULES 03–04

03 Social and advertising assets

Lessons & practice

- Social post and story formats
- Paid ad graphics
- Consistent visual assets

HANDS-ON Produce a coordinated static post, story and ad graphic.

04 Video assembly

Lessons & practice

- Shot selection and clip organisation
- Cutting and transitions
- Pacing and sequencing

HANDS-ON Assemble a short promotional edit with a visible beginning, middle and end.

Graphic & Video Editing

Course content

MODULES 05–06

05 Sound, captions and finishing

Lessons & practice

- Dialogue and music levels
- Caption timing and legibility
- Visual consistency

HANDS-ON Check intelligibility at typical playback volume and correct caption timing.

06 Export and handoff

Lessons & practice

- Aspect ratios and exports
- Final quality checks
- Organising editable files

HANDS-ON Deliver horizontal and vertical edits with matching social graphics.