भारतीय प्रौद्योगिकी संस्थान जोधपुर
Indian Institute of Technology Jodhpur

WRITTEN EXAM/ SKILL TEST SYLLABUS FOR THE POST OF
Digital Content Designer

1. Digital Imaging
    a. Pixels, Color models, Bit depth/sampling/quantizing
    b. Image size/resolution, Stock media usage, Vector vs. Raster, File naming
    c. Ethics Appreciation, Copyright and Attribution
    d. Presentation creation tools (PowerPoint, Keynote, File share) and formats

2. Design
    a. Design Principles & Tenets
    b. User Experience (UX)
    c. User Interface (UI)
    d. Branding
    e. Typography
    f. Motion design (animation and micro interactions)
    g. Asset creation/ realization
    h. Style guide and documentation
    i. Content writing?

3. Visual research and Visual Exploration

4. Foundation Sketching and Drawing for Designers

5. Screenplay and Storyboarding

6. Graphic Design
    a. Vector Graphics Design
    b. Grids, Layouts and file formats
    c. Colors phycology and mood boards
    d. Digital and Applied Illustration
    e. Info-graphics

7. Web Design

8. System Design

9. Designing for E-media/Social Media

10. Digital Image Processing
    a. Digital Photography
    b. Photoshop, Sketch, Figma, Adobe XD or Similar Software
    c. RAW processing
    d. Lightroom or Similar Software

11. Print Media
    a. Adobe Illustrator, PageMaker etc
    b. Scribus
    c. Brochure/Invitation Card design
    d. Banner/Flex/Poster Design
    e. Page Layout/Formatting/Binding
    f. RGB vs CMYK

12. Advertising Design
    a. Print/ On-air/ Online/ In-app
    b. Campaign design
    c. Production design
    d. Formats/ ecommerce
    e. Measuring impact (ROI)

13. Publication Design

14. Packaging Design

15. Communication
    a. English for Communication
    b. Hindi for Communication
    c. Academic Writing

16. Tools: Photoshop, Sketch, Figma, Lightroom, Illustrator, PageMaker, Scribus, GIMP, Inkscape, Canva, Powerpoint, Keynote or Similar Softwares

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