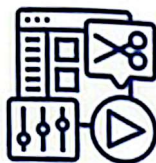


Video Editing

The Art of Visual Storytelling
With Creativity And Precision



2 MONTHS 6 DAYS A WEEK

Embark on the transformative journey of mastering video editing, unlocking boundless career opportunities in media, production, advertising, marketing, entertainment, and digital content creation. Cultivate invaluable creativity and critical thinking skills, essential for excelling in the dynamic digital job market of today, and position yourself for long-term success and fulfillment. Explore the endless possibilities that await in this exciting field.

SECTION - 1

- Fundamentals of Video and Graphics
- Principles of Designing
- Still & Live Drawing

SECTION - 2

- Adobe Photoshop & Lightroom 2023
- Colour Management
- Light Management
- Video Streaming and Editing
- Frames Management

SECTION - 3

- Adobe Premiere Pro, 2024
- Video Animations & Stabilization
- 3D Typography
- Adobe Media Encoder
- Pre and Post Video recording process

SECTION - 4

- Advertising Principles & Strategies
- Shorts Management
- Advanced Camera Filters
- Media Room Management
- Podcasting

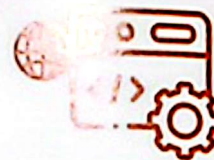
REQUIRED FOR / JOB POTENTIAL

Digital Content Creator, Digital Content Editor, Video Editor, Senior Video Editor, Visual Designer, Podcaster, Post-Production Supervisor

20 ASSIGNMENTS & PRESENTATIONS 01 FINAL PROJECT & CBE

Web Development

The Ultimate Coding Journey



3 MONTHS 6 DAYS A WEEK

Participants in the Web Development course will gain essential skills for future pursuits, regardless of their current experience. They'll learn to understand the structure and function of the World Wide Web, construct dynamic web pages using HTML, CSS, PHP, Bootstrap, MySQL, and JavaScript. Additionally, proficiency in content management systems like WordPress will be gained, enhancing their capabilities in website development.

SECTION - 1

- Principles of WWW
- Difference between Website and Web Portal

SECTION - 2

- Static Website
- HTML
- CSS
- JAVA Script
- Bootstrap

SECTION - 3

- Dynamic Web Sites
- WordPress
- Server Side Programming (PHP, Laravel)
- Usage of J-Query and Ajax
- Laravel's Object-Relational Mapping (ORM)

SECTION - 4

- Setting up MySQL database
- Performing CRUD operations in PHP
- Securing database interactions
- Sessions and Cookies in PHP
- Web Hosting (cPanels)
- Publishing Website

Practical Training

Tours, seminars, and mentoring by industry experts and senior developers.

REQUIRED FOR / JOB POTENTIAL

Web Designer & Developer, PHP Developer, WordPress Developer, Web Engineer, Database Manager, Frontend Developer etc.

11 TASKS & PRESENTATIONS 01 FINAL PROJECT & CBE

Digital Marketing

Become Digital Marketing Guru



2 MONTHS 6 DAYS A WEEK

Unlock online success with Digital Marketing. Whether you're a business owner or an aspiring marketer, this program provides essential tools. Learn captivating content creation, social media strategies, and unlock the power of digital marketing for your future success. Join us and take control of your brand's online presence today! Elevate your skills and stand out in the digital landscape.

SECTION - 1

- Fundamentals of Digital Marketing
- Latest Trends in Digital Marketing
- Digital Marketing Strategies

SECTION - 2

- Keyword Research and Analysis
- Search Engine Algorithms
- On-page, Off-page and Technical SEO
- Content Optimization

SECTION - 3

- Google Business Profile
- Google Search Console
- Google Tag Manager
- Google AdSense
- Page Speed Insights
- Google Analytics

SECTION - 4

- Google Ads / PPC Ads
- Campaign Setup and Targeting

SECTION - 5

- Facebook, Instagram, YouTube and LinkedIn Marketing
- YouTube Channel Management, and Optimization
- Email Marketing
- Customer Feedback Management

REQUIRED FOR / JOB POTENTIAL

Digital Marketing Specialist, Social Media Manager, SEO Specialist, Content Writer, Lead Generator, Ads Strategist, Bloggers, Digital Analytics Manager

12 ASSIGNMENTS & PRESENTATIONS 01 FINAL PROJECT & CBE



PEAK SOLUTIONS
PRESIDENTIAL AWARDS WINNER
2022-23



ACHIEVEMENTS

- Serving from the last 23 years.
- More than 200,000 students passed out.
- Guidance/support through students placement cell for employability.
- High employability ratio.
- Scholarship (Merit & Need Based)
- Appreciations through Shields / talent awards for the toppers.
- Connecting Academia and Industry through Digital Pakistan Conferences.
- Training partner with NAVTTC, PSEB, Tech Lift, P@SHA, Shirakat EU, Rescue 1122, Prison Department Punjab, WAPDA, HBL, PILAC, EVACUE Board and many more.



Muddassir Naeem Ch.
(CEO Peak Solutions)
awarded
Presidential IT Awards
in
2022 & 2023

VISION

Peak Solutions is dedicated to helping students grow intellectually, digitally and morally by investing in them compassion, driving for professional excellence and longing for public service with a special focus on critical thinking & personal development.

MISSION

Peak's mission is not just to educate technically but also to produce future leaders, and trendsetters. At Peak Solutions, we are dedicated to the pursuit of knowledge and our aim is to provide all students with a supportive learning environment, which offers opportunities for identifying personal needs, setting goals, and developing leadership which shows potential for making a difference in life and these goals can be achieved only through high-quality academic programs.

AFFILIATED WITH



Govt. of
Punjab



BISE
Lahore



University
of The Punjab



Punjab Board of
Technical Education



Punjab Skills
Development Authority



NAVTTC



SADAR CANTT. CAMPUS

Zarar Shaheed Road, Saddar Round About, Lahore. Cantt.
Tel: (+92 423) 66 85 003 | (+92 300) 07 75 706



LOWER MALL CAMPUS

42 - A Lower Mall, Near Civil Secretariat, Lahore
Tel: (+92 423) 73 59 381 | (+92 300) 07 75 715



SHADBAGH CAMPUS

601 - Salamat Center, Shadbagh, Lahore
Tel: (+92 423) 72 81 808 | (+92 300) 07 75 706



FAISALABAD CAMPUS

West Canal Road, Thatta Pull, Opposite Treat Bakers
Mansoorabad, Faisalabad
Tel: (+92 41) 54 85 372 | (+92 300) 07 75 766



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YOU
HAVE THE
TALENT

WE HAVE THE



VIDEO EDITING

WEB
DEVELOPMENT

DIGITAL
MARKETING