

DIGILID ACADEMY

PROSPECTUS

Certificate Programme in Digital Communication, AI & Creative Strategy

60-Hour Add-on Certificate Programme

Mode: Offline | Schedule: Saturdays (2–3 Hours) | Target: English Literature Students

About DigiLid Academy

DigiLid Academy is the academic learning initiative of DigiLid that bridges academia and industry through practical education in digital communication, content strategy, branding, AI, website development and digital marketing. The programme follows an experiential approach with workshops, live case studies and portfolio development.

Programme Vision

To prepare English Literature students with future-ready digital communication skills and industry exposure.

Programme Objectives

- Develop professional writing and storytelling skills.
- Build strategic content plans.
- Learn graphic, video and AI-assisted content creation.
- Understand website fundamentals and WordPress.
- Learn digital marketing and analytics.
- Build a professional portfolio.

Programme Structure

Module	Hours
Digital Ecosystem & Career Opportunities	4
Creative Writing & Digital Storytelling	8
Content Strategy & Brand Communication	8
Social Media Marketing & Content Creation	8
Graphic Design & Visual Communication	6
Video Production & Reels	6
AI for Digital Creators & Businesses	8
Website Fundamentals & User Experience	4
Digital Marketing Fundamentals & Analytics	6
Portfolio Development & Capstone Project	2
Total	60

Detailed Syllabus

Module 1 – Digital Ecosystem

Digital careers, creator economy, branding, ethics and digital footprint.

Module 2 – Creative Writing

Blogs, copywriting, captions, website content, email writing and storytelling.

Module 3 – Content Strategy

Audience research, content pillars, calendars, campaigns and brand voice.

Module 4 – Social Media

Instagram, Facebook, LinkedIn, YouTube and content planning.

Module 5 – Graphic Design

Canva, typography, colour psychology, layouts and brand identity.

Module 6 – Video Production

Mobile videography, scripting, editing, reels and short-form content.

Module 7 – AI for Digital Creators

Prompt engineering, ChatGPT, Gemini, Claude, Canva AI, AI images, AI video, automation and ethics.

Module 8 – Website Fundamentals

Domains, hosting, WordPress, UI/UX, landing pages, SEO structure and a live demo by DigiLid's web developer.

Module 9 – Digital Marketing

SEO, Google Business Profile, email marketing, funnels, analytics, website integration and lead generation.

Module 10 – Capstone

Team project for a real business with presentation and portfolio.

Teaching Methodology

20% theory and 80% practical sessions through workshops, live projects, case studies, guest lectures and portfolio development.

Assessment

Attendance (10%), Assignments (20%), Workshops (20%), Mid-term Project (20%), Final Capstone Presentation (30%).

Software & Tools

ChatGPT, Gemini, Claude, Canva, CapCut, WordPress, Elementor, Figma, Google Analytics, Google Search Console, Meta Business Suite, Google Workspace, Notion and Trello.

Career Opportunities

Content Writer, Copywriter, Content Strategist, Social Media Executive, Website Content Executive, SEO Content Writer, AI Content Specialist, Digital Marketing Executive, Freelancer and Entrepreneur.

Certification

Students securing at least 75% attendance and successfully completing all assessments and the capstone project will receive a DigiLid Academy Certificate.