

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Graphics Design

1st Day

Session	Topic/ Event	Activity
Session-1	Graphic Design Concept	Primary Concept on Graphic Design Working Areas of Graphic Design Graphic Designer as Profession Introducing of Graphic Design Tools (software): Adobe illustrator, Adobe Photoshop or Adobe InDesign.
Session-2	Adobe Photoshop Concept	Use of Adobe Photoshop in Graphic Design Introducing user interfaces, Document setup, Screen Mode, Zoom in and Zoom out, Undo and Redo, Document Save, Save for Web, File Format, Color (Foreground and Background)
Session-3	Selection and Image Resize	Rectangular Marquee tool, Move tool, Elliptical Marquee tool, Single Row Marquee tool, Single Column Marquee tool.
Session-4	Selection and Image Resize	Lasso tool, Polygonal lasso tool, Magnetic lasso tool, Magic Wand tool, Crop tool, slice tool, slice select tool.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Graphics Design

2st Day

Session	Topic/ Event	Activity
Session-1	Retouching and Painting tools	Spot Healing Brush tool, Healing Brush tool, Patch tool, Color Replacement tool, Brush tool, Pencil tool, Gradient tool, Paint Bucket tool.
Session-2	Retouching and Painting tools	Stamp tools, History Brush tool, Eraser tools, Red Eye tool, Blur tool, Dodge tool, Burn tool etc.
Session-3	Drawing and typing tools	Path and Direct selection tool, Pen tool, Freedom Pen tool, Add Anchor Point tool, Delete Anchor Point tool, Convert Point tool.
Session-4	Drawing and typing tools	Rectangle and Rounded Rectangle tool, Ellipse tool, Polygon tool, Line and Shape tool, Type tool, Note tool, Eyedropper tool, Hand tool, Zoom tool, Practical job using drawing and typing.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Graphics Design

3rd Day

Session	Topic/ Event	Activity
Session-1	Uses of Menu Bar and Practical Design	Image, Layer, Channel Select, Filter, View, Window.
Session-2	Uses Adobe Photoshop	Practical Design: Logo Design.
Session-3	Uses Adobe Photoshop	Practical Design: Business Card Design.
Session-4	Uses Adobe Photoshop	Practical Design: Banner Design.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Graphics Design

4th Day

Session	Topic/ Event	Activity
Session-1	Introduction of Adobe Illustrator	Uses of Adobe Illustrator in Graphics Design Introduction of user interface Document setup Working area
Session-2	Uses Adobe Illustrator	Techniques for selecting Artwork Using Shapes to create Artwork Editing and Combining Shapes and Paths Transforming Artwork
Session-3	Uses Adobe Illustrator	Creating an Illustrator with the Drawing tools using Color to Enhance Signage Adding type Organizing your Artwork with Layers
Session-4	Uses Adobe Illustrator	Gradients, Blends and Patterns using Brushes Exploring Creative uses of Effects and Graphic Styles using Illustrator CC with other Adobe Applications

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Graphics Design

5th Day

Session	Topic/ Event	Activity
Session-1	Practical work using Adobe Illustrator	Logo Design Icon Design
Session-2	Practical work using Adobe Illustrator	Business Card Design ID Card Design
Session-3	Practical work using Adobe Illustrator	Flyer Design Banner Design
Session-4	Practical work using Adobe Illustrator	Brochure Design

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Basic Computing and Introduction of web based Outsourcing Platforms

Day-1

Session	Topic/ Event	Activity
Session-1	Accessing The Internet	Connecting with Internet Introducing with Browsers and Search Engines. Introducing with various website. Going to a specific website and bookmarking. Understanding how to search/Google effectively. Copy and paste Internet content into your documents and emails. Stopping and refreshing pages. Google docs.
Session-2	E-mail	Creating e-mail account and Log in E-mail features. Sending and receiving e-mail. Adding signatures in e-mail. E-mail message, Handling messages, Managing e-mail, Personal folders etc. Searching and sorting messages, Printing messages Creating e-mail group.
Session-3	Social Media: Facebook	Creating Facebook account. Facebook account setting. Giving a post in Facebook. Add friend, unfriend and Block an account. Save, follow, Un-follow a Post. Creating Facebook Page.
Session-4	Social Media: YouTube	Creating YouTube Channel YouTube Channel setting Video upload in your YouTube Channel.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Basic Computing and Introduction of web based Outsourcing Platforms

Day-2

Session	Topic/ Event	Activity
Session-1	Outsourcing	What do you mean by outsourcing, Freelancing, Freelancer, Customer and Client? What is difference between outsourcing and freelancing? Why outsourcing? Outsourcing Platforms. Briefly discuss about most popular outsourcing platforms in the world.
Session-2	Upwork	Basic features of Upwork. Registration as a worker Log in Categories selection Profile Creation Decoration of profile overview base on Social Media Marketing (SMM).
Session-3	Upwork	Skill Tests Submitting proposal Writing Cover letter My Proposal Find work, My jobs, Report, Messaging Finding real and valid client work in upwork.com Application a job based on fixed price/hourly method in Upwork Writing a job application base on client job description.
Session-4	Upwork	Perfect time of apply job I upwork.com Handling client job interview in upwork.com Accepting job offer from upwork.com Installing time tracker and manage client job for upwork.com Uploading work for client in upwork.com Maintenance client job after hiring Withdraw payment from upwork.com Getting procedure of international payoneer masterCard Skill payment system Adding local bank account in upwork.com Total management of upwork.com

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Basic Computing and Introduction of web based Outsourcing Platforms

Day-3

Session	Topic/ Event	Activity
Session-1	Fiverr	Profile Creation in fiverr.com Decoration your profile overview based on Social Media Marketing (SMM) Adding portfolio/sample work in fiverr.com Adding skills in fiverr.com Finding job by searching filter in fiverr.com Finding real and valid client work in fiverr.com
Session-2	Fiverr	Creating GiG in fiverr.com Promoting your GiG in fiverr.com How to response a client when buy your GiG from fiverr.com Submitting work to client following working teams and conditions. How to withdraw money from fiverr.com Total management of fiverr.com
Session-3	Freelancer	Profile Creation in freelancer.com Decoration your profile overview based on Social Media Marketing (SMM) Adding portfolio/sample work in freelancer.com Adding skills in freelance.com Skill Tests in freelancer.com Finding job by search filter in freelancer.com Finding real and valid client work in freelancer.com
Session-4	Freelancer	Apply a job based on fixed price/hourly method in freelancer.com Job application writing based on client job description Perfect time of apply job Handling client job interview How to accept job offer from freelancer.com Installing time tracker Upload work for client Maintenance of client job after hiring Withdraw payment from freelancer.com How to get international payoneer master card How to get skrill payment system Total management of freelancer.com

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Social Media Marketing and Digital Marketing
Day-1

Session	Topic/ Event	Activity
Session-1	Discussion On Social Media Marketing	What is Social Media? What is Social Media Marketing (SMM)? The Power of SMM. Social Media and WE!!
Session-2	Discussion On Social Media Marketing	Developing Goals in Social Media Marketing Platforms Introducing with the Social Media Platforms & their individual advertisement opportunities.
Session-3	Facebook Marketing	How to reach people that matter the most to your business Setting up your page Identifying your targeted audience Content Planning Facebook Paid Advertisement (Sponsored AD)
Session-4	Facebook Marketing	Traditional Marketing Targeting groups & pages Monitoring engagement details through Google Analytics and Page Insights N.B. Detail discussion and other major topics will be show in practical.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Social Media Marketing and Digital Marketing
Day-2

Session	Topic/ Event	Activity
Session-1	Twitter Marketing	Twitter Paid Marketing Twitter Traditional Marketing Twitter Profile, Visual & Shareable Content, Tweets & Re-Tweet, Reaching Audience Activity Tips Hash-Tag in Twitter (Monitoring, Value-Added Conversations & Link Building) N.B. Detailed discussion and others major topics will be shown in practical.
Session-2	Google Plus Marketing	What is Google+ Profile, Circles, Local, Hangouts, Authorship Setting up G+ Page. Reaching Targeted Communities G+ Advance Marketing Important discussion about Google and Google Plus: Getting local, optimized URL set up, profile & cover photo tips, followers, reviews, content planning, Admin power, Keyword & Link relevancy, Google+ events, Authorship Markup for SEO benefits, YT Integration, Relationship with SEO and many more.
Session-3	Pinterest Marketing	Account, bio, business page, website verification Discussion on Pinterest based Engagement Factors Setting up Boards & strategy Establishing your Boards through promotion and other activities Driving traffic using the platform and Monitoring analytics Blog+YT Channel promotion Discussion on important industry research about Pinterest(Pinterest Ads)
Session-4	Instagram Marketing	Detail discussion about Instagram Setting up a branded Instagram profile Hash-tags and connection with other Social Medial platforms Competitor monitoring and interacting with followers Active creation, sharing and distribution of your content properly. Great tips on how to use Instagram effectively for your marketing or branding purpose

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Social Media Marketing and Digital Marketing
Day-3

Session	Topic/ Event	Activity
Session-1	YouTube Marketing	Setting up YT channel with optimized URL Discussion on profile, images video uploading tips and tactics and other important parts Channel verification, viewer interaction and earning possibility models will be discussed Detail discussion and presentation on High Quality optimized video promotion N.B. Detailed discussion and others major topics will be shown in practical.
Session-2	Linkedin Marketing	Setting up an optimized and effective Linkedin profile for personal and Business branding Discussion on important Linkedin groups & Industry insights Detail discussion about effective engagement factor in Linkedin Endorsement management.
Session-3	Advanced Topics on Social Media Marketing	Steps to run a successful Social Media Marketing Campaign Demand Marketing Policy Social media salaries How to get jobs from Marketplaces. Final thoughts
Session-4	Content Marketing	Why content is king? Why Image is Queen? Definition of content marketing Actions and Create a Solid Content Marketing Strategy Content Posting Rules (80-20) Keyword research Target Audience Optimize your content for search Publish Regularly and Timely Planning Template Measure the success

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
তথ্য ও যোগাযোগ প্রযুক্তি অধিদপ্তর
উপজেলা কার্যালয়
সোনারগাঁ, নারায়ণগঞ্জ
ফ্রিল্যান্সিং বিষয়ক প্রশিক্ষণ

Social Media Marketing and Digital Marketing
Day-4

Session	Topic/ Event	Activity
Session-1	Discussion on Digital Marketing	What is Digital Marketing? How did it evolve? Understanding the impact of Digital Marketing on business Permission Marketing Competitor Analysis Back-links through YouTube Digital YouTube Marketing
Session-2	Planning, Strategy and Testing	Online Campaign planning within best practice guidelines Identifying the optimum mix of Digital Marketing techniques Campaign strategy Integration and Multi-Channel Marketing
Session-3	Email and SMS Marketing	Email marketing requirement Email marketing increases your brand awareness SMS marketing requirement
Session-4	Customer Experience and Usability	Principles of the Customer Experience (CX) Creating a successful Use Experience (UX) Industry methodologies Sitemaps and wireframes User testing