Surreal Co.

LEARNING ACADEMY

We believe in making you **irreplaceable!**

A **Surreal Co. International** initiative

<u>Courses</u> we offer

The Start-Up Entrepreneur Course
For the entrepreneur in 'you'!

Duration - 45 Days
What you'll be taught?
- Branding
- Graphic Design (Logo Design)
- Digital Marketing
- Content Creation
- Web Design & Development Classes

Course Overview:
A course specifically designed to target the entrepreneur in you, giving you the skillset to set up your business from the idea to the execution and being presentable for pitching your idea to Investors and Venture Capitalists.
- How to target the right audience for your brand.
- How to place your brand in the market.
- How to design a website for your brand.
- How to design marketing materials for your brand.
- How to design a **logo** for your brand.

Color Psychology:

The color blue has the ability to trigger, Hope & passion for work between two individuals, Landing itself as the favourite and most commonly used color for consultants & contractors of different genre .

Najd Architecture to compliment the Name and overall brand Idea.

NAJD ECHO
GENERAL CONTRACTORS & FITOUTS

Mock Ups!

Courses we offer

The Effortless Creative Website Design & Development
The art of making jawdropping websites like **apple.com** & **Tesla.com**. Here's the catch learn it without coding.

Duration - 30 Days

What you'll be taught?
- Domain buying & Hosting setup
- WordPress Set-up
- Designing & Developing a dynamic and responsive website
- Designing artwork on the website using Adobe Illustrator
- Integrating payment gateway and making the website more dynamic.

Course Overview:

A Course targetted for making an attractive, responsive & dynamic website that is focused on user experience and design ideology. Making a responsive and dynamic website is the highest paid skill of the 22nd Century! WordPress is used by international brands like apple.com, tesla.com, Mercedezbenz.com, vogueindia.com, thenewyorktimes.com, thewaltdisneycompany.com, sonymusic.com & Bata.com to name a few.

Courses we offer

Digital Marketing With Graphic Designing

The combination of a digital marketor with a graphic designing skill is what leading companies like **Mercedes, BMW, Pizza Hut, Ikea & Apple Inc.** are looking for.

Duration - 50 Days
What you'll be taught?
- Adobe Illustrator
- Adobe Photoshop
- Adobe Experience Design
- Typography
- Design Ideology
- Using elements

Course Overview:

A course designed keeping in mind how the combination of Digital Marketing and graphic designing is a skill required by triple-A brands all around the world. Making this combination one of the highest-paid skills of the 20th century. Digital marketing is what distinguishes a brand from its competitors. We teach how you can create engaging and eye-catchy creative design materials to convert these ads into sales through content writing and design ideology.
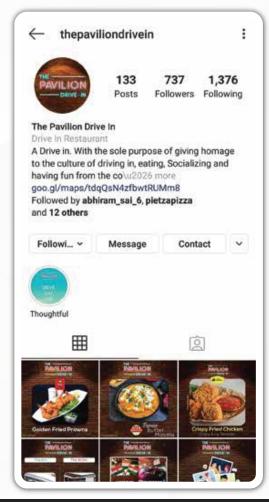
The Start-Up Entrepreneur Course
For the entrepreneur in 'you'!

Duration - 45 Days

Day 1

Orientation and introduction of the course. A Brief overview of what is going to be taught on the upcoming 44 Days, Installation of required software, and setup.

Day 2 - 5

Branding Design Ideology and typography, color psychology and starting the design of your logo with abstract art.

Day 6 - 16

Graphic Design Classes on how to design an eye catchy logo on **Adobe Illustrator** and how to best use elements to match with the products and services being provided by the brand.

Day 17 - 31

Content creation and creative graphic designing leaned more towards creating a robust marketing strategy for making any brand flourish in any business sector using pointers such as Unique Selling Points, Networking, Content Writing, Digital Ad creation on Social Media Networks.

Day 32 - 45

Website Design & Development for brands according to the positioning of the brand and making the website more functional using industry leading website design and development software 'WordPress' used worldwide by brands such as Apple Inc, Katy Perry, Sony Music, The Walt Disney Company, Tesla & Mercedez Benz.

What else do you get?

You get certified from Surreal Co. International is an award-winning company in the Branding, Marketing, UI/UX Designing, Website Design & Development, App Design & Development Company based in India, U.A.E & Saudi Arabia. You also get lifetime support and updates in the market space. Assistance through out your career, giving leads to potential job openings and setting up interviews to kick start your career.

Course Syllabus

The Effortless Creative Website Design & Development
The art of making jawdropping websites like **apple.com** & **Tesla.com**.
Here's the catch learn it without coding.

Duration - 30 Days

Day 1

Orientation and introduction of the course. A Brief overview of what is going to be taught on the upcoming 29 Days, Installation of required software, and setup.

Day 2 - 5

Buying the right domain, Buying a cost-effective hosting plan and SSL Certification setting the domain and hosting up and installing WordPress on your website.

Day 6 - 16

Learning about how plugins work and make your WordPress website functional how to integrate, add content, and how to use the interface to your advantage. Understanding the interface and give a sense of individuality to the website.

Day 17 - 22

Using Adobe Illustrator, combining it with WordPress backend software & using it for the design advantage. Making sliders, understanding how content influences your website's S.E.O. Playing around with design elements to bring about the best in your website's functionality to make it more appealing to the targetted audience.

Day 23 - 30

Analyzing the website design on different screens for mobile phones, Tablets, Retina display screens (Apple Devices) and various desktops screens. How to initiate a project handover, final tweaks, and finishes on the website, how to write blogs and boost the S.E.O, how to increase traffic on the website, initiating google ads to generate revenue through it & Optimizing the website to boost on google.com.

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Digital Marketing With Graphic Designing

The combination of a digital marketor with a graphic designing skill is what leading companies like **Mercedes, BMW, Pizza Hut, Ikea & Apple Inc.** are looking for.

Duration - 50 Days

Day 1

Orientation and introduction of the course. A Brief overview of what is going to be taught on the upcoming 49 Days, Installation of required software, and setup.

Day 2 - 5

Briefing on the software which you're going to be working with Adobe Illustrator, Photoshop & Adobe Experience design.

Day 6 - 20

Working with Adobe Experience Design on how to create artboards, how to use design elements freely available, how to place content to make it more appealing to the targetted audience and how to increase sales conversions through it.

Day 21 - 31

Using Adobe Photoshop, according to industry needs, and how to manipulate pictures and filters to match with the digital image of the brand and making the artworks more brand-centric towards driving the audience towards brand recognition on the digital platform.

Day 32 - 50

Working with adobe illustrator, and combining adobe experience design, photoshop and illustrator to boost your social presence, framing content, hashtags and creating the perfect digital marketing campaign from planning to execution of the marketing campaign for the different set of industries, working on live projects and marketing campaigns for clients, and using Facebook and Instagram Ad Creation system.

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<u>Our</u> Testimonials

Here's what our students say from our Beta Testing Classes

Our courses have gone through 1 year of Testing to bring about the best and give you the most value for your money, here are the testimonials from some of our students

" I was honored to be a part of Surreal Co. Learning Academy's Beta Testing program, I enrolled in the **'The Startup Entrepreneur Course'** for 30 Days, I was taught by the founders and directors of Surreal Co. International and they've been really good mentors in terms of practical work and theoretical placement, I've set up my personal brand and positioned me in the market according to what they've taught me and so far I've seen an increase in Brand's approaching me for their **'Paid Collaboration'**, and I've been landing deals from day 1 I've started the ideology and approach they've taught me. "

Fayza Kamal
Blogger/Student from lucknow

"Dedicated teaching with the use of industry-leading and demand skills, the mentors are throughout my journey helped me get my first web design & development client for a package of $1,000 USD (Rs:75,000 Approximately) for the website tejaribazar.com they've helped me throughout the project and guided me through whenever I got confused with the website's backend. I highly suggest their learning methodology and I appreciate them spending so much time in research and development of their courses to meet the current real-world demand in this space. "

Abdul **Rahman**
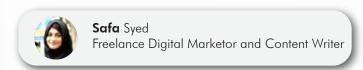Student & Freelance Website Design & Development

"The digital marketing course was on point and made me land my first job as a marketing consultant at Extraa media according to my skills, to be honest, I was lost after I completed my Bachelors with no industry knowledge and skill becoming efficient when it comes to designing & writing content as well as managing ads on social media with efficient ROI and exponential reach in the digital market. I am very thankful to my mentor Rafay sir who's been super supportive and helps you through landing a job or hire for Surreal Co. International! Extremely Thankful! "
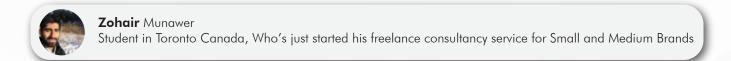
Nazeef **Affaf**
Beginner Marketing Consultant

Our Testimonials

Here's what our students say from our Beta Testing Classes

Our courses have gone through 1 year of Testing to bring about the best and give you the most value for your money, Here are the testimonials from some of our students

"I loved their approach towards making their students irreplaceable in the field's they have promised and believed in the courses they've offered and are quite skill-centric, and work on your skills. "

Safa Syed
Freelance Digital Marketor and Content Writer

"I cannot believe the amount of work and deals I've closed after I've taken their Digital Marketing and website design and development course, from approaching clients to closing the deal the mentors have jointly collaborated to give out the best knowledge-based value to all their students. All my deals are closing somewhere between $400 USD to $2,500 USD (Rs.30,000 - Rs. 1,90,000) I couldn't have done that without the amount of knowledge and skillset the team has nurtured from ground level. I'd consider it an investment to learn from them again with regards to new technologies that come into the market which they adapt to teach with market knowledge, my friends are also looking towards taking these classes as well."

Zohair Munawer
Student in Toronto Canada, Who's just started his freelance consultancy service for Small and Medium Brands

Call us today and get consulted by the Founder & Creative Director of Surreal Co. International:

📞 **+91 891 961 8562**

✉ **learningacademy@surrealgulf.com**

Become a **Success Story** and start it today!

A **Surreal Co. International** initiative

Syed Abdul Rafay
Founder & Creative Director of Surreal Co. International

Rafay has been in the industry for the past 5 Years, closing deals, and working with new technology to make the everyday task easier for businesses that wish to take their business online. From starting his own company to raising capital through investor based on the company's progress and market share, with growing the company exponentially and opening up branches in Hyderabad, India; Dubai, U.A.E & Jeddah & Saudi Arabia. He's a Brand building artist, Marketing professional and UI/UX design for Website and Mobile Devices.

I believe in making your skills prominent and making your **irreplaceable!**

Rafay

Saadat Ali
Co-Founder & Managing Director of Surreal Co. International

Saadat has been a prominent Creative designer and has a profound love for Adobe illustrator, and loves to work around new updates and feature which helps efficiently complete the task. He's also behind almost Surreal Co. International's advertising design which goes on a billboard and printable media. As well as on the client's digital end.

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Saadat

Muzzammil Syed
Co-Founder & Design Director of Surreal Co. International

Muzzammil has been in the design industry for the past 5 years from designing eye-catchy digital marketing materials for over 400 clients in his career and working efficiently to provide high-quality design elements as well as mentoring students in the design space, using Adobe Experience Design, After Effects, and Premiere Pro. Mastering the art of the right typography and color combination to trigger different emotions in the targeted audience. From creating a marketing strategy to executing it.

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Our Locations :

Hyderabad, India

Banjara Hills, Rd No.4
1st Floor, Infrascape
Technologies Building.

Jeddah, Saudi Arabia

Al Amoudi Center Off
No. 201 Beside Bridgestone
Building Palestine Street

Dubai, United Arab Emirates

Office # 1604, Lake Central
Tower, Business Bay