



UNLEASH **CREATIVITY.** **MASTER MULTIMEDIA.**

Welcome to Zoop Multimedia—where imagination meets innovation. Our industry-driven programs empower the next generation of creators in graphic design, animation, video editing, VFX, UI/UX, digital marketing, and beyond.

With hands-on training, real-world tools, and portfolio-worthy projects, you won't just learn—you'll create, build, and launch your future in the digital design universe.

Whether you're an artist, storyteller, or tech-savvy visionary, Zoop is your creative playground and professional launchpad.





INTRODUCTION

At Zoop Multimedia, we don't just teach software—we build creative professionals. As one of South India's most forward-thinking media academies, we offer immersive, hands-on training in design, animation, marketing, video, and VFX. Our curriculum is built around real-world tools, real-time projects, and industry mentorship—ensuring you're not just certified, but skilled, confident, and job-ready.

Why Choose Zoop Multimedia?

- ✔ Real-Time Project Experience
- ✔ On-the-Job Style Training
- ✔ Live Client Portfolio Building
- ✔ Agency-Based Mentorship
- ✔ Internship Opportunities
- ✔ Assured Placement Support*

COURSE CATALOGUE

- ✓ Video Editing - 60 Hours
- ✓ Social Media Design - 60 Hours
- ✓ 2D Animation - 70 Hours
- ✓ UI/UX Design - 100 Hours
- ✓ Design for Printing - 90 Hours
- ✓ Graphic Design - 90 Hours
- ✓ Digital Marketing - 30 Hours
- ✓ VFX (Visual Effects) - 150 Hours
- ✓ 3D Animation - 150 Hours
- ✓ Multimedia PRO - Advanced Diploma - 300 Hours

VIDEO EDITING

CRAFTING STORIES FRAME BY FRAME

60 HOURS

Video editing is the art of transforming raw footage into engaging, polished narratives. It involves cutting scenes, adding music, transitions, motion graphics, color correction, and syncing sound to create videos that captivate audiences.

At Zoop Multimedia, our Video Editing course equips you with hands-on skills to handle real-world editing projects—ranging from short films and social media reels to ad campaigns and documentaries.

Learn to work with industry-standard tools like Adobe Premiere Pro and After Effects, while building your visual storytelling and motion design fundamentals.

This course is ideal for aspiring editors, creators and content professionals looking to bring ideas to life on screen.

COURSE MODULES

- Video Editing Essentials • Sound Syncing & Audio Clean-Up • 2D Motion Graphics Basics • Digital Storyboarding • Animation with Text & Graphics • Color Grading & Visual FX • Final Output & Rendering

SOFTWARE TRAINED

- Adobe Premiere Pro • Adobe After Effects

CAREER PATHWAYS

- Video Editor • Assistant Film Editor • Motion Graphics Designer • Commercial Content Editor • Social Media Video Creator
- YouTube / Reel Editor • Documentary Video Editor • Event Video Specialist • Freelance Video Producer • Television or OTT Editor
- Broadcast Content Editor

SOCIAL MEDIA

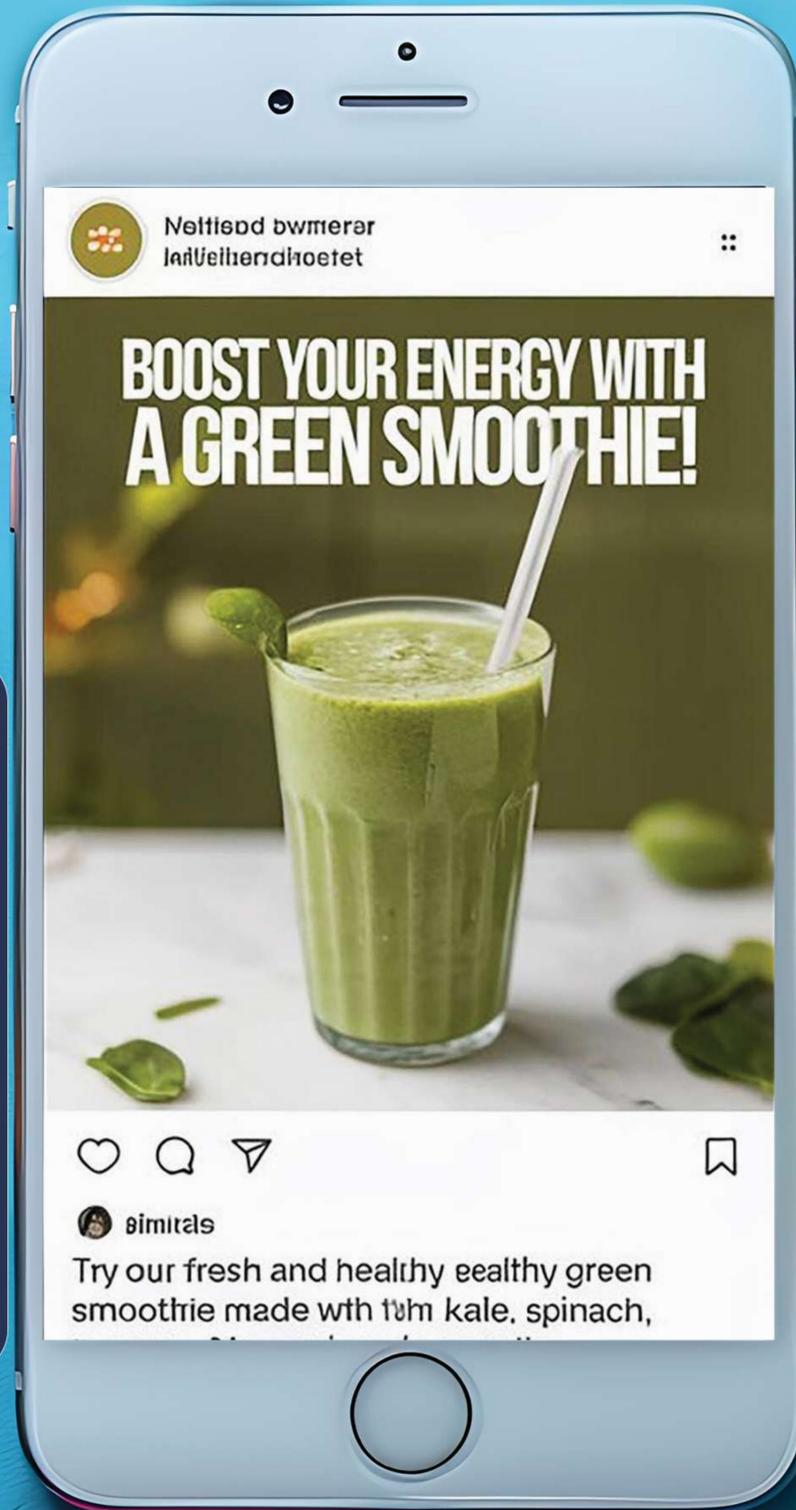
DESIGN.CONNECT.INFLUENCE.

60 HOURS

Social media is the digital heartbeat of our times—enabling instant sharing, global conversations, and creative self-expression. From storytelling to brand building, it's a powerful tool that shapes culture and commerce alike.

At Zoop Multimedia, our Social Media course equips you with the skills to design, create, and optimize content across platforms like Facebook, Instagram, Twitter (X), LinkedIn, and YouTube. Learn how to craft compelling visuals, edit short videos, and understand the algorithms and tools that drive engagement.

Whether you're aspiring to become a content creator, digital marketer, or brand designer, this course bridges the gap between creativity and influence.



COURSE MODULES

Introduction to Digital Design & Publishing • Image Editing & Short-Form Video Creation • Generative AI in Content Design • Logo & Brand Design for Social Media • Facebook: Pages, Groups, Meta Ads • Instagram: Reels, Stories, Creator Tools • Twitter (X): Threads, Trends, Tactics • LinkedIn: Professional Branding & Content • YouTube: Channel Setup, Shorts, Monetization

SOFTWARE TRAINED

• Adobe Photoshop • Adobe Premiere Pro

CAREER PATHWAYS

• Social Media Designer • Reels/Short Video Editor • Digital Content Creator
• Brand Visual Designer • Graphic Designer • Layout Artist
• Visualizer • Print & Digital Publisher • Presentation Designer

2D ANIMATION

BRINGING CHARACTERS TO LIFE IN TWO DIMENSIONS

70 HOURS



2D Animation is the art of creating motion in a flat visual space—combining characters, objects, and environments in a sequence that tells compelling stories from classic cartoons to modern explainer videos, 2D animation powers much of the content we see online, in classrooms, and on screens.

At Zoop Multimedia, our 2D Animation course teaches you to animate from the ground up—starting with illustration and storyboarding, then diving into character motion, lip-syncing, timing, and scene composition. Learn to animate professionally using Adobe tools while developing your own unique storytelling style.

Perfect for creative thinkers and storytellers, this course guides you from pencil sketch to polished animation, ready for broadcast or digital platforms.

COURSE MODULES

- Introduction to 2D Animation • Drawing Basics & Illustration • Storyboarding & Visual Narratives
- Principles of Animation (Timing, Spacing, Arcs) • Lip-sync & Character Expressions
- Scene Composition & Layouts • Cut-out Animation Techniques • Portfolio & Final Project Production

SOFTWARE TRAINED

- Adobe Illustrator • Adobe After Effects • Adobe Premiere Pro

CAREER PATHWAYS

- 2D Animator • Storyboard Artist • Character Designer • Background & Layout Artist • Concept Artist
- Rigging Artist (Cut-Out) • Animation Director • Clean-up & In-Between Artist • Freelance Animator

UI/UX

DESIGNING SEAMLESS USER EXPERIENCES

100 HOURS

UI/UX Design is the art and science of crafting meaningful digital experiences. It combines visual creativity with deep user empathy to design apps, websites, and digital products that are both beautiful and highly functional.

At Zoop Multimedia, our UI/UX course gives you end-to-end skills—from interface aesthetics to user journey mapping, from wireframes to prototypes. Through hands-on sessions and live projects, you'll master how to think like a designer, solve real-world usability challenges, and create delightful user flows.

Whether you're aiming to work with startups or top tech firms, this course gives you the design mindset, tools, and project confidence needed to stand out in the UI/UX world.

COURSE MODULES

Design Principles & Visual Hierarchy • Digital Design & Branding Basics • Vector Illustration & Layout Planning • Foundations of UI & UX Design • Wireframing, Prototyping & Usability Designing with Grids & Framework • Generative AI Tools for UI Concepts • Portfolio Project Building

SOFTWARE TRAINED

• Adobe Photoshop • Figma • Balsamiq

CAREER PATHWAYS

• UI Designer • UX Designer • Product Designer • Web Designer • Visual Communication Designer
• Information Architect • UX Researcher • Interaction Designer • Mobile App Designer
• Design Thinking Facilitator • Usability Analyst • Front-End Designer (UI Implementation)
• User Journey & Wireframe Specialist • Accessibility Specialist • Prototyping & Testing Expert



PRINTING DESIGN

TRANSFORMING DESIGNS INTO TANGIBLE IMPACT

90 HOURS

Design for print bridges creativity and physical media—turning digital visuals into brochures, packaging, merchandise, and more. It requires a deep understanding of file prep, color theory, resolution, materials, and production techniques.

At Zoop Multimedia, our Design for Printing course trains you to create professional print-ready graphics for marketing, branding, and communication. From business cards to fabric prints, you'll master both design principles and print production workflows.

Explore the world of offset, digital, screen, and sublimation printing while working with industry-standard tools and real-world projects.

COURSE MODULES

- Color Modes: CMYK vs. RGB • Resolution Standards for Print (300 DPI+)
- Bleed, Trim & Safe Zone Setup • File Formats: PDF, EPS, TIFF, AI
- Typography & Alignment for Print • Business Cards • Brochures
- Flyers • Product Packaging & Labels • Posters • Banners & Signage
- Books • Magazines • Catalogs • Fabric & Merchandise Printing
- Offset Printing • Digital Printing • Screen Printing
- Flexography & Gravure • Sublimation Printing

SOFTWARE TRAINED

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign

CAREER PATHWAYS

- Print Publication Designer • Packaging Designer • Layout Artist
- Poster & Brochure Designer • Magazine/Newspaper Designer
- Book Cover Designer • Brand Identity Designer • Product Designer
- Logo Designer • Retouching Artist • Digital Illustrator
- Graphic Designer • Visualizer • Art Director

DIGITAL MARKETING

EFFECTIVELY REACH, ENGAGE, AND CONVERT AUDIENCES IN AN INCREASINGLY ONLINE WORLD.

30 HOURS

In today's hyper-connected world, digital marketing is no longer optional—it's a vital skill for anyone looking to succeed in business, entrepreneurship, or creative industries. With consumers spending more time online than ever, knowing how to strategically engage audiences through social media, search engines, email, and content can give you a competitive edge. Whether you're launching a brand, growing a startup, or advancing your career, digital marketing opens the door to scalable, measurable, and impactful outreach.

This course offers a comprehensive dive into the core pillars of digital marketing equipping you with both foundational knowledge and hands-on tools. Designed for beginners and professionals alike, it provides real-world case studies, interactive projects, and practical frameworks that translate directly to results. Get ready to become a digital storyteller, data-driven strategist, and brand builder—all in one.

PLATFORMS COVERED

- Facebook & Instagram • LinkedIn & YouTube • Google Search & Display
- WhatsApp for Business • Meta Ads Manager • Google Ads & Tag Manager
- Search Engine Optimization

TOOLS COVERED

- Photoshop Basics / Premiere Basics • Google Analytics
- Meta Business Suite • ChatGPT for Copywriting

CAREER PATHWAYS

- Social Media Manager • Digital Marketing Executive • Google Ads Specialist
- SEO Analyst • Campaign Strategist • YouTube Marketing Specialist
- Performance Marketer • Freelance Consultant

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MULTIMEDIA

GRAPHIC DESIGN

VISUAL STORYTELLING THROUGH DESIGN

Graphic Design is the art of visual communication that combines images, text, and ideas to inform, captivate, and inspire. From social media posts to brand identities, packaging to publication layouts—design is at the core of digital expression.

At Zoop Multimedia, our Graphic Design course blends creative thinking with practical tools. Learn to design logos, vector illustrations, digital layouts, and visual campaigns.

Whether you're creating brand identities or eye-catching posters, this course empowers you to design with purpose, precision, and style.

COURSE MODULES

- Introduction to Digital Design • Image Editing & Retouching
- Vector Illustration Techniques • Branding & Logo Design Principles
- Typography & Layout • Digital Publishing • Packaging & Business Collaterals
- Creative Mockups & Portfolio Building • Introduction to Generative AI in Design

SOFTWARE TRAINED

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign

CAREER PATHWAYS

- Graphic Designer • Logo & Brand Identity Designer • Digital Illustrator
- Packaging Designer • Business Presentation Specialist
- Magazine & Book Cover Designer • Poster & Brochure Artist
- Visualizer / Layout Artist • Retouching & Restoration Expert
- Print & Digital Publishing Designer • Art Director • Product & UI Asset Designer
- Presentation Coordinator • Creative Team Manager

90 HOURS

VFX

TRANSFORMING IMAGINATION INTO REALITY

150 HOURS

VFX (Visual Effects) is the art of blending computer-generated imagery with live-action footage to create visually striking scenes that go beyond what's possible on set. From fantastical creatures to futuristic cityscapes, VFX is the secret behind the magic in films, games, and ads.

At Zoop Multimedia, our VFX course immerses you in the entire effects pipeline—from rotoscoping and match moving to compositing, tracking, and 3D camera projection. With hands-on training in tools like Nuke, After Effects, and Silhouette, you'll learn to craft seamless integrations between the real and the digital.

This course is ideal for creatives ready to dive into the technical artistry of visual storytelling in cinema, advertising, and immersive media.

SOFTWARE TRAINED

• Adobe After Effects • Adobe Premiere Pro • Adobe Photoshop • Nuke • Silhouette

COURSE MODULES

- Digital Design Foundations • Layer-Based & Node-Based Compositing • Rotoscopy Techniques
- Match Moving & Camera Tracking • 3D Camera Projection • Title Graphics & Live-Action Integration
- Stereoscopic Workflow & Pipeline • VFX Showreel Project

CAREER PATHWAYS

- VFX Artist • VFX Supervisor • Matte Painter • Concept Artist • Storyboard Artist • Roto Artist
- Compositing Artist • Lighting & FX Artist • Motion Graphics Designer • Previsualization (Previs) Artist
- Colorist • Game VFX Artist • Art Director • Animation Director • AR/VR VFX Developer
- FX Technical Director

3D ANIMATION

BRINGING STORIES TO LIFE IN THREE DIMENSIONS

3D Animation is the craft of creating lifelike motion and visual storytelling in a fully digital, three-dimensional space. From blockbuster films to video games and architectural visualizations, 3D animation brings virtual worlds to life

At Zoop Multimedia, our 3D Animation course takes you through the complete pipeline—from modeling and texturing to rigging, animating, lighting, and rendering.

Learn to build believable characters, cinematic environments, and dynamic effects using industry-standard tools like Maya, ZBrush, and Adobe Substance.

Whether you're aiming for careers in entertainment, gaming, simulation, or product visualization, this course provides the creative and technical foundation to succeed.



COURSE MODULES

- 3D Modeling & Digital Sculpting • Texturing with PBR Workflow
- Character Rigging & Skinning • Animation Techniques & Principles
- Lighting & Rendering for Realism • Hair, Fur, Cloth & Dynamics
- Particle Systems & FX • Character Design & Final Showreel

SOFTWARE TRAINED

- Autodesk Maya • ZBrush • Adobe Substance 3D Painter
- Adobe Photoshop

CAREER PATHWAYS

- 3D Animator • Character Animator • 3D Modeler • Rigging Artist
- Lighting & Rendering Artist • Game Asset Designer • Animation Director
- Art Director • 3D Generalist • VFX Artist • Cartoon Creator
- Multimedia Artist • Interior Visualization Specialist
- Stop Motion Technician • 3D Supervisor

150 HOURS

PRO

THE COMPLETE CREATIVE TECHNOLOGY SUITE

300 HOURS

Multimedia integrates text, images, sound, video, animation, and interactivity into powerful digital experiences. It's the foundation of today's content-rich media in entertainment, design, education, marketing, web, and game industries.

At Zoop Multimedia, our Multimedia PRO course is an all-in-one program designed to develop full-spectrum creative professionals. From graphic design to motion graphics, 3D animation to interactive UI/UX, and even basic game development—this 300-hour course equips you with tools, workflows, and portfolio-ready projects across multiple creative disciplines.

Ideal for students seeking a robust entry into the digital content ecosystem, this is your launchpad to creative careers in visual, interactive, and immersive design.

COURSE MODULES

- Principles of Design: Layout, Contrast, Alignment • Typography & Color Theory • Image Editing & Compositing • Audio Editing, Voice-Over & SFX
- Video Editing & Motion Graphics • 2D & 3D Animation Fundamentals • Frame-by-Frame & Kinetic Typography • Web & Mobile Design Basics (HTML, CSS)
- UI/UX Design & Interactivity • Introduction to Game Design • Game Asset Workflow + Unity/Unreal Overview

SOFTWARE TRAINED

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe After Effects • Adobe Premiere Pro • Autodesk Maya • ZBrush
- Adobe Substance 3D Painter • Figma • Balsamiq

CAREER PATHWAYS

- Multimedia Designer • Graphic Designer • UI/UX Designer • Motion Graphics Artist • 2D/3D Animator • Visualizer / Layout Artist
- Video Editor / Post-Production Artist • Game Asset Designer • Web Designer & Developer • Digital Illustrator / Concept Artist
- Packaging & Print Designer • Roto / Compositing / Tracking Artist • Product Visualizer / 3D Modeler • Art Director / Animation Director
- Technical Animator / Render Artist • Lighting & FX Artis • Mocap / Cleanup Artist • Web Architect • Interactive Designer • Content Creator / Educator

INDIVIDUAL SOFTWARE

Ps

Adobe Photoshop

Used for editing, retouching, and compositing images, graphics, and digital artwork with precision.

DURATION: 30 HOURS

Id

Adobe InDesign

Used for designing layouts for brochures, magazines, posters, and multi-page print/digital documents.

DURATION: 26 HOURS

Pr

Adobe Premiere Pro

Industry-standard software for video editing, cutting, and audio synchronization in film production.

DURATION: 30 HOURS

Ai

Adobe Illustrator

Creates scalable vector graphics, logos, icons, and illustrations for print, web, and digital media.

DURATION: 30 HOURS

Ae

Adobe After Effects

Creates motion graphics, visual effects, and compositing for video, animation, and broadcast content.

DURATION: 40 HOURS



Balsamiq

Simplifies wireframing and prototyping of user interfaces with low-fidelity, hand-drawn style mockups.

DURATION: 26 HOURS



Figma

Cloud-based UI/UX design tool for creating responsive web and app interfaces collaboratively in real-time.

DURATION: 40 HOURS



Autodesk Maya

Powerful 3D software for modeling, animation, rigging, rendering, and simulation in film and games.

DURATION: 40 HOURS



Adobe Substance 3D Painter

Used for 3D texturing, painting, and detailing realistic surfaces for models in game and film design.

DURATION: 30 HOURS



Nuke

Node-based compositing software for high-end visual effects, combining CG and live-action seamlessly.

DURATION: 60 HOURS



Silhouette

Used for rotoscoping, paint, and compositing in VFX pipelines, especially for film and television.

DURATION: 36 HOURS



ZBrush

Digital sculpting tool used for creating high-resolution, detailed 3D models for animation and games.

DURATION: 30 HOURS

Entrepreneur / Studio Owner / Consultant
 Start your own creative agency, production house, or become a freelance consultant with your own brand and clientele.



Step 6

Art Director / Creative Head (5+ years)
 Oversee creative direction, manage teams, pitch to clients, and drive high-level design thinking. Titles: Art Director, Animation Director, Creative Strategist, Design Manager.



Step 5

Senior Creative / Specialist (3-5 years)
 Lead projects, mentor juniors, specialize in motion graphics, branding, UX, 3D modeling, or compositing. Titles: Senior Designer, Lead Animator, VFX Supervisor, UI/UX Specialist.



Step 4

Mid-Level Professional (2-3 years)
 Handle major brand assets, campaign-level design, animation sequences, or VFX shots. Titles: Graphic Designer, Video Editor, 2D/3D Animator, VFX Artist, UI Designer.



Step 3

Junior Designer / Animator / Editor
 Start working independently on smaller projects—be it social media creatives, reels, storyboards, or edits.



Step 2

Trainee / Intern
 First exposure to agency or studio life. You assist senior professionals while learning production workflows and deadlines.



Step 1



70 % Practical Training



Placement Assurance

On Site Projects

Zoop's approach to course completion is focused only on Realtime Projects and Practical Training. Every course has mandatory projects which a student needs to complete and authorised by the management for ensuring completion of the course.

VALUE ADDITIONS FOR EVERY COURSE



Internship Opportunities



Career Guidance & Counselling



Placement Assurance



Free Portfolio link



Personality Development Course



Drawing Basics



Communication Skills Basics



Free Resume Development

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