morelife
foundation

- Graphic & Animation
- Digital Marketing
- Web Designing
- Web Development
- Content Writing

ADVANCED CERTIFIED

SKILL DEVELOPMENT PROGRAM

Graphic & Animation

A course that trains students to enter the exciting world of advertising, TV and multimedia production houses. It gives students, through its revolutionary curriculum, the chance to champion the art of Graphic and Animation.

Graphic Design (144 Hrs)

Course Content

- Foundation of Design and Drawing
- Page Layout
- Concept of Graphic and Illustration
- Graphic Design

Softwares Covered

- Photoshop
- Illustrator
- Corel Draw
- Indesign
- Premiere
- Audition

2D Animation (216 Hrs)

Course Content

- Drawing
- Concept of 2D
- Sound Editing
- Video Editing
- Story Boarding
- 2D Animation and Film Making

Softwares Covered

- Photoshop
- Corel Draw
- Premiere
- Sound Forge
- Flash
- Particle Illusion

Graphic & Animation

3D Animation (288 Hrs)

Course Content

- Drawing
- Concept of 2D&3D
- Story Boarding
- Modeling
- Texturing
- Lighting
- Rendering
- Rigging
- Animation
- Sound Editing
- Video Editing
- 3D Animation and Film Making
- Compositing
- VFX

Softwares Covered

- Photoshop
- Premiere
- Sound Forge
- 3Ds Max
- After Effect
- Maya

Master in Animation (432 Hrs)

Course Content

- Graphic Design
- 2D Animation
- 3D Animation
- Video Editing
- Sound Editing
- Composition

Softwares Covered

- Photoshop
- Corel Draw
- Illustrator
- Premiere
- Sound Forge
- Audition
- Flash
- 3Ds Max
- After Effect
- Maya

Digital Marketing

With over $135 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today. Asia is leading the trend with over 30% annual growth.

According to a recent report by eMarketer, the total number of Internet users globally will surpass 3 billion to reach 42.4% of the entire world's population. Organizations worldwide are waking up to the opportunity of this revolutionary medium to fulfill various business objectives ranging from Sales, Marketing, CRM, Product Development and Research. This has created an ever increasing demand of skilled Digital Marketing professionals. 6 Months classroom based training.

Search Engine Optimization (SEO)

- Introduction to SEO
- On-page SEO
- Off-page SEO
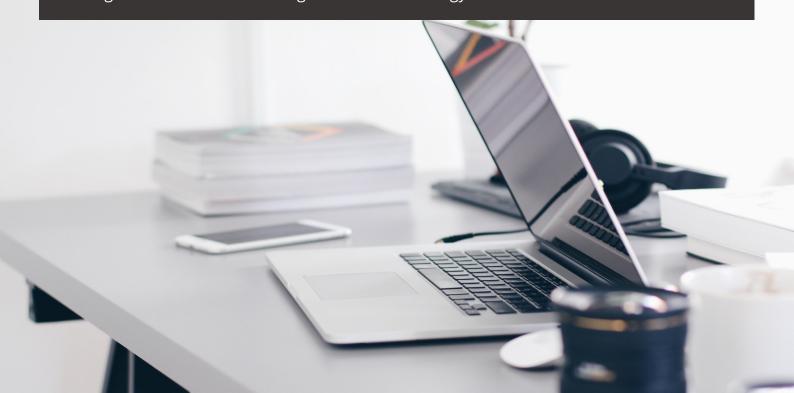- SEO Audit, Tools, Measurement

Search Engine Marketing (SEM)

- Introduction to SEM – Fundamentals & Case Studies
- Creation of Google Display Network
- Mobile Ad Campaigns
- Shopping Campaigns - Introduction
- YouTube Marketing -Introduction & Ad Formats

Social Media Marketing (SMM)

- Getting Started with Social Media Marketing
- Facebook Marketing
- Instagram & LinkedIn Marketing
- Twitter and Snapchat Marketing
- Pinterest Marketing
- Creating a Successful Digital Marketing Strategy

Digital Marketing

Email Marketing

- Deliverability
- Effective Email Content
- Customer Acquisition Strategies
- Effective Creative Introducing
- Nurturing & Automation
- Resources to do situational analysis and progressive updates
- Email Automation

Inbound Marketing

- Attracting your potential customers into conversion funnel
- Converting your prospects into leads using emails
- Landing Page
- Conversion Optimization
- Conversion Optimization Patterns for Engaging website Visitors

Web Analytics

- Introduction
- Google Analytics
- Content Performance Analysis
- Visitors Analysis
- Social media analytics
- Actionable Insights and the Big Picture
- Social CRM & Analysis
- Digital Analytics
- Platform Principles

Web Designing

Web design courses are increasingly popular as the online industry continues to grow. Nowadays most businesses have their own website & many individuals are also setting up and running websites, too. It's hard to keep track of the actual numbers, in such a dynamic environment, but a CNN report stated that were 100 million sites. So it's no surprise that web designers are much sought after. It's one of the fastest growing job areas and the continual advance of new technology demands that skills are kept up to date. 6 Months classroom based training.

Adobe Photoshop

- Nature, Raster, Pixel, Screen Sizes, Resolution, Screen Layout
- Basic of Photoshop - Keys + LCS
- Custom Path
- Masking
- Toolbar
- Text Handling. Work Path. Shape
- More Keys + FT & D Factor
- Layer Styles + Define (Pattern+Shape+Brush)

- Differences(Opacity+Fade+Fill)
- Adjustments + Image Menu
- File, Edit, Window, View & Help Menu
- About All Pallets
- Filter Menu (Liquify+Pattern)
- Full Workspace
- Rest of Tricks

HTML

- The basic introduction to the page of HTML5
- Canvas tagging of HTML5
- Properties and basic working principles of canvassing
- Formation and loading of fonts, faces, images, tools etc.
- Creation of animations and application loop
- Creating drag and drop working of the

- frames, handling mouse and keyboard with efficiency
- Learning on how to store local items and delete objects
- Developing of mobile contents in which scaling and optimization parameters are covered

Web Designing

CSS

- Introduction to CSS 3
- Media Queries and Selectors
- Pseudo classes Pseudo elements
- Web fonts
- Text Effects and typographic styles
- Multiple columns
- Decorative properties
- Border and box effects
- Color and Opacity
- Gradients and transformations
- Transitions and Animations
- 3D Transformations and Flexible Box Layout
- Template layout and browser support

Bootstrap

- Introduction To Bootstrap
- The Grid System
- Responsive Advance Support
- Building Site Structure
- The Home Page
- The Web Page
- More Advance Options
- Managing Forms
- Customizing Bootstrap

Javascript

- Introduction to JavaScript
- Language Basics
- Reference Types
- Object Oriented Programming
- Function Expressions
- The browser Object Model
- Client Detection and Document Object
- Dom Extensions and Events
- Scripting Forms
- Error Handling and Debugging
- XML in JavaScript
- Advanced Techniques

JQUERY

- Jquery Syntax, Selectors and Events
- Hide/Show, Fade and Slide
- Animate
- Stop()
- Append
- Callback
- Chaining
- Background Position
- Border
- Minimum and Maximum

Web Development

The term Web Development is associated with the programming (data processing) of a website. We live in a world where people are completely dependent on smartphones and laptops. Just with a internet connection, everything can be accessible nowadays. Be it online shopping, procuring information, downloading music or movies, and social media... it's all just a click away! But have you ever wondered how it has become possible?

The answer to the above questions is - website development, wheredevelopers develop different web pages or sites which people can access online. 6 Months classroom based training.

Introduction to PHP

- Evaluation of PHP
- Basic Syntax
- Defining variable and constant
- PHP Data type
- Operator and Expression

Handling Html Form With Php

- Capturing Form Data
- Dealing with Multi-value filed
- Generating File uploaded form
- Redirecting a form after submission

Decisions and loop

- Making Decisions
- Doing Repetitive task with looping
- Mixing Decisions and looping with HTML

Function

- What is a function
- Define a function
- Call by value and Call by reference
- Recursive function

String

- Creating and accessing String
- Searching & Replacing String
- Formatting String
- String Related Library function

Array

- Anatomy of an Array
- Creating index based and Associative array
- Accessing array Element
- Looping with Index based array

- Looping with associative array using each() and foreach()
- Some useful Library function

Working with file and Directories

- Understanding file & directory
- Opening and closing a file
- Coping ,renaming and deleting a file
- Working with directories
- Building a text editor
- File Uploading & Downloading

State Management

- Using query string(URL rewriting)
- Using Hidden field
- Using cookies
- Using session

String Matching With Regular Expression

- What is regular expression
- Pattern matching in Php
- Replacing text
- Splitting a string with a Regular Expression

Generating Images With PHP

- Creating Image

Database Connectivity With MYSQLI

- Introduction to RDBMS
- Connection with MySql Database
- Performing basic database operation(DML) (Insert, Delete, Update, Select)
- Setting query parameter
- Executing query
- Join (Cross joins, Inner joins, Outer Joins)

Web Development

Introduction To OOPS

- Introduction
- Objects
- Declaring a class
- The new keyword and constructor
- Destructor
- Access method and properties using this variable
- Public ,private, protected properties
- Static properties and method
- Inheritance & code reusability
- Polymorphism
- Parent:: & self:: keyword
- Instance of operator
- Abstract method and class
- Interface
- Namespace and Trait

Exception Handling

- Understanding Exception and error
- Try, catch, throw

AJAX

- Introduction to AJAX
- PHP with AJAX
- Working with database

Understanding Of MVC (model View Controller)

CMS(Content Management System)

Wordpress

- Dashboard
- Post
- Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Setting
- Theme Customization
- Woo commerce
- Theme Development
- Plugin Development

Opencart

- Introduction to Ecommerce and Shopping Cart
- Introduction to Opencart
- Installation and Configuration of Opencart
- Understanding Opencart extensions
- Understanding the categories, product options
- Usage of Controllers in Opencart
- Usage of Models in Opencart
- Usage of Views in Opencart
- Relation between Model, View and Controller
- Understanding Opencart plugins
- Understanding Opencart themes
- Payment processors
- Project Examples and Roundup
- Opencart custom page creation for admin and front also.
- Opencart Module development

Magento

- Introduction to Content Management System
- Introduction to Magento
- Introduction to Xampp
- Xampp Installation
- Magento Installation
- Login to the Magento Administrator
- Magento Overview
- Website store
- Categories
- Catalogs
- Products
- Theme
- Sales Configuration
- Payment methods
- Shipping methods
- Emails
- Website Frontend
- Pages
- Blocks
- Widgets
- Layout customization
- Website configuration
- Magento Tools
- Magento – Cron
- Magento Extensions
- Magento Website Creation

Web Development

Drupal 8

- Drupal Core, Drupal
- Modules, Blocks in Drupal,
- Themes for Drupal
- Entering Content and Making Pages, Modules
- Creating a user defined
- Converting Html Template into Drupal Theme

Frameworks

- Codeigniter
- Generating Output with the view
- Introduction to the Models
- Modeling in Codeigniter
- Displaying the output using models
- Introducing codeigniter libraries
- Creating Forms
- Validation in Forms
- Security in input forms
- Displaying the Output using libraries
- Using Helpers
- Output data using helpers
- Instanceof operator

Laravel

- Introductio of Laravel 4
- Laravel 4 MVC
- Laravel 4 routing
- Installing Composer and Command line
- Blade essentials
- Resource Controllers
- Laravel 4 Route groups and filters
- Working with Database
- Eloquent CRUD
- Laravel 4 Query Builder
- Eloquent relations
- Laravel 4 Migrations
- Laravel 4 Database Seeding

- Forms and Validation
- Setting up laravel form
- Validation a form
- Creating Admin Post Resource
- Creating a Frontend
- Setting up the Blog
- Securing the admin panel
- Handling routing
- Establishing an HTML View
- Creating Tables with Schema Builder
- Enabling Version Control with Migrations
- Querying with eloquent ORM
- Displaying Laravel Code
- Working with Blade Templating
- Defining Conditions
- Integrating form elements
- Setting up Authentication
- Creating a registeration form
- Securing Content
- Authenticating users in Laravel Application

Cake PHP

- Cake Php Installing and Running Cake PHP
- PHP Creating a To-Do List Application.
- Naming Files and Designing the Database.
- Creating Simple Views and Baking in the Console
- Customizing Views
- Working with Controllers and Models
- Implementing Ajax Features
- Helpers
- Routes
- Components and Utilities
- Vendors
- Plugins
- DataSources and Behaviors
- Wrapping Up the Application

Content Writing

Content marketing is one of the most reliable and cost effective marketing means across all industries and according to MarketingMag.com, it is going to be a $300 billion industry by 2019. Since 2015, demand for effective online content is increasing like never before, offering sustainable employment opportunities to aspiring content writing professionals. Trend shows demand for content in India to teed online advertising and SEO marketing is doubling each year. 2 Months classroom based training.

Module 1: Language Specifications

- Introduction to content writing, marketing and strategy
- Types of content tones
- Types of styles
- Common grammatical errors
- Spellings and punctuation rules
- Using thesaurus/ software for content spinning
- Content formats, content flow/ presentation
- Content referencing

Module 2: Digital Aspects

- Online research
- Cracking internet using Google
- Using article directories
- Learning to use spinning software
- Designing of cover pages
- Checking for copyrights
- Using content under public domain
- Blogging
- Setting up themes/ templates
- Using Logo theme
- Adding content tags, categories
- Keyword research (Google keyword planner)
- Understanding Google analytics and ALEXA rankings
- Leveraging social media for content distribution

Content Writing

Module 3: Content Types and Formats

- Article writing, spinning
- Blog posts and social media posts
- Book summaries, reviews
- Copy writing, landing pages
- Creative writing, fiction
- DIY guides, manuals
- EBook writing
- Editing, proofreading
- Ghost writing
- Grant writing, proposal writing
- Newsletter, magazine writing
- Press releases
- Product review, descriptions, recipes
- Resume writing, cover letters, sales writing
- Technical guides
- Web content, SEO writing

Module 4: Academic Content Types

- Question banks
- Workbooks
- Study materials/ courseware
- Academic guides/ manuals/ tutorials
- E-learning/ RUBRICS
- Project reports
- Research papers/ white papers
- Thesis reports

Module 5: Communication and Content Strategy

- Strategic vs. Non-strategic content
- Permanent challenges in creating effective content
- Broader framework for creating content for social media
- Creating and promoting brands with strategic content
- Building user experience with content
- Segmenting market and understanding your target
- Creating target person as before creating content
- Some core management concepts

Module 6: Taking Content to Work

- Content writing projects
- Choosing the right projects
- Writing impressive proposals
- Hourly tracking software
- Payment collection trough ESCROW accounts
- Withdrawing the DOLLAR amounts to indian Bank Accounts through Paypal
- Search Engine Optimization (SEO)

Our Strength

Google Certified Trainer

Placement Assistance

Internship Available

Unlimited Doubt Session

Online Classes

Lifetime Career Support

Corporate Level Training

Live Projects Training

4.9/5 Students Feedback

10+ Industry Certifications
(inc Google, Facebook & LinkedIn)

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CERTIFICATE
OF COMPLETION

This is to certify that

Your Name

has successfully completed the ....

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