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Course Title: Creative Design for Digital Advertisements using online tools

Course Duration: 20 hours | 10 sessions | 2 hours per session | Covered in 2 Weeks

Level: Beginner to Intermediate

Purpose of Course

The purpose of this course is designing banners, videos, and creatives for Google Ads, Facebook Ads, and Instagram Ads using online tools is to equip individuals with the skills and knowledge needed to create visually appealing and effective ad creatives for digital advertising campaigns. The course aims to provide learners with an understanding of design principles, specifications for different ad formats, and proficiency in using popular online design tools.

Expected outcome from participants

The expected outcome of completing this course is the ability to create compelling and professional ad creatives that align with the specific requirements and best practices of Google Ads, Facebook Ads, and Instagram Ads. Learners will gain a solid foundation in designing banners, videos, carousels, and reels, ensuring their ads catch the attention of the target audience and drive engagement and conversions. Apart from expertizing skill to craft compelling ad copies and creatives that drive engagement, the participant knows specifications of graphics and video ads for platform like Google, Facebook and Instagram for different types of campaigns.

Who can join this course?

This course is suitable for a variety of individuals, including:

- **Marketers and advertisers:** Professionals who want to enhance their digital advertising skills and be able to create high-quality ad creative for Google Ads, Facebook Ads, and Instagram Ads.
- **Business owners and entrepreneurs:** Individuals looking to advertise their own products or services on these platforms and want to learn how to design impactful ad creative.
- **Design enthusiasts:** Individuals interested in the intersection of design and advertising, wanting to expand their knowledge and skills in creating effective digital ad creative.
- **Students:** The management and commerce students who consider digital marketing field for the interest and importance. Many people join this training before going for higher education

Pre-requisites for Participation

There are no strict prerequisites for joining this course. This course is designed for beginners. However, having basic computer literacy and familiarity with online tools would be beneficial. Additionally, creative mind-sets, an eye for aesthetics, and a willingness to learn and experiment with design concepts and tools are desirable qualities for learners.

Course Curriculum

Following are the course contents according to day wise schedule

Day 1: Introduction to Ad Design and Tools

- Overview of ad design principles and best practices
- Introduction to popular online design tools (Canva, Adobe Spark, etc.)
- Understanding the design specifications for Google Ads, Facebook Ads, and Instagram Ads

Day 2: Designing Effective Banners for Google Ads

- Understanding the different banner ad sizes and formats
- Designing static banners with attention-grabbing visuals and clear messaging
- Optimizing banners for Google Display Network and responsive ads

Day 3: Creating Compelling Videos for Facebook Ads

- Exploring video ad formats and specifications for Facebook Ads
- Designing engaging video ads with eye-catching visuals and persuasive storytelling
- Editing videos using online video editing tools (e.g., Adobe Premiere Rush, Animoto)

Day 4: Designing Engaging Carousel Ads for Instagram Ads

- Understanding the specifications and best practices for carousel ads on Instagram
- Creating visually appealing carousel ads with cohesive storytelling and strong call-to-action
- Utilizing design tools to create seamless transitions between carousel images

Day 5: Designing Creative Reels for Instagram Ads

- Exploring the specifications and unique aspects of Reels on Instagram
- Designing captivating Reels with engaging visuals, music, and compelling content

- Incorporating branding elements and calls-to-action in Reels

Day 6: Optimizing Creatives for Mobile Devices

- Understanding the importance of mobile optimization in ad design
- Designing mobile-responsive banners, videos, and creatives
- Ensuring legibility, visual appeal, and functionality on smaller screens

Day 7: A/B Testing and Iterative Design

- Implementing A/B tests to compare different creative variations
- Analyzing performance metrics to determine the most effective design elements
- Applying iterative design principles to continuously improve ad creatives

Day 8: Using Design Templates and Customization

- Exploring pre-designed templates and layouts in online design tools
- Customizing templates to match your brand identity and campaign objectives
- Leveraging design resources and inspiration for creative ideas

Day 9: Incorporating Branding and Visual Identity

- Understanding the importance of consistent branding in ad design
- Incorporating brand colors, fonts, logos, and visual elements in creatives
- Creating visually cohesive ads across different platforms

Day 10: Design Review and Final Projects

- Reviewing and refining previously created ad designs
- Showcasing final projects and receiving feedback for improvement
- Summarizing key design principles and best practices for effective ad creatives

Throughout the course, it's recommended to participants to invest their time for hands-on practice and do solve exercises do the given assignments to apply the concepts they've learned. The course participants can ask for electronic copy of books and references for further learning about design principles, colour theory, typography, and composition can supplement the curriculum and help learners enhance their design skills.

Admission Process

The participants are selected based on their aptitude and interest to undergo this training program. The candidates those who are interested in joining this training program attend 2-weeks induction course. After induction course, the participants face final interview for registration. There are very limited seats which are strictly provided to the candidates who have potential and commitment to fulfill the objectives of this program.

The interested candidates can contact to fix an appointment for career counselling and admission procedure.

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