

NO.1 TRAINING & PLACEMENT UNIT

Bommanhalli & Madiwala - Bangalore

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CAD DESK

ITDesk

Where Success Begins

SINCE 2007



IN FOR TRAINING , DEVELOP SKILLS & LEAVE WITH JOB

WELCOME TO ADVANCE DIGITAL MARKETING & GRAPHICS MEDIA SOFTWARE TRAINING & PLACEMENTS

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Managing Director

Varada Uday Bhaskar
ME Mechanical Engg. OU University
16+ Years of Exp

100⁺
COMPANIES

125⁺
PLACED STUDENTS



Click website for Guaranteed Course Programs

[https://caddeskbangalore-](https://caddeskbangalore-bommanhalli.com/placement-category)

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**Initiative of
Bhaskars Engineering Design & IT Center**

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CADDESK/ITDESK established in year 2007 has 20+ years of experience in Software Training of CAD/CAE/CAM/Full Stack/IT Software's.

We teach wide variety of Software's for Engineering & Degree Students CIVIL/ARCH./INTERIOR/MECH./PRODUCTION/AUTOMOBILE/ELECTRICAL/PUC/DEGREE (B.com/BBA/BA/BSC/BCA/others)/PG/MASTERS



CIVIL ENGINEERING SOFTWARES

- Auto CAD
- 3DS Max
- REVIT Structure
- REVIT Architecture
- REVIT MEP
- STAAD Pro
- Etabs
- V-Ray
- Google Sketch up
- Enscape
- Quantity Take off
- and others.



MECH.ENGINEERING SOFTWARES

- Auto CAD
- SolidWorks
- Catia
- NX Cad
- Nx Cam
- CREO
- Ansys WB
- REVIT MEP
- INVENTOR
- GD & T
- and others.



ELECTRICAL ENGG. SOFTWARES

- Auto CAD
- PLC/Scada
- Revit MEP
- Matlab
- E-Plan
- Primavera
- And others.



IT ENGINEERING SOFTWARES

- MS Office
- Photoshop
- ILLUSTRATOR
- Corel Draw
- C language
- C++
- Core Java
- Advance Java
- Python
- Tally
- PHP
- .Net
- AWS
- SAP FICO/MM
- HTML
- JQuery
- My SQL
- Digital Marketing
- AI and others.

kindly note all the software's are not under Placement Category. For more details on the Digital Marketing & Graphic Media, Placement Category courses Please refer Page no. 6

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ADVANCE DIGITAL MARKETING & GRAPHICS MEDIA COURSES

Digital Marketing:

Digital marketing applications encompass a wide range of strategies and tools used to reach and engage with target audiences through digital channels. These applications include social media marketing, search engine optimization (SEO), content marketing, email marketing, and more.



They allow businesses to build brand awareness, generate leads, drive sales, and foster customer relationships.

Photoshop:

Photoshop is primarily used for photo editing, graphic design, and digital art. It allows users to manipulate, enhance, and create images, including adjusting colors, retouching photos, creating collages, and designing websites. Photoshop is also used for creating illustrations, posters, and other print graphics.

In essence, Photoshop provides a versatile platform for a wide range of creative tasks, making it a staple tool for photographers, designers, and digital artists.

ILLustrator:



**Adobe
Illustrator**

Adobe Illustrator is primarily used for creating vector-based graphics, which are scalable images based on mathematical equations rather than pixels. This makes Illustrator ideal for designing logos, icons, illustrations, typography, and other graphics that need to maintain clarity and sharpness at different sizes. Businesses and individuals use it for branding, marketing materials, product design, and web/UI design.

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CONTENT OF THE

ADVANCE DIGITAL MARKETING & GRAPHICS MEDIA COURSES

Digital Marketing

MODULE I (Search Engine Optimization)

- Introduction to websites and digital marketing
- SEO and Types (off Page and On page)
- Learn best SEO Tools
- Website Design Practice

MODULE II (Social Media Marketing)

- SEO Analytics
- Social Media Marketing
- Build and Develop Facebook Marketing Strategies
- Facebooks Ads
- Twitter Marketing
- Linked In Marketing
- YouTube Marketing

MODULE III (Email Marketing)

- Email Marketing
- HTML and Text Mails
- Working with Content and Landing Pages

Module IV (Content Marketing)

- Content Marketing
- Target Customers and Content Creation
- Content promotion, Analytics and Reporting

MODULE V (Search Engine Marketing)

- Working with PPC
- Ads on Google

MODULE VI (Web Analytics)

- Working with Web Analytics
- Google Analytics

Photoshop

Introduction to Adobe Photoshop

- Navigating Photoshop
- Menus and panels

Getting Started With Photoshop

- Exploring the Toolbox
- Applications Bar & the Options Bar
- Setting Preferences

Images

- Zooming & Panning an Image
- Working with Multiple Images, Rulers, Guides & Grids
- Adjusting Color with the New Adjustments Panel
- The New Auto-Blend & Auto-Align Layers Commands

Resizing & Cropping Images

- Understanding Pixels & Resolution
- The Image Size Command Interpolation Options

Layers

- Creating, Selecting, Linking & Deleting Layers
- Locking & Merging Layers
- Copying Layers, Using Perspective & Layer Styles
- Filling & Grouping Layers

Painting in Photoshop

- Working with Colors & Swatches
- Creating & Using Gradients

Photo Retouching

Adobe ILLUSTRATOR

- Introduction, Workspace & Navigation
- Selections
- Smart Guides and Rulers
- Fills and Stroke and Colour
- Gradients & Gradient Mesh
- Layers and Grouping
- Draw Tools
- The Pen Tools and Path Editing
- The Pencil Tools
- Brushes
- Symbols Tools
- Transform tools
- Cutting tools
- Charts and Graphs
- Working with Types
- Appearance and Styles
- Transparency and Masking
- Filters
- Effects
- Blending
- Pathfinder Operations
- Image Maps
- Image and Photoshop Integration
- Dynamic Type Treatments
- Auto Trace and Live Trace
- Live Paint
- Printing & Exporting



COURSE FEE STRUCTURE

ADVANCE DIGITAL MARKETING & GRAPHICS MEDIA COURSES

SL.No.	3 Course Program
1	Digital Marketing
2	Photoshop
3	ILLustrator
Actual Course Fee	54,000/-Rs
Final Course Fee	42,500/-Rs + 1000/-Rs Books Fee
	1st EMI: 26,500/-Rs 2nd EMI: 16,000/-Rs Books Fee: 1000/-Rs
Final Course Fee (1 EMI)	40,000/-Rs + Books Included

Note: • All the above discounts are applicable for the Offline Students, Passout after 2022.
• There will be no change in the course program structure once receipt is generated.
• Incase of any career gap, arrears / backlog meet the management for guidance.



ADDITIONAL THINGS STUDENT WILL LEARN

- Additional knowledge on Traditional & Modern marketing approach
- Student will have an opportunity to study various marketing promotion strategies
- Review session on Various Website and design
- Application of Digital Marketing Photoshop and Illustrator in the real time



Website design review encompasses the knowledge and observation of the visual layout, user interface, and overall user experience of a website. It involves knowledge gaining of the aesthetics, navigation, and content presentation which is to ensure a functional and engaging online presence.



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BENEFITS OF DIGITAL MARKETING

- Customer Reach Anywhere in the Purchasing Journey.
- Unlimited Customer/Client Targeting Options.
- Cost-Effective and Measurable Results.
- Endless Customization on the Spot.
- More Interaction with Your Customers.
- Greater Brand Credibility.
- Search Engine Optimization (SEO)
- Paid Search.



Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.



Creating and publishing content online, and distributing it to a targeted audience. It is a strategic approach that involves creating and distributing relevant content to attract and retain a target audience.

The goal is to provide value to the audience through content that's educational, entertaining, or informative



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DIGITAL MARKETING CONSIST OF



- BRANDING
- SOCIAL MEDIA MARKETING
- CONTENT MARKETING
- EMAIL MARKETING
- SEARCH ENGINE OPTIMIZATION
- WEB DESIGN
- APP DEVELOPMENT
- SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is the practice of improving a website's visibility and ranking in search engines like Google, Bing, and Yahoo.



SEARCH ENGINE MARKETING (SEM)

Search engine marketing (SEM) is a digital marketing strategy that increases a website's visibility in search engine results pages (SERPs). SEM is also known as paid search or pay-per-click (PPC)



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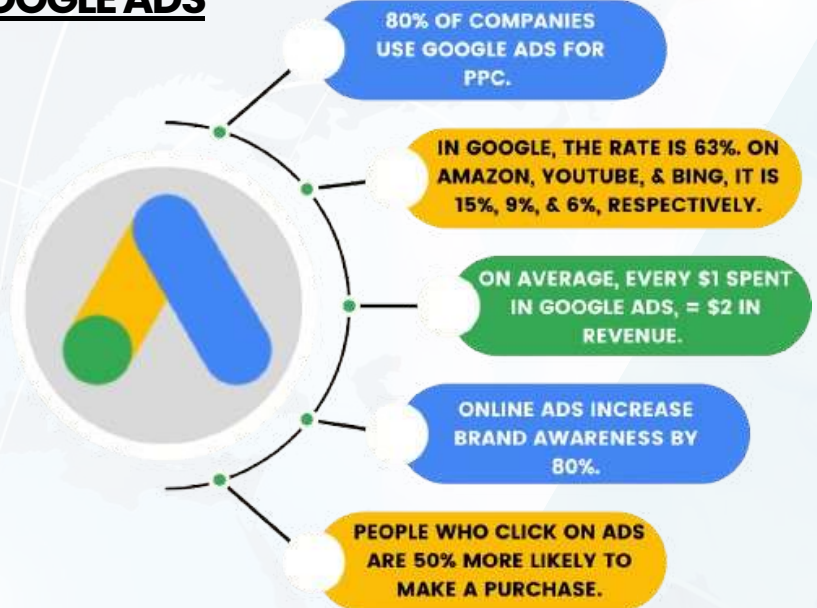
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GOOGLE ADS

Google Ads is Google's online advertising program. Through Google Ads you can create online ads to reach people exactly, when they search about the products and services that you offer.

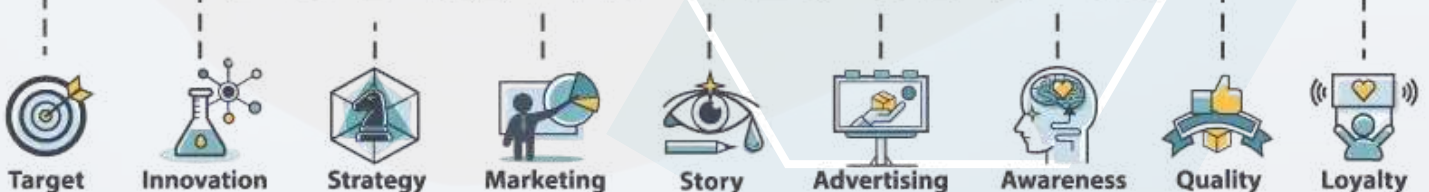


BRANDING

Branding is the process of creating a distinct identity for a business in the minds of your target audience and the general population. At its core, branding consists of a company's name and logo, visual identity design, mission, values, and tone of voice.



BRANDING



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WHO USES PHOTOSHOP?

- **Photographer:** Photographer just don't take stunning pictures; they create them using the help of Photoshop.
- **Web Designer:** As a web designer, you will be creating logos, navigational bars, backgrounds, headers and additional images to help create a webpage.
- **Graphic designers:** Graphic designers are the people who design fancy intricate images, graphics and even comic book characters
- **Advertiser:** As an advertiser you will be using Photoshop to create logos and branding icons, product packaging, company advertisements and more



POPULAR TOOLS OF PHOTOSHOP?

- **Burn Tool:** It darkens areas and can be used to work on highlight, midtone or shadowed areas.
- **History:** Complete list of tasks performed on an image. Allows to perform, undo or the deletion of a previous step.
- **Gamnut:** The range of colors that a color system can display or print.
- **Crop Tool:** The crop tool is used to shave off unwanted areas at the edge of a digital image.
- **Sharpen:** The sharpen tool increases the sharpness (focus) of an image, by increasing the contrast of neighboring pixels.
- **Smudge:** The Smudge tool spreads color in an image, displacing pixels of corresponding colors.
- **Blur:** The blur tool reduces the sharpness (focus) of an image. It does this by reducing the color contrast of neighboring pixels.



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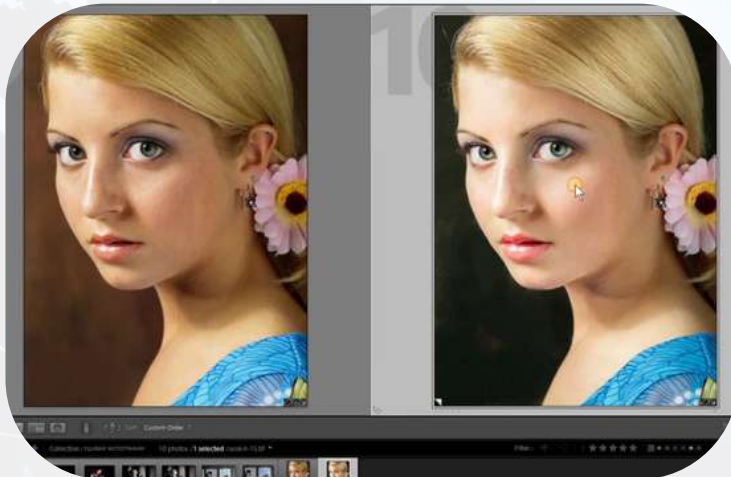
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WHAT YOU CAN DO LEARNING PHOTOSHOP?

- How to retouch photos including retouching hair, face, skin, lips and even teeth for beautification



- How to work with Adobe extensions such as lightroom, bridge and camera raw

- Understanding the difference between lighting Photos for Portrait, product, fashion and creative





USES OF ILLUSTRATOR

Adobe Illustrator is primarily used for creating vector-based graphics, which are scalable images based on mathematical equations rather than pixels. This makes Illustrator ideal for designing logos, icons, illustrations, typography, and other graphics that need to maintain clarity and sharpness at different sizes. Businesses and individuals use it for branding, marketing materials, product design, and web/UI design.

Logo Design:

Illustrator's vector capabilities make it perfect for creating scalable logos that can be used on everything from business cards to billboards.



Illustrations:

Whether for digital artwork, print media, or even comic books, Illustrator's drawing and coloring tools enable the creation of a wide range of illustrations.

Typography:

Illustrator excels at manipulating text, allowing for custom fonts, logos with text, and text-based design elements.



Infographics and Charts:

Illustrator is used to create visually appealing and informative charts, graphs, and infographics.

Web and UI Design:

Illustrator is employed to design website elements like icons, banners, and user interface mockups.

Product Packaging:

Illustrator's vector graphics and ability to work with different sizes make it suitable for designing product packaging and labels.

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3D CONCEPT



IVORY SENSE



UNIT ALPHA



ELEMENT INFOMATICS



EMATRIX ENGG. LTD



PASOLITE



SOLID SYSTEMS



CONCEPT ENGINEERING



ROYAL LINKS



ENERGYAN LTD



CALIBER PVT. LTD



BAJAJ CAPITAL



VERVEE COURTURE



ENCLAVAR BUILDERS



**ADARSH CONTROL
AUTOMATION**



SHATHI FACADE'S



VARSHINORA DESIGN

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ARCADIS



XNG AUTOMATION



NAUVATA ENGINEERING



NEW FIELD ENGINEERING



BHILWARA
INFOTECHNOLOGY LTD

BHILWARA INFOTECHNOLOGY



PINNACLE



STEEL KRAFT



ELEGANZ INTERIORS



MORPHLE LABS



CREATIVE TECHNOLOGY



SMART QUICK VENTURES



SANCTUM TECHNOLOGIES



GENESIS IT INNOVATIONS



CEA ENGG. AUTOMATION



STAR SWITCH GEARS



QUAD GEN

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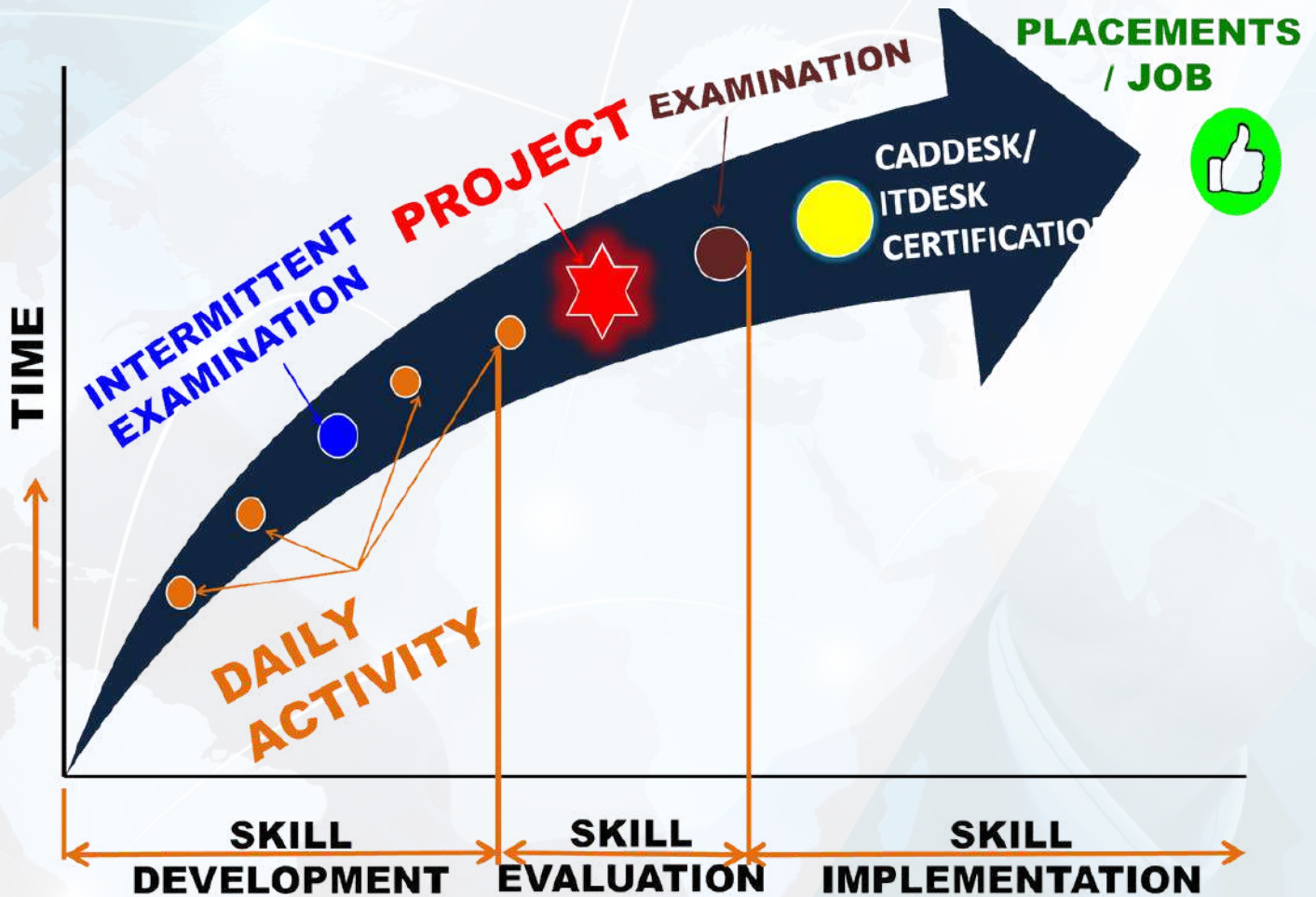
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OUR POWERFUL PLACEMENT STRATEGY



- 100+ ACTIVITIES ON VARIOUS SOFTWARES
- AMPLE AMOUNT OF PRACTICE TIME
- CAD & IT - SPEED UP EXAMINATION
- CREATIVE & INNOVATIVE PROJECTS
- TECHNICAL & PRACTICAL SESSIONS
- CAREER AWARENESS SESSIONS
- COMPLETE & CLEAR RESUME
- MULTIPLE INTERVIEW OPPORTUNITIES



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GLIMPSE OF OUR SESSIONS

Resume preparation Sessions:



Students Examination:



Technical Sessions:



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GLIMPSE OF OUR PLACED STUDENTS



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EVENTS & CELEBRATIONS

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