

INTRODUCING



empower

ARTISTRY & INTELLIGENCE

A Skill-Enhancement Initiative By



spectacular

ART & IDEAS

SINCE 2019

Experience How
Ad Campaigns Take Shape
**FROM CONCEPT
TO EXECUTION**

With



empower

ARTISTRY & INTELLIGENCE

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spectacular

ART & IDEAS

SINCE 2019

Ad Making Course – Session Overview

15 Sessions · 90 Minutes Each · Every Weekend

Phase 1: Basic Designing Knowledge (Sessions 1–4)

Phase 2: Basic Software Knowledge (Sessions 5–6)

Phase 3: Ideation · Copywriting · Designing · Artwork (Sessions 7–11)

Phase 4: Campaign Making & Application (Sessions 12–15)

Session 1

Introduction to Design Principles

Understand balance, contrast, alignment, hierarchy, and the fundamentals of effective visual communication.

Duration: 90 minutes

Session 2

Typography & Visual Elements

Learn the role of typography, imagery, and icons, and how to balance copy and visuals in ads.

Duration: 90 minutes

Session 3

Color Psychology in Advertising

Learn the four foundations every great video is built on — Story, Visuals, Sound, and Pacing — with real agency examples.

Duration: 90 minutes

Session 4

Grid Systems & Layout Basics

Understand grid structures and layout composition for clean, professional designs.

Duration: 90 minutes

Session 5

Designing Software Fundamentals

Hands-on introduction to Photoshop, Illustrator, and CorelDRAW for ad creation.

Duration: 90 minutes

Session 6

Practical Design Execution

Create ad creatives using software tools, focusing on composition, formats, and real-world usage.

Duration: 90 minutes

Session 7

Ideation, Brainstorming & Creative Thinking

Learn how to interpret briefs and generate strong ad concepts and visual ideas.

Duration: 90 minutes

Session 8

Copywriting for Advertising

Craft impactful headlines, taglines, and ad copy that communicate clearly and persuasively.

Duration: 90 minutes

Session 9

Designing High-Impact Ads

Translate ideas into compelling visuals using hierarchy, composition, and storytelling.

Duration: 90 minutes

Session 10

Artwork & Final Output

Understand print vs digital artwork, file formats, resolution, and production-ready design.

Duration: 90 minutes

Session 11

Layout, Consistency & Adaptation

Create structured layouts and adapt designs across formats while maintaining brand consistency.

Duration: 90 minutes

Session 12

Branding & Identity Development

Build brand identity systems including logo, color palette, and typography.

Duration: 90 minutes

Session 13

Logo & Packaging Application

Apply branding on packaging and product mockups for real-world execution.

Duration: 90 minutes

Session 14

Multi-Format Campaign Adaptation

Adapt a master creative into multiple formats for print and digital platforms.

Duration: 90 minutes

Session 15

Ad Campaign (Final Project)

Create a complete advertising campaign — from brief to concept to execution — and present like an agency professional.

Duration: 90 minutes

On-demand Extended Sessions

For in-depth guidance, personalized learning, demonstrations, and support in completing assignments.

Duration: 90 minutes per session

TOOLS & AI ECOSYSTEM OVERVIEW

Powering Modern Graphic Design & Ad-Making Workflows

Core Designing Software

Tool	Purpose
Adobe Photoshop	Image editing, retouching, compositing, ad creatives
Adobe Illustrator	Vector graphics, logo design, illustrations
CorelDRAW	Print layouts, packaging artwork, branding materials
Canva	Quick social media creatives, presentations, templates

AI for Ideation & Copywriting

Tool	Purpose
ChatGPT	Ad copy, taglines, campaign ideas, storytelling
Claude	Copy refinement, content improvement, QC
Google Gemini	Research, creative exploration, campaign references

AI for Visual Creation & Enhancement

Tool	Purpose
Adobe Firefly	AI-generated commercial-safe visuals
Midjourney	Concept art, campaign visualization, moodboards
Ideogram	Typography-based visual generation
Freepik AI	AI graphics, mockups, design assets
KREA.ai	Visual concepts, style exploration

Branding & Mockup Tools

Tool	Purpose
Smartmockups	Product and branding mockups
Placeit	Packaging, apparel, and digital mockups
Adobe Photoshop	Advanced mockup presentation & visualization

Layout, Typography & Asset Resources

Tool	Purpose
Freepik	Vectors, icons, design elements
Envato Elements	Templates, graphics, fonts, mockups
Google Fonts	Typography exploration & brand fonts
Unsplash / Pexels	High-quality stock images

AI Presentation & Campaign Tools

Tool	Purpose
Canva	Campaign presentations & pitch decks
Gamma.app	AI-powered presentation creation
Tome	Storytelling presentations & concept pitching

Productivity & Workflow Tools

Tool	Purpose
Google Drive	File sharing & asset management
Frame.io	Creative review & client feedback
Notion	Project planning & creative workflows

Social Media & Publishing Tools

Tool	Purpose
Meta Business Suite	Social media publishing & ad management
Ocoya	AI-powered content scheduling
Buffer	Multi-platform social publishing

Course Details & Enrolment

Format:
One-on-One Online Sessions (Weekend Slots)

Investment:
₹30,000/- + GST

Additional Sessions:
₹2,000/- + GST per extended session

Who Is This For?

- Young individuals aspiring to learn graphic designing and ad making
 - Working professionals looking to upskill in creative communication
 - Startup founders aiming to create impactful advertisements
 - Small business owners looking to design promotional and marketing materials
 - Freelancers and aspiring designers building a creative portfolio
 - Entrepreneurs wanting to strengthen their brand identity through design
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For more information and weekend slot bookings, reach out to:
Pankaj S Bhatia, +91 9833545744

Experience
How Videos Take Shape
**FROM CONCEPT
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ART & IDEAS

SINCE 2019

Video Editing Course – Session Overview

15 Sessions · 90 Minutes Each · Every Weekend

Phase 1: Foundations (1-7)

Phase 2: Core Formats (8-11)

Phase 3: Advanced Formats (12-15)

Session 1

Video Editing in an Advertising Agency

Understand the role of video in agencies, how projects flow from client brief to final delivery, and where editors fit in the creative team.

Duration: 90 minutes

Session 2

Types of Videos & Skills You Need

Explore the 7 types of videos your team will produce and identify the editing, storytelling, and tool skills needed for each.

Duration: 90 minutes

Session 3

The 4 Pillars of Video Making

Learn the four foundations every great video is built on — Story, Visuals, Sound, and Pacing — with real agency examples.

Duration: 90 minutes

Session 4

Script Writing & Tools

Write compelling video scripts using the Hook → Story → CTA formula for 15s, 30s, and 60s formats with AI assistance.

Duration: 90 minutes

Session 5

Storyboarding & Tools

Translate your script into a visual plan using basic camera shot types, frame layouts, and AI image generation for rapid frame prototyping.

Duration: 90 minutes

Session 6

Voiceover, Sound Editing & Tools

Record clean voiceovers, select the right music, and do basic audio cleanup to match sound with your video's mood and message.

Duration: 90 minutes

Session 7

Editing Basics

Set up a project in editing software, cut and arrange clips, add text and transitions, and export your video for different platforms.

Duration: 90 minutes

Session 8

Infographic Videos

Create data-driven motion videos using animated charts, icons, and text to communicate numbers and information in a visually engaging way.

Duration: 90 minutes

Session 9

Footage Videos (Real-World Clips)

Select and arrange stock footage and b-roll, color match different clips, and build a documentary-style narrative for brand storytelling.

Duration: 90 minutes

Session 10

Chroma Key (Green Screen) Videos

Learn how green screen works, how to light talent for a clean key, and how to replace backgrounds to place subjects in any scene.

Duration: 90 minutes

Session 11

Demo & Screen Recording Videos

Record your screen cleanly, add zoom callouts and highlights, and build a clear product walkthrough or tutorial video.

Duration: 90 minutes

Session 12

Testimonial & Explainer Videos

Build simple 2D animated explainers with motion text, icon animation, and a clear script-to-animation workflow using suitable software and AI tools.

Duration: 90 minutes

Session 13

UGC & CGI Videos

Create UGC (user-generated content) videos that feel real and relatable, along with CGI (computer-generated imagery) videos that use digital visuals for high-impact storytelling.

Duration: 90 minutes

Session 14

Stop Motion Videos

Capture frame-by-frame animation, set up consistent lighting, and edit for smooth playback to bring brand stories to life through objects.

Duration: 90 minutes

Session 15

Cinematic (Anamorphic) Videos

Learn to craft cinematic videos that capture outdoor environments with rich depth and a 3D feel, enhanced by lens effects and color grading.

Duration: 90 minutes

On-demand Extended Sessions

For in-depth guidance, personalized learning, demonstrations, and support in completing assigned projects.

Duration: 90 minutes per session

TOOLS & AI ECOSYSTEM OVERVIEW

Powering Modern Video Creation Workflows

Core Editing Software

Tool	Purpose
Adobe Premiere Pro	Video editing, timeline cutting, transitions, export
Adobe After Effects	Motion graphics, animation, VFX, compositing
Canva	Quick edits, social media videos, templates, presentations

AI for Ideation & Scripting

Tool	Purpose
ChatGPT	Script writing, content ideas, storytelling
Claude	Script refinement, QC, content improvement
Google Gemini	Research, idea exploration, references

AI for Visual Creation & Enhancement

Tool	Purpose
Runway ML	Video enhancement, background removal, AI editing
Freepik AI	Image generation for storyboards & concepts
Ideogram	Visual idea generation, typography-based visuals
KREA.ai	Character & motion-based visual concepts

AI for Voice & Audio

Tool	Purpose
ElevenLabs	AI voiceover generation
Narakeet	Text-to-speech for videos
Voice.ai	Voice cloning & modification
Resemble.ai	Advanced voice customization
Riverside / Turboscribe	Transcription & audio processing

AI Video Tools & Automation

Tool	Purpose
Kapwing	Online video editing & quick AI tools
Flixier	Cloud-based editing & fast exports
Media.io	Video enhancement, color correction
Clideo	Basic editing & audio/video utilities

AI Presentation & Avatar Tools

Tool	Purpose
HeyGen	AI avatars, presenter videos
Google AI Studio	Auto-generated talking videos
Animaker	Explainer videos & animation

Stock Assets & Content Libraries

Tool	Purpose
Freepik	Stock images, vectors, AI assets
Pexels / Pixabay	Free stock videos & images
Envato Elements	Premium templates, footage, music
Storyblocks	Stock video & audio assets, templates, learning videos

Music & Sound Libraries

Tool	Purpose
Epidemic Sound	Royalty-free music for ads & content
Artlist	High-quality cinematic music
YouTube Audio Library	Free music & effects

Screen Recording

ScreenPal Screen Recorder	Screen recording & demos
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Course Details & Enrolment

Format:
One-on-One Online Sessions (Weekend Slots)

Investment:
₹30,000/- + GST

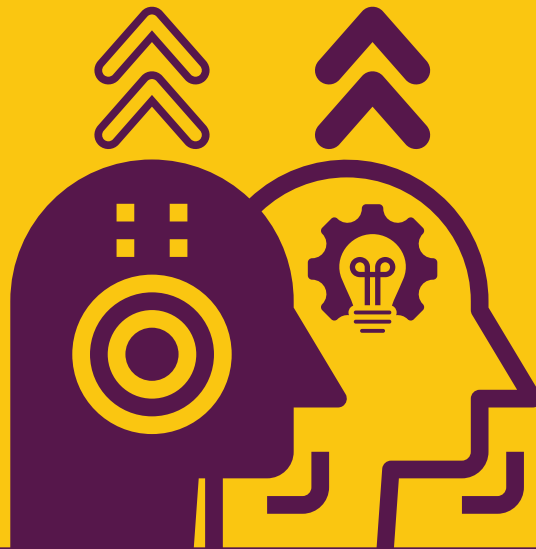
Additional Sessions:
₹2,000/- + GST per extended session

Who Is This For?

- ☐ Young individuals aspiring to learn video editing
 - ☐ Working professionals looking to upskill
 - ☐ Startup founders looking to create impactful video content for their brand
 - ☐ Small business owners aiming to create promotional video content
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For more information and weekend slot bookings, reach out to:
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EMPOWERING TOMORROW'S CREATORS **THE AGENCY WAY**



NOT JUST A COURSE. A SHIFT IN HOW YOU CREATE.

Evolve from learning to creating,
and from creating to thinking. Because real creativity
isn't taught, it's experienced.

An Initiative Crafted For Those Ready To Elevate Their Skills!



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ART & IDEAS

SINCE 2019

A venture offering cost-effective, **360° TAILORMADE CREATIVE SOLUTIONS**
for SMEs, MNCs, and Global Enterprises, powered by a team of skilled professionals
with over 20 years of industry experience.

Explore our creative capabilities and clientele at www.aandispectacular.com

For more information on **COACHING, BRANDING** and **ADVERTISING** reach out to:



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