VIJAYAWADA CLIPX ACADEMY

DIGITAL MARKETING & VIDEO EDITING



Industry Recognized

AI-Powered Digital Marketing,

Video Editing & Designing

Certification Programs

Training | Placement Support | Skill India Approved

Video Editing | Graphic Designing | Digital Marketing



BSM
Founder & Lead Mentor

Know About Mentor

With over **7+ years of experience** in the creative and digital media industry, **Sai Manikanta** is a passionate video editor, digital marketer, and creative mentor who has worked on numerous projects across social media, branding, and digital content production.

Throughout his career, he has successfully handled hundreds of video editing and digital media projects, including social media content, promotional videos, reels, advertisements, and YouTube videos.

- ✨ Hundreds of video editing and digital media projects delivered
- ✨ Expertise in video editing, motion graphics, and digital marketing
- ✨ Practical training methodology with real-time project exposure
- ✨ Strong focus on portfolios, freelancing, and career outcomes

Warm Regards,
Sai Manikanta Balla
Founder & CEO





ABOUT US

VIJAYAWADA CLIPX ACADEMY is a next-generation skill development and training institute committed to creating industry-ready professionals. Founded with a clear vision to bridge the gap between academic learning and real-world industry requirements, we focus on delivering practical, career-oriented education that empowers students with future-ready skills.

We specialize in high-demand domains such as **Digital Marketing, Data Analytics, Graphic & UI/UX Design, Video Editing, and Business Management**, offering programs that are designed by industry experts and aligned with current market trends. Our training methodology emphasizes hands-on learning, live projects, and real-time exposure to ensure students gain not just knowledge, but confidence and job-ready expertise.

At **VIJAYAWADA CLIPX ACADEMY**, we believe learning should go beyond classrooms. Through mentorship, internships, certification programs, and placement support, we guide students at every stage of their career journey. Our mission is to transform passionate learners into skilled professionals who can compete and succeed in today's fast-evolving digital world.



WHY CLIPXACADEMY?

Beyond Traditional Training Institutes

At ClipX Academy, we go beyond classroom theory. Our programs are designed and delivered by experienced industry professionals, not just academic trainers.

Learning by Doing

Students learn through real-time projects, live case studies, internships, and hands-on practice with industry tools—making them job-ready from day one.

Industry-Relevant Curriculum

We teach what companies actually use today Digital Marketing, Video Editing, Graphic Design, AI Tools, and Business Skills aligned with current market demand.

Affordable Yet Premium Education

Get world-class training at student-friendly fees without compromising on quality.

Strong Placement Support

From resume building and interview preparation to mock interviews and job assistance, we provide complete career support.

Creative & Professional Campus Culture

Workshops, competitions, events, and practical exposure help students build confidence, communication skills, and a professional mindset.

Prime Location Advantage Vijayawada

Located in the heart of Vijayawada, ClipX Academy offers easy access and excellent learning infrastructure for students across Andhra Pradesh and Telangana.

Guest Lectures & Masterclasses

Regular sessions by successful digital marketers, entrepreneurs, and industry experts keep students updated with real-world trends.

Our Promise

From Learner to Professional – Your Career Begins at **ClipX Academy.**



LEARNER JOURNEY AT CLIPXACADEMY

START

1 Onboarding

- Joining Form
- Whatsapp, Linkedin & Instagram Groups
- LMS & Job Portal App

2 Induction Program

- 3–4 Days Orientation
- Course Overview
- Trainer Introduction
- Career Roadmap

3 Ice Breaking Sessions

- Group Activities
- Self Introduction
- Presentation Practice
- SWOT Analysis

4 Program Start

- Module-wise Classes
- Practical Lab Sessions
- Live Projects

5 During the Course

- Real-time Case Studies
- Weekly Tests
- Agency Visits
- Guest Lectures

★ Doubt Clarification Sessions

6 Course Completion

- Final Project
- Final Assessment
- Certification

7 Graduation Day

- Certificate Distribution
- Portfolio Showcase
- Industry Interaction

8 Placement Preparation

- Resume Building
- Mock Interviews
- Portfolio Development

9 Freelancing / Business Track

- Personal Brand Setup
- Client Acquisition Strategy
- Agency Blueprint
- Income Models

10 Alumni Network

- Job Referrals
- Workshops & Events
- Community Support
- Lifetime Learning Access

VJX VIJAYAWADA CLIPX ACADEMY

CERTIFIED VIDEO EDITING & MOTION GRAPHICS PROGRAM

Duration : 2-Months | Practical Training | Certification

Mode : Classroom / Online / Hybrid

Modules:

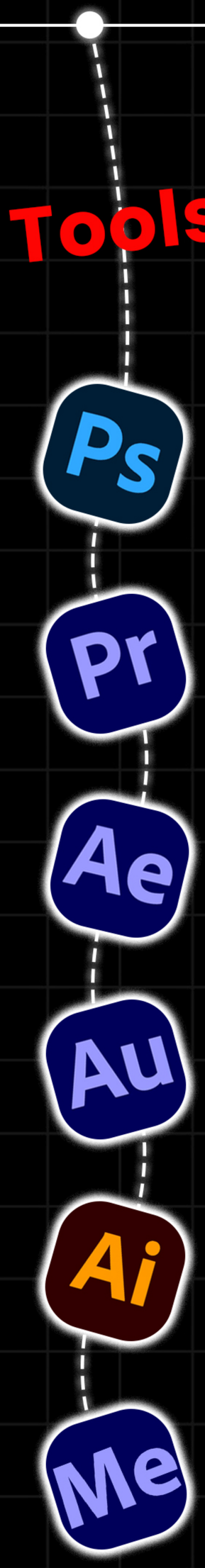
- Video Editing Fundamentals
- Adobe Premiere Pro
- Adobe After Effects
- Motion Graphics Basics
- Audio Editing & Sound Design
- Color Grading (DaVinci Resolve)
- Social Media Video Editing (Reels, YouTube, Ads)
- CapCut / Kinemaster Mobile Editing
- Green Screen & VFX Basics
- Portfolio & Showreel Creation

Career Support:

- Career Support:
- Resume Building
- Portfolio Development
- Mock Interviews
- Freelancing Guidance
- Placement Assistance

Career Options:

- Video Editor • Motion Designer • YouTube Editor
- Reel Creator • Ad Film Editor



PHOTOSHOP

CHAPTER 1: PHOTOSHOP BASICS & WORKFLOW

- Interface, Tools & Shortcuts
- Layers, Masks, Smart Objects
- Color Modes & Resolution
- File Formats for Web & Print

CHAPTER 2: THUMBNAIL DESIGN (REAL-TIME)

- YouTube Thumbnail Design (High CTR Strategy)
- Face Cutout & Background Removal (Hair, Details)
- Advanced Text Effects & Typography
- Color Grading & Contrast for Click Attraction
- Shadow, Glow & Highlight Effects
- Subject Pop-out Effect
- Blending Modes & Lighting Match
- Emotion Enhancement (Eyes, Skin, Expression)
- A/B Thumbnail Variations for Testing
- Export Settings for YouTube (HD & 4K)

CHAPTER 3: POSTER & CREATIVE DESIGN

- Concept Development & Visual Storytelling
- Poster Mood Board Creation
- Color Psychology in Advertising
- Creative Photo Compositing (Multiple Images Merge)
- Cinematic Light Effects & Sun Rays
- Smoke, Fire, Dust & Particle Effects
- 3D Text & Metallic Text Effects
- Double Exposure Poster Design

- Action & Fantasy Poster Effects
- Fashion Poster Retouch & Styling
- Product Advertisement Creatives
- Social Media Ad Creatives (Meta&,Google Ads)
- Festival & Occasion Poster Design
- Brand Color Consistency & Style Guide
- High-End Retouch for Hoardings & Flex
- Print Proofing & Final Output Checking

CHAPTER 4: WEDDING PHOTO EDITING

- Professional Skin Retouching & Beauty Work
- Blemish Removal & Smooth Skin (Natural Look)
- Color Correction & Tone Matching (Album Consistency)
- White Balance & Exposure Fixing
- Background Cleanup & Object Removal
- Dodge & Burn for Face Sculpting
- Cinematic Wedding Color Grading
- Soft Light & Glow Effects
- Hair, Dress & Jewelry Enhancement
- Sky Replacement & Background Blur
- Black & White Premium Look
- Vintage & Film Style Tones
- Couple Portrait Retouch Workflow
- Batch Editing for Wedding Albums
- Print Ready Color Settings (Album, Frame)

CHAPTER 5: WEDDING ALBUM DESIGN

- Professional Album Layout Design (Traditional, Candid, Cinematic)
- Storytelling with Photos (Sequence & Flow)
- Background Replacement & Creative Backdrops
- Photo Manipulation & Composite Spreads
- Print Ready Album Export (CMYK, Bleed, DPI)
- Panorama Spreads & Double Page Design
- Color Consistency Across Pages
- Skin Tone Matching for Couple
- Creative Borders, Frames & Overlays
- Typography for Names, Dates & Quotes
- Cover Page & Highlight Pages Design
- Album Size, Gutter & Safe Area Setup
- Shadow, Reflection & Depth Effects
- Smart Object Based Template Workflow
- Proofing, Client Review & Final Print Output

CHAPTER 6: ADVANCED RETOUCH & AI TOOLS

- Frequency Separation (High-End Skin Retouch)
- Advanced Masking (Hair, Veil, Jewelry)
- Generative Fill & Generative Expand (AI Background)
- Object Removal & Smart Replace
- Smart Filters & Non-Destructive Workflow
- Dodge & Burn (Face Sculpting & Light Control)
- AI Sky Replacement
- Content-Aware Fill & Patch Tools
- Neural Filters (Skin Smooth, Colorize, Depth)
- Face-Aware Liquify
- Perspective Warp & Transform
- Photo Restoration (Old Photos)
- HDR Merge & Exposure Blending
- Mockups for Frames, Flex, Banners, Albums
- Automation with Actions & Batch Processing

CHAPTER 7: REAL-TIME PROJECTS

- YouTube Thumbnail Pack
- Poster Design Project
- Wedding Photo Retouch
- Complete Wedding Album Design
- Logo Design & Branding Text
- Brand Colors, Fonts & Logo Placement
- Final Portfolio & Client Delivery

CHAPTER 8: EXPORT & CLIENT DELIVERY

- Web & Print Export Settings example check (YouTube, Social Media, Album, Flex)
- Color Profiles (RGB, CMYK) & DPI Settings
- File Naming & Folder Structure for Clients
- Client Delivery (Drive, WeTransfer, USB)
- Proofing, Revisions & Final Approval
- Portfolio Creation between online resumed (Before–After, Behance, Instagram)

PREMIERE PRO

MODULE 1:
INTRODUCTION TO VIDEO EDITING (FOUNDATION)

- What is Video Editing & Where It’s Used
- Career Paths: Freelance, YouTube, Reels, Film, Corporate
- System Knowledge (CPU, RAM, GPU, SSD)
- Laptop vs Desktop – Right Choice
- Video Formats, Resolutions, Frame Rates & Aspect Ratios
- Installing Premiere Pro (Windows & Mac)
- Preferences, Workspace & Folder Structure

MODULE 2: PREMIERE PRO INTERFACE & WORKFLOW

- Creating New Projects
- Interface & Workspace Customization
- Timeline, Program & Source Monitors
- Panels, Tools & Professional Shortcuts

MODULE 3: IMPORT & ORGANIZING MEDIA

- Folder Structure & File Naming
- Importing Media & Media Browser
- Project Panel, Bins & Metadata
- Source Monitor & Sequence Settings
- Timeline Controls & Proxy Workflow

MODULE 4: BASIC VIDEO EDITING

- Cutting, Trimming & Splitting
- Timeline Editing Tools
- Multi-track Editing
- Smooth Transitions

MODULE 5: AUDIO & SOUND DESIGN

- Audio Levels & Gain Control
- Music Sync
- Voice Clarity & Noise Reduction
- Audio Effects & Transitions

MODULE 6: TEXT, TITLES & GRAPHICS

- Essential Graphics Panel
- Titles & Lower Thirds
- Motion Text Animations
- Branding for YouTube & Reels

MODULE 7: COLOR CORRECTION & GRADING

- Color Theory
- Lumetri Color Panel
- Skin Tone Correction
- Cinematic Look Creation
- LUTs & Custom LUTs

MODULE 8: EFFECTS & TRANSITIONS

- Video Effects
- Speed Ramping
- Creative & Plugin Transitions
- Shake & Glitch Effects

MODULE 9: MULTICAMERA & ADVANCED EDITING

- Podcast Multicam Editing
- Audio & Video Sync
- Green Screen & Masking
- Adjustment Layers

MODULE 10: SOCIAL MEDIA & TRENDING CONTENT

- YouTube Workflow
- Instagram Reels & Shorts
- Wedding Highlights & Effects
- Podcast Teasers
- Documentary Style Editing

MODULE 11: EXPORT & DELIVERY

- Render & Export Concepts
- Media Encoder Workflow
- Error Fixing & Optimization

30–45 DAYS TRAINING MODEL

- Days 1–5: Foundation & Setup
- Days 6–10: Project & Media Management
- Days 11–15: Basic Editing Techniques
- Days 16–20: Audio, Text & Graphics
- Days 21–25: Color & Effects
- Days 26–30: Advanced & Social Media Editing
- Days 31–35: Optional AdvancedProjects
- Days 36–45: Professional Client Projects & Career Guidance

FREE & INDUSTRY PLUGINS COVERED (PREMIERE PRO) BASIC & ESSENTIAL PLUGINS

- Excalibur
- Autokeyframe
- Motion Tween
- Subtitle Pro
- PluralEyes
- Film Impact Free Transitions
- Premiere Composer Starter Pack
- Mister Horse Starter Pack
- AtomX Free Transitions
- Essential Sound Presets
- AEJuice Free Text Pack
- Typography Essentials Pack

PROFESSIONAL TRANSITIONS & EFFECTS

- Film Impact
- Motion Bro
- Premiere Composer
- CinePacks
- Red Giant Universe
- Boris Continuum
- Sapphire Presets

COLOR & LOOK

- Magic Bullet Looks
- Colorista
- Cinematic LUT Packs
- Dehancer
- Title Toolkit Pack
- Social Media Title Pack

AUDIO TOOLS

- iZotope RX
- CrumplePop
- Podcast Presets
- Auto Ducking
- Twixtor
- Topaz Video AI
- Auto Reframe
- Scene Edit Detection

DYNAMIC LINK & WORKFLOW (Premiere Pro + After Effects)

- Dynamic Link with After Effects (No Render, Live Update)
- Replace with After Effects Composition
- Send Clips from Premiere to After Effects
- Live Preview of AE Effects in Premiere Timeline
- Motion Graphics Templates (MOGRT) Workflow
- Proxy Workflow for 4K / 8K Editing
- GPU Acceleration & Performance Optimization
- Cache Management & Scratch Disk Setup
- Auto Save, Version Control & Project Backup
- Subtitle Automation (Auto Captions, Speech to Text)
- Multi-Language Subtitle Export (SRT, VTT)
- Closed Captions for YouTube, Reels, OTT
- Media Encoder Queue & Batch Rendering
- Dynamic Link Rendering via Media Encoder

CAREER GUIDANCE, AGENCY, FREELANCING & JOB ASSISTANCE :

- Fiverr, Upwork, Instagram Freelancing
- First Client & Pricing Guidance
- Agency-level Real Client Projects
- Resume & Portfolio Building
- Interview Preparation
- Internship / Experience Letter Support

AFTER EFFCTS

WEEK 1 : AFTER EFFECTS BASICS
Topics:

- Interface & Compositions
- Keyframes & Graph Editor
- Text Animations
- Shape Layers
- Motion Blur
- Mini Project: Kinetic Typography

Week 2 ：Motion Graphics & VFX

- Logo Animation
- Green Screen (Keylight)
- Masking & Rotoscoping
- Camera Tracking
- Plugins: Saber, Element 3D
- Mini Project: Logo Reveal

Week 3 : Pro Plugins & Effects
MOTION GRAPHICS & ANIMATION

- Animation Composer
- Motion Bro
- AE Juice Pack
- Overlord
- RubberHose
- Flow
- Ease and Wizz

VFX & CINEMATIC EFFECTS

- Video Copilot Saber
- Video Copilot Optical Flares
- Video Copilot Element 3D
- FX Console
- Twitch (Video Copilot)
- Newton (Physics Animation)

PARTICLES & 3D

- Trapcode Particular
- Trapcode Form
- Trapcode Mir
- Stardust

COLOR & LIGHT

- Magic Bullet Looks
- Colorista
- Deep Glow
- Universe Glow

TRANSITIONS & STYLISH EFFECTS

- Red Giant Universe
- Boris Continuum
- Sapphire Plug-ins
- Pixel Sorter
- Glitchify

SPEED & TIME

- Twixtor
- Timewarp Pro

TRACKING & ROTO

- Mocha Pro
- Lockdown
- Optical Flow Tools

AUDIO REACTIVE

- Trapcode Sound Keys
- BeatEdit

3D CAMERA & ENVIRONMENT

- Element 3D Environment Pack
- Optical Flares Presets
- AutoFi
- Envato Elements Extension
- Neat Video (Noise Reduction)

Week 4 : Dynamic Link Workflow

- Send from Premiere to After Effects
- Replace with AE Composition
- Live Update Without Rendering
- Titles, Lower Thirds, VFX in PR
- Final Render via Media Encoder
- Mini Project: Reel with Motion Graphics

Week 5 : Portfolio & Career

- Showreel Creation
- Freelancing (Fiverr, Upwork, Instagram)
- Client Workflow
- Pricing & Branding
- Certification & Placement Guidance

Adobe Pr + Ae (Dynamic Link Workflow)

Week 6 : Premiere Pro Basics

- Interface & Workspace
- Import, Timeline, Tools
- Basic Cuts & Transitions
- Audio Sync & Music Editing
- Export Settings
- Mini Project: Simple Video Edit

Week 7 : Advanced Premiere Pro

- Color Grading (Lumetri)
- Speed Ramping
- Multi-Camera Editing
- Proxy Workflow
- YouTube & Reel Export
- Mini Project: Cinematic Edit

KEY CAREER & JOB ASSISTANCE

100% Career Assistance
Personalized support from course start till job / freelance success.

Industry-Oriented Training
Practical, real-time projects based on current market requirements.

Free Internship After Course
Hands-on experience with live projects and real clients.

Freelancing Opportunities
Guidance to earn through Fiverr, Upwork, Instagram, YouTube & agency tie-ups.

Job Assistance Program
Resume building, portfolio creation, mock interviews & interview preparation.

Live Client Projects
Work on real brand campaigns, ads, videos & social media projects.

Personal Mentorship
One-to-one career guidance by industry experts.

Startup & Agency Exposure
Opportunities with digital agencies, media houses & production studios.

Certification
Industry-recognized professional certificate on course completion.

Lifetime Alumni Support
Job updates, freelance leads, networking & continuous learning support.



Ready to Jump into Creative World?

Let's Start !

VIJAYAWADA CLIPXACADEMY

Skill Up - Stand Out - Succed



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