



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*

IBA \* CICT

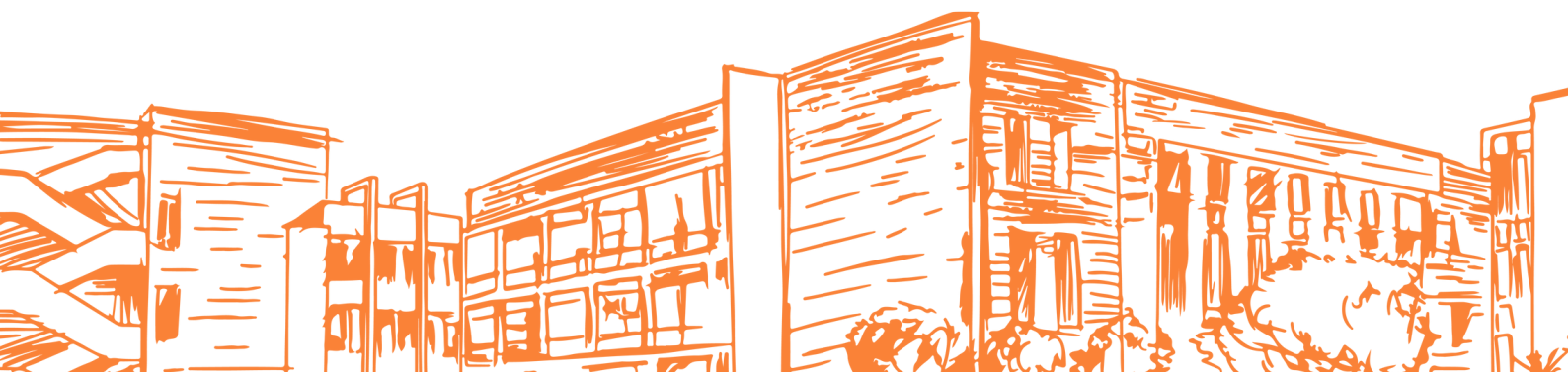
Center for Information & Communication Technology



IBA CICT's

# WINTER SCHOOL

Gain Skills In This Winter Break!



IBA CICT's

# WINTER SCHOOL

## Overview

Get ready for an immersive winter experience designed just for teens! Our Winter School offers hands-on, engaging programs across three exciting options: Canva & CapCut, Social Media & Earning Tactics, or Cyber Security & Data Privacy. Each 10-day session is packed with practical activities, creative challenges, and project-based learning to help you gain skills that stand out

## Program Details:



**Age Group: 15 to 18 years**



**Duration: 10 Days**



**10:00 AM - 01:00 PM**



**Rs. 50,000 (Per Module)**

## Module Options:

**1**

**Digital Design with  
Canva & CapCut**

**2**

**Social Media &  
Earning Tactics**

**3**

**Cyber Security &  
Data Privacy**





# Digital Design with Canva & CapCut

Topic	Subtopics
Introduction to Canva & CapCut	<ul style="list-style-type: none"> <li>- Overview of Canva and CapCut</li> <li>- Basic poster creation (Canva) and video trimming/merging (CapCut)</li> </ul>
Canva Basics - Design Elements	<ul style="list-style-type: none"> <li>- Working with text, images, templates, and brand kits</li> <li>- Activity: Design a simple social media post</li> </ul>
CapCut Basics – Video Editing	<ul style="list-style-type: none"> <li>- Clip importing, cutting, splitting, adding transitions</li> <li>- Activity: Create a 10-second video</li> </ul>
Advanced Canva – Typography & Image	<ul style="list-style-type: none"> <li>- Typography basics, uploading and editing photos</li> <li>- Activity: Design a personal business card</li> </ul>
Advanced CapCut – Transitions & Effects	<ul style="list-style-type: none"> <li>- Creative transitions, effects, slow-motion, and time-lapse</li> <li>- Activity: Create a 15-second video with effects</li> </ul>
Canva – Layers and Grouping	<ul style="list-style-type: none"> <li>- Managing layers, grouping, and aligning elements</li> <li>- Activity: Design a flyer for a school event</li> </ul>
CapCut – Audio Editing & Syncing	<ul style="list-style-type: none"> <li>- Adding and syncing audio tracks, basic audio edits</li> <li>- Activity: Add music and sound effects to a video</li> </ul>
Canva – Animated Graphics	<ul style="list-style-type: none"> <li>- Using animations, exporting designs as GIFs or videos</li> <li>- Activity: Create an animated social media post</li> </ul>
CapCut – Filters and Overlays	<ul style="list-style-type: none"> <li>- Applying filters, using overlays, and text animations</li> <li>- Activity: Make a video with overlays and text</li> </ul>
Final Project & Review	<ul style="list-style-type: none"> <li>- Canva: Portfolio/personal brand presentation</li> <li>- CapCut: Edit a 30-second personal video</li> </ul>



# Social Media & Earning Tactics

Topic	Subtopics
Introduction to Digital Marketing	- Importance and trends in digital marketing.
	- Channels overview and tool setup (Google Analytics, social platforms).
Social Media Marketing (SMM) Fundamentals	- Key platforms and strategic content planning.
	- Hands-on: Create an initial social media post.
Social Media Content Creation	- Types of content (text, image, video) and design tools.
	- Hands-on: Design and experiment with platform features.
Building Social Media Campaigns	- Setting objectives and strategies for organic campaigns.
	- Hands-on: Develop an organic campaign for a sample product.
Introduction to Search Engine Optimization (SEO)	- Basics of SEO, keywords, and search engine functionality.
	- Hands-on: Identify keywords and analyze SEO for a sample site.
SEO Tools and Techniques	- Keyword research and on-page SEO techniques.
	- Hands-on: Optimize a sample webpage.
Content Marketing Strategy	- Importance of quality content and engaging formats.
	- Hands-on: Write a blog post with SEO focus.
Online Advertising Basics	- Types of ads and intro to Google & Facebook Ads.
	- Hands-on: Create a mock ad campaign with budget and targeting.
Web Analytics and Measuring Success	- Importance of analytics in data-driven decision-making.
	- Hands-on: Analyze sample website traffic using Google Analytics.
Final Project and Presentations	- Project: Comprehensive digital marketing plan and strategy presentation.
	- Wrap-up with feedback, Q&A, and certification.



# Cyber Security & Data Privacy

Topic	Subtopics
Introduction to Cybersecurity	- Importance of cybersecurity and types of threats.
	- Basic terms: virus, malware, firewalls, encryption.
Cybersecurity Awareness and Best Practices	- Safe online behavior and recognizing threats.
	- Hands-on: Explore secure vs. insecure websites.
Phishing Prevention	- Types of phishing attacks and red flags to identify them.
	- Hands-on: Analyze phishing emails and detection rules.
Secure Password Practices	- Importance of strong passwords and guidelines to create them.
	- Hands-on: Create secure passwords and set up a password manager.
Online Safety Protocols	- Social media privacy and safe internet browsing practices.
	- Hands-on: Configure privacy settings on social media.
Mobile Security	- Securing mobile devices and avoiding mobile threats.
	- Hands-on: Configure smartphone security settings.
Understanding Cybersecurity Threats	- Overview and real-world case studies of cyber threats.
	- Hands-on: Analyze case studies and discuss prevention strategies.
Securing Personal Data	- Importance of protecting personal data (PII) and common risks.
	- Hands-on: Review data breach examples and apply security measures.
Securing Organizational Data	- Data security principles and methods for companies to secure data.
	- Hands-on: Explore encryption tools and secure file storage.
Final Project and Presentations	- Create and present a cybersecurity plan.
	- Wrap-up: Q&A, feedback, and certificates awarded.



## Key Features

- **Comprehensive Skill Development:** Three modules covering Digital Marketing, Cybersecurity, and Creative Design, providing a well-rounded foundation in essential digital skills.
- **Hands-On Learning Across Disciplines:** Practical exercises in each module, from creating social media campaigns to crafting secure cybersecurity plans and engaging visual designs.
- **Project-Based Curriculum:** Real-world projects in each area, including final presentations, allowing students to apply skills in impactful ways.
- **Certification of Completion:** IBA certification highlighting multi-disciplinary skill sets, preparing students for a competitive edge in tech-driven careers.





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## Get in **Touch**



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