

ANNEXURE 1 - INDIVIDUAL COURSE DETAILS

ITEC

Future-Ready Multimedia Content Creation with AI and Immersive Technologies

A. Name of the Institute	National Institute of Technical Teachers Training and Research Institution Deemed to be University under Distinct Category, A Centrally Funded Technical Institute Ministry of Education Government of India, Taramani, Chennai • 600 113.
B. Name / Title of the Course	Emerging Trends in Multimedia Content Creation with AI and Immersive Technologies
C. Course Dates with Duration in Weeks	Start Date:12.08.2026 End Date:25.08.2026 Weeks: Two
D. No. of days of Training	Days: 14 days Learning Hours: 70 hours
E. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience required, if any 3.Age Limit 4. Target Group	Any Diploma/Degree/Post-Graduation in Education, Media Studies, Mass Communication, Information Technology, Computer Science, Instructional Design, Educational Technology, or related disciplines. Proficiency in basic computer applications and familiarity with digital learning platforms is expected. Good Proficiency in spoken, written and comprehension of English is the medium of instruction. Experience in Teaching/Training/Research/Administration/Consultancy/Developing Instructional Material and Content Development for technical, vocational, arts & science fields in universities, colleges, training organizations and media centers. 50 Years Teachers, Trainers, Administrators from Colleges, Universities, Industries, Instructional Designers, e-Learning Companies, Training Organizations, Consultants
F. Aims & Objectives of the Course	This course aims to build institutional and professional capacity in designing and developing AI-enabled immersive multimedia content to enhance digital learning and create sustainable, future-ready educational ecosystems. Objectives: 1. Explore the evolving landscape of AI and immersive technologies and their applications in digital education and training. 2. Design multimedia learning content aligned with learning outcomes, applying instructional design principles.

	3. Create AI-enhanced digital content, including videos, interactive modules, and adaptive learning tools. 4. Develop immersive learning experiences using AR/VR simulations and 3D interactive models. 5. Integrate multimedia and immersive content into LMS and digital learning platforms, ensuring accessibility, inclusivity, and scalability. 6. Plan a roadmap for implementing AI and immersive multimedia solutions in their organizations or institutions.
G. Course Contents / Syllabus (Day-Wise Schedule, topics covered)	Enclosed
H. Mode of Evaluation of Performance of the ITEC Participants	The performance of the participants will be regularly assessed through assignments, group activities and content development. At the end of the course, candidates will be awarded with a Certificate.
J. Name of the Department	Department of Educational Media and Technology, NITTTR, Chennai
K. Name of the Coordinator	Dr.T.Subha Associate Professor, Department of Educational Media and Technology NITTTR, Chennai

COURSE CONTENTS/SYLLABUS:

COURSE OUTCOMES:

By the end of this training programme, the participants will be able to:

- Identify key trends and practical applications of AI and immersive technologies in digital learning contexts.
- Illustrate how multimedia learning content can be aligned with specific learning outcomes using instructional design principles.
- Demonstrate the ability to produce AI-enhanced digital content, including videos, interactive modules, and adaptive learning tools.
- Simulate immersive learning experiences using AR/VR environments and 3D interactive models.
- Evaluate multimedia and immersive content for accessibility, inclusivity, and integration within digital platforms or LMS.
- Formulate a practical implementation plan for adopting AI and immersive multimedia solutions in their institutions or organizations.

COURSE CONTENTS:

- Digital Learning and Multimedia Content Creation - Interactive Multimedia Design
- Animation and Motion Graphics
- AI in Digital Content Creation – Audio Content Creation – Video Production & Editing with AI
- Introduction to Immersive Technologies
- Designing AR/VR-based simulations - Creating interactive 3D models and scenario-based learning
- LMS integration of multimedia and immersive content
- AI-Driven Multimedia Optimization and Publishing
- Sustainability and future-readiness of digital learning initiatives
- Project Work & Hands-on Training with AI content tools

DAY WISE SCHEDULE:

DATE	FORENOON SESSION	AFTERNOON SESSION
Day 1	Introduction to Digital Learning and Multimedia - Principles of Interactive Multimedia Design - Storytelling, branching scenarios, quizzes, and gamification elements	Tools - Hands-on: Creating Interactive Multimedia Modules - Step-by-step demo of a mini-interactive learning module - Incorporating quizzes, branching, and feedback
Day 2	Fundamentals of Animation and Motion Graphics - 2D vs 3D animation – Principles - Integrating animation into multimedia modules	Tools for Animation and Motion Graphics - Hands-on: Creating a Short-Animated Scene
Day 3	AI in Digital Content Creation - Integrate AI tools across text, visuals, audio, video, animation, and interactive content	Hands-on: Creating AI-Enhanced Audio, Video Production & Editing
Day 4	AI tools for personalization, adaptive learning, and engagement tracking	AI-assisted animation features - Optimizing content for accessibility and cross-platform compatibility
Day 5	Visit to Educational Visit	
Day 6	Introduction to AR/VR and Immersive Learning - Creating Interactive 3D Models	Designing AR/VR-Based Simulations - Scenario-based learning, interactive environments
Day 7	Storyboarding AR/VR experiences – Examples and Applications	Tools - Building a simple 3D learning simulation
Day 8	Visit to AR/VR Industry	
Day 9	LMS Integration of Multimedia and Immersive Content - Uploading and embedding videos, animations, AR/VR modules	Publish interactive multimedia content on LMS - Review engagement metrics and optimize for impact
Day 10	Sustainability of Digital Learning Initiatives - Future-Ready Approaches in Multimedia Content - Emerging trends: AI avatars, immersive storytelling, metaverse content	Project Work Presentation & Hands-on Training