



P.K.M. COLLEGE OF EDUCATION

MADAMPAM, KAITHAPRAM P. O., KANNUR – 670 631

(Govt. Aided Teacher Education Institution affiliated to Kannur University)

Recognized by NCTE included under UGC 2(f) & 12(B) category

Accredited by NAAC with 'A' Grade, (Second cycle -4 point scale), RUSA 2.0 beneficiary

1.2.2: Average Number of Value-added courses offered during the last five years

&

1.2.3: Percentage of Students enrolled in the Value-added courses mentioned at 1.2.2 during the last five years

TECHMINDS-VALUE ADDED COURSE ON DIGITAL MEDIA



1.2.2: Average Number of Value-added courses offered during the last five years

&

1.2.3: Percentage of Students enrolled in the Value-added courses mentioned at 1.2.2 during the last five years

Name of the Course: Techminds-Value Added Course on Digital Media

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MADAMPAM, KANNUR, KERALA, INDIA

In association with IQAC

Value Added Course

TECHMINDS

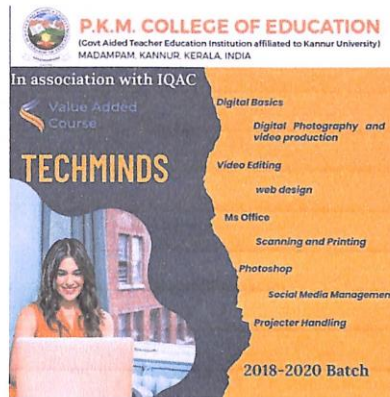
Digital Basics

- Digital Photography and video production*
- Video Editing*
- web design*
- Ms Office*
- Scanning and Printing*
- Photoshop*
- Social Media Management*
- Projecter Handling*

2018-2020 Batch

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REPORT OF VALUE-ADDED COURSE: TECHMINDS



The Value-Added Course on ICT was conducted by PKM College of Education in association with IQAC from January 5, 2019 to January 11, 2020. The course was designed to help students improve their skills in information and communication technology. The course covered a variety of topics, including digital basics, digital photography and video production, video editing, web design, MS Office, scanning and printing, Photoshop, social media management, projector handling, and digital literacy basics. 21 members participated in the course. The course was conducted by a team of experts from PKM College of Education and IQAC.

The course covered a wide range of ICT topics, which are relevant to students in today's digital world. The course was conducted by experienced faculty members who provided hands-on training and support. The course materials were well-organized and up-to-date. The course provided a valuable opportunity for students to learn new skills and improve their employability.



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“TECHMINDS” -2018- 2020
VALUE ADDED COURSE ON DIGITAL MEDIA
P.K.M. COLLEGE OF EDUCATION MADAMPAM
SYLLABUS (34 HOURS)
MAXIMUM MARKS – 50
(THEORY + PRACTICAL+ INTERNAL)
COURSE CODE: TMPKM18

LEARNING OUTCOMES:

1. Learning digital media introduces you to various communication channels, helping you develop effective online communication skills.
2. Acquiring social media management skills allows you to strategically boost your or a brand's online presence, reaching a wider audience.
3. Understanding digital marketing enables you to create targeted campaigns, enhancing brand awareness and attracting potential customers.
4. Knowledge in these areas opens doors to careers in social media management, content creation, digital advertising, and related fields.
5. Acquiring these skills equips you to navigate and adapt to the constantly evolving digital landscape.
6. Digital marketing involves analyzing data metrics, fostering skills in data-driven decision-making for effective campaigns.
7. Social media management skills empower you to engage with online communities, fostering relationships and building brand loyalty.
8. Learning about digital media includes content creation, enhancing your ability to produce engaging and relevant content for various platforms.




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9. Digital marketing provides insights into consumer behavior, helping tailor strategies to meet audience needs and preferences.

10. Digital marketing campaigns often offer measurable results, allowing you to assess the success of your efforts and refine strategies accordingly.

UNIT 1- Introduction to digital media

Overview of digital media and its evolution, Importance of digital media in contemporary society, basic computer knowledge, windows operating system, concept of internet, fonts and format, digital image- Raster and Vector method, Scanning and printing, projector handling, smart class training, google classroom training.

UNIT 2- Social media Management

Overview of major social media platforms, creating compelling content, Analytics and Measurement, Legal and Ethical Consideration, Emerging Trends in social media, Advertising Campaign Setup, Profile Optimization Exercise.

UNIT 3- Digital Photography and Video Production

Basics and Functions of DSLR camera and Lens, Photography and Videography rules, Mobile photography and Videography, Audio and Video Recording Devices and Equipment, Shots, Angles, and movements in Photography and Videography, Colour and lighting.

Assignment: Product Advertisement, Composition Challenge.




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UNIT 4- Photoshop

A Brief Introduction of Photoshop, Toolbar, Menu Bar, Options Bar, Selecting Workspace, Keyboard Shortcuts and Menu, File Handling Preferences and Cursor Preferences, transforming a Selection, Stationary Items, Advertising Items, Working with Color mode, Mastering Layers in Photoshop, Layer Style and Filter Effects.

Assignment: BG making for poster and Movies.

UNIT 5- Digital Marketing

Overview of Digital Marketing, Key Digital Marketing Channels and Strategies, Understanding Digital Marketing Funnel, Basics of SEO: Keywords, On-page Optimization, Backlinks, Technical SEO, Introduction to SEM and PPC, Social Media Marketing, Email Marketing, Hands-On Project.

Assignment: SWOT Analysis (Strength, Opportunities, Threats) for business, Develop a content strategy for campaign.

UNIT 6- Editing

Image editing, Photoshop, Apps on Mobile, Snapseed and Canva, Adobe Premier pro.



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ICT

STUDENT LIST – 2018-19

VALUE ADDED COURSE
ON

ICT
2018-2020 Batch

Sl. No.	Reg. No.	Name of the candidate	Optional subject
1	PM18EDEN01	AKHILA JOHN	ENGLISH
2	PM18EDEN02	AMRUDHA SIBY	ENGLISH
3	PM18EDEN05	GIBY BABU	ENGLISH
4	PM17EDEN06	THARA SHAJI	ENGLISH
5	PM18EDML01	BISNA NARIKKODAN	MALAYALAM
6	PM18EDML04	NIMISHA A	MALAYALAM
7	PM18EDML05	SRUTHI C K	MALAYALAM
8	PM18EDML07	THUSHARA K.K	MALAYALAM
9	PM18EDMM06	MERITA STEPHEN	MATHEMATICS
10	PM18EDMM09	SNEHA P SEBASTIAN	MATHEMATICS
11	PM18EDNS01	ANJALI A K	NATURAL SCIENCE
12	PM18EDNS02	ANJALI C K	NATURAL SCIENCE
13	PM18EDNS04	MAHIMA K	NATURAL SCIENCE
14	PM18EDPS01	NIDHIN JOSE	PHYSICAL SCIENCE
15	PM18EDPS02	ABIA JOSE	PHYSICAL SCIENCE
16	PM18EDPS06	JOSLY JOSE	PHYSICAL SCIENCE
17	PM18EDPS09	SHYNA N RAJU	PHYSICAL SCIENCE
18	PM18EDPS10	SONIA CYRIAC	PHYSICAL SCIENCE
19	PM18EDSS01	REJI P. GEORGE	SOCIAL SCIENCE
20	PM18EDSS03	JASMINE THOMAS	SOCIAL SCIENCE
21	PM18EDSS04	REMYA RAGHAVAN	SOCIAL SCIENCE



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PKM/2020/VACC/TM1

Certificate of Completion

This certificate is proudly awarded to

Akhila john

2018-2020 Batch of PKM College of education, Madampam has successfully completed the Value Added course in TechMinds conducted by PkM college of education, Madampam in association with IQAC(PKM of College of education Madampam)From 2019 January to 2020 January.

Principal
PKM College of Education
KAITHAPRAM P.O, MADAMPAM
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Course Coordinator
PKM College of Education

IQAC Coordinator
PKM College of Education