

# Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEAR BY IT PARK,  
DEHRADUN, UTTARAKHAND PIN CODE - 248013



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## Diploma in Video Content Creation

### Duration

1 Year (12 Months)

### Eligibility

- 10th / 12th Pass
- Basic Computer Knowledge
- Creative Mindset
- Social Media Interest

### Course Modules

#### Module 1: Introduction to Digital Media

- Basics of Digital Platforms
- Types of Video Content
- Content Niches & Trends
- Audience Targeting

#### Module 2: Script Writing & Storytelling

- Script Format
- Content Planning
- Hook & Engagement Techniques
- Storyboarding

#### Module 3: Camera & Shooting Techniques

- Camera Basics
- Mobile Videography
- DSLR Operation
- Lighting Setup
- Audio Recording

## Module 4: Video Editing

- Editing Software Introduction
- Cutting & Trimming
- Transitions & Effects
- Color Correction
- Background Music & Sound Design

## Module 5: Graphic & Thumbnail Design

- Thumbnail Creation
- Basic Photoshop / Canva
- Logo & Branding
- Intro & Outro Design

## Module 6: Social Media Optimization

- YouTube SEO
- Instagram Reels Strategy
- Facebook & Shorts
- Analytics & Insights

## Module 7: Monetization & Freelancing

- YouTube Monetization
- Brand Collaboration
- Affiliate Marketing
- Freelancing Platforms

## Module 8: Final Project

- Complete Video Production
- Channel Creation
- Portfolio Development
- Practical Assessment

## Practical Training

- Weekly Video Assignment
- Reel Creation
- Interview Video Shoot
- Ad Film Practice
- Final YouTube Channel Launch

## Examination Pattern

Theory – 100 Marks



- Practical – 200 Marks
- Final Project – 100
- Marks Viva – 50 Marks

## Career Opportunities

- YouTuber
- Video Editor
- Content Creator
- Social Media Manager
- Freelance Video Editor
- Production Assistant

**Starting Income:** ₹15,000 – ₹50,000 per month  
(Online earning unlimited )

