

# A BRIEF HISTORY OF ADVERTISING

4000 B.C.  
THE EARLIEST KNOWN  
WALL EMERI



अंतर्राष्ट्रीय परिषद् व्यावसायिकी का शिक्षा अनुसंधान प्रशिक्षण  
Inter National Council of Vocational Education Research Training  
(An Autonomous Body, Government of India - New Delhi)

India's Best & Biggest Vocational Training Organization

## ADVERTISING AND MEDIA INDUSTRY-3 MONTHS COURSE

Sector Code	Course	Eligibility	Duration
IAD-522	Certificate in Digital Camera Photography	8 <sup>th</sup> Pass	3 Months
IAD -523	Certificate in Videography	8 <sup>th</sup> Pass	3 Months
IAD -524	Certificate in Mass Communication	8 <sup>th</sup> Pass	3 Months
IAD -525	Certificate in Mass Communication	8 <sup>th</sup> Pass	3 Months
IAD -526	Certificate in Digital Audio Recording	8 <sup>th</sup> Pass	3 Months
IAD -527	Certificate in Lighting Assistant	8 <sup>th</sup> Pass	3 Months
IAD -528	Certificate in Assistant Video Editor	8 <sup>th</sup> Pass	3 Months
IAD -529	Certificate in Public Relation Professional	8 <sup>th</sup> Pass	3 Months
IAD 530	Certificate in advertising Professional	8 <sup>th</sup> Pass	3 Months

IAD -531	Certificate in Media Writing	8 <sup>th</sup> Pass	6 Months
IAD -532	Certificate in TV News Reading and Comparing	8 <sup>th</sup> Pass	6 Months
IAD -533	Certificate in TV Programme production	8 <sup>th</sup> Pass	6 Months
ADV-534	Certificate in Public Relations Management	8 <sup>th</sup> Pass	6 Months
IAD -535	Certificate in TV Programme Presentation	8 <sup>th</sup> Pass	6 Months
IAD -536	Certificate in Film and Television Acting	8 <sup>th</sup> Pass	6 Months
IAD -537	Certificate in Radio Jockey	8 <sup>th</sup> Pass	6 Months
IAD -538	Certificate in Sound Editing in Computer Dubbing Recording	8 <sup>th</sup> Pass	6 Months
IAD -539	Certificate in Film Format and Sound Equipments	8 <sup>th</sup> Pass	6 Months
IAD -540	Certificate in Practice in PA System	8 <sup>th</sup> Pass	6 Months
IAD -541	Certificate in Practice in Live recording	8 <sup>th</sup> Pass	6 Months
IAD -542	Certificate in Recording and effects	8 <sup>th</sup> Pass	6 Months
IAD -543	Certificate in Digital Film Making and Digital Projection System	8 <sup>th</sup> Pass	6 Months
IAD -544	Certificate in Film format and Editing Equipments	8 <sup>th</sup> Pass	6 Months
IAD -545	Certificate in Digital Capturing	8 <sup>th</sup> Pass	6 Months
IAD -546	Certificate in Visual effects and Video Transactions	8 <sup>th</sup> Pass	6 Months
IAD -547	Certificate in Editing of a documentary film	8 <sup>th</sup> Pass	6 Months

## ADVERTISING AND MEDIA INDUSTRY-ONE YEAR COURSE

IAD -548	Certificate in Film, Television & Digital Video Production	10th pass	One year
IAD -549	Certificate in Advertising & Marketing Communication	10th pass	One year
IAD -550	Certificate in Public Relations & Corporate communication	10th pass	One year
IAD -551	Certificate in Journalism & Mass Communication	10th pass	One year
IAD -552	Certificate in Communication For Development	10th pass	One year
IAD -553	Certificate in Digital Photography	10th pass	One year
IAD -554	Certificate in Digital Video graphy	10th pass	One year
IAD -555	Certificate in Film Editing –Non Linear Editing	10th pass	One year
IAD -556	Certificate in Dark Room Technician	10th pass	One year
IAD -557	Certificate in Sound Engineering	10th pass	One year
IAD -558	Certificate in Audio-Visual Effects Technician	10th pass	One year
IAD -559	Certificate in Screen Play Writing	10th pass	One year
IAD -560	Certificate in Cinematography	10th pass	One year
IAD -561	Certificate in Visual Media	10th pass	One year
IAD -562	Certificate in Acting	10th pass	One year
IAD -563	Certificate in Visual Communication	10th pass	One year

IAD -564	Diploma in Film, Television& Digital Video Production	10th pass	Two years
IAD -565	Diploma in Advertising & Marketing Communication	10th pass	Two years
IAD -566	Diploma in Public Relations & Corporate Communication	10th pass	Two years
IAD -567	Diploma in Journalism & Mass Communication	10th pass	Two years
IAD -568	Diploma in Journalism & Mass Communication for Development	10th pass	Two years
IAD -569	Diploma in Digital Photography	10th pass	Two years
IAD -570	Diploma in Digital videography	10th pass	Two years
IAD -571	Diploma in Film Editing –Non Linear Editing	10th pass	Two years
IAD -572	Diploma in Dark Room Technician	10th pass	Two years
IAD -573	Diploma in Sound Engineering	10th pass	Two years
IAD -574	Diploma in audio-visual Effects Technician	10th pass	Two years
IAD -575	Diploma in Screen Play Writing	10th pass	Two years
IAD -576	Diploma in Cinematography	10th pass	Two years
IAD -577	Diploma in Visual Media	10th pass	Two years
IAD -578	Diploma in Acting	10th pass	Two years
IAD -579	Diploma in Visual Communication	10th pass	Two years
IAD -580	Diploma in Digital Cinematography	10th pass	Two years
IAD -581	Diploma in Art Direction and Production Design	10th pass	Two years

Note: New courses with new syllabus are available. Kindly consult with proposal with Central Board of Training, Inter National Council of Vocational Education Research Training, New Delhi.