

COURSE STRUCTURE



Learn & Earn
with The Growing Industries



At Mitra Compound, Medinipur Town

Powered By **GRAPH O CODE & HATCHWAY ACADEMY**

INDEX

CODE O GRAPH

INTRODUCTION	01
COURSES:	
GRAPHIC DESIGN	02
WEB DESIGN	03
ONLINE MARKETING	04
CAREER OPPORTUNITIES	05
CONTACT INFORMATION	06

LEARN & EARN
WITH SKILL BASED
EDUCATION

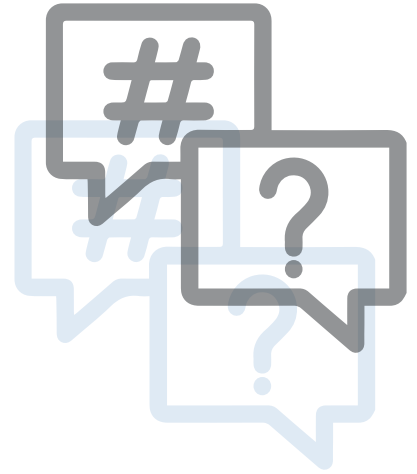
I have used my
EXTRA TIME to
LEARN,
and you?



WHO WE ARE!

CODE O GRAPH

Eight years ago, we started as a Graphic Design Agency and helped several businesses to build and strengthen their Brand. From creating logo that visually represents a business to making a website to provide them an online foothold - our job encompasses it all. We consult the businesses with their online marketing strategy as well. Of course, we had to pass through many peaks and valleys throughout the journey and we have learnt a lot in the process. We now want to share that we have earned.



One important thing we have learnt through the process is that knowledge and skill are two very different things. For an example - A logo seems the most basic and simple thing when we see it first. But the reality is something different. A lot goes into it. A logo represents the identity of a business. It should tell the story of the whole business in a single picture. So, it's just not juggling through some letters or pictures in a software but an art that tells a story. Knowledge gives the ability to juggle but the representational skill that creates the story.

Here we want to mentor the people who want to make their mark in the sector. We just don't want to make people know the software, but we want to tell them how should they think. We want to make people skilled.

OUR OBJECTIVES



**Skills for the Youth-
Unlocking the Potential**



**Cultivating
Self-Dependency**



**Confidence Building for a
Better Future**



**The Art of Time Utilization
for Better Productivity**



**Lead Your Journey, Live
Your Vision**



**Crafting Expertise: The
Journey of Experience**

COURSES WE ARE OFFERING

CODE O GRAPH

GRAPHIC DESIGN (GD)



Course Duration:
3 Months



Total:
12 Classes



Each Classes:
2:15 Hours

Course Details:

A. Graphic Design Fundamentals

- Color Model
- Digital Media
- Print Media

B. Understanding the Design Software

- Illustrator
- Photoshop
- Coral Draw

C. Production Part

- Logo Design
- Corporate Stationary Design
- Leaflet/Brochure Design
- Banner/Hoarding Design
- Social Media Post Design
- Packaging Design
- App. & Website UI Design
- Artificial Intelligence (AI)

D. Live Projects & Assignment



Fees: 15,000/-



COURSES WE ARE OFFERING

CODE O GRAPH

WEB DESIGN (WD)



Course Duration:
3 Months



Total:
12 Classes



Each Classes:
2:15 Hours

Course Details:

A. Web Design Fundamentals

- Domain & Hosting
- Understanding the Platform
- WordPress Setup
- Plugins
- WordPress Themes
- Theme & Theme Builder Setup
- Plugin Setup
- Artificial Intelligence (AI)



B. Website UI Design & Content Uploading

C. Website Publishing

D. Basics of SEO

- Site Title, Meta Description and Keywords Setup
- Google Search Console and Analytics Setup
- Performance Optimization

E. E-commerce

- Selection of E-Commerce Theme
- Online Store UI Design
- Product Category and Variables Control
- Payment Gateway Activation and Implementation
- Client Side/Customer Side Notification Control (SMTP)
- Tax Implementation and invoicing
- E-commerce app. (Android & iOS)

F. Live Projects & Assignment

Fees: 15,000/-

Learn About Powerful Professional Tools



COURSES WE ARE OFFERING

CODE O GRAPH

ONLINE MARKETING (OM)



Course Duration:
3 Months



Total:
12 Classes



Each Classes:
2:15 Hours

Course Details:

A. Online Marketing Fundamentals

- What is Target Audience and Demography
- Goal Selection
- Types of Ad-campaigns
- Types of Ad-platforms
- Types of Ad-content
- Ad-account creation

B. Website UI Design & Content Uploading

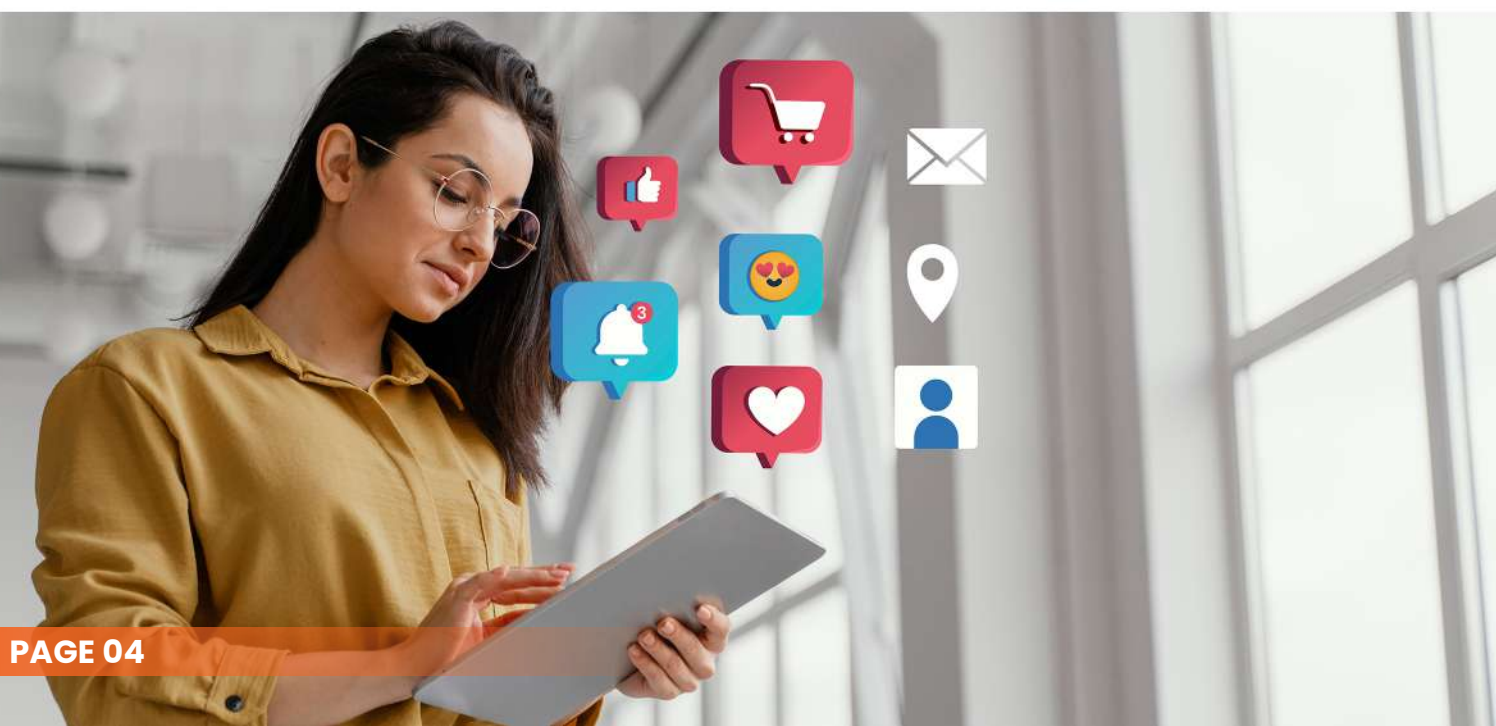
- Strategy Making
- Ad. Deployment
- Ad. Optimization

C. Google Adwords

- Strategy Making
- Ad. Deployment
- Ad. Optimization

D. Live Projects & Assignment

Fees: 15,000/-



JOBS AT PRIVATE FARMS

There are numerous job openings available for professionals specializing in graphic design, web design, and online marketing within the private farm from different sectors. Additionally, there are remote work opportunities available. Some companies are seeking employees who can work from home.



FREELANCER (WORK FROM HOME)

Freelance graphic design, web design, and online marketing career are on very high demand throughout the globe. Now modern-edge business are willing to hire freelancers rather than fixed employees. Also, a freelancer can work with multiple companies or business at a time from their comfort zone.



LOCAL BUSINESS OPPORTUNITIES

When you have skills to help other business by providing graphic design, web design or online marketing solutions, then you can also create a creative for advertising agency at a very low investment by your own. Be your own boss. Also, if you already have a business, you can boost your business by using your own digital skill to grow more.





**CRAFTING YOUR FUTURE:
BE FUTURE READY
BE UNSTOPPABLE**



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