

Education Partnerships UK (EPUK)

International Short Courses

Computing/ Technology/ IT

BERI is the exclusive partner of EPUK

Adobe Illustrator Certification Level 1 (2 hours video learning)

This course on Illustrator covers the following topics:

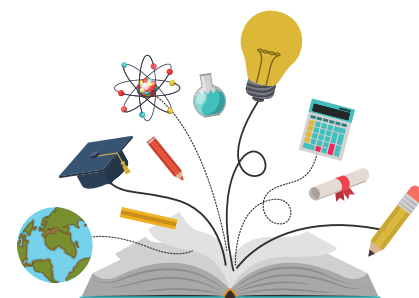
- The fundamental differences between Adobe Photoshop and Illustrator, and how each graphic interface works.
- How to open different types of new files for different requirements.
- The icons, elements and features on the Illustrator home page, and how to access each one.
- The features and benefits of using the Pen tool, and how you can use it, to create new designs, by creating pivot points, etc.
- Using the Line Segment, Spiral and Grid tools, to build an image.
- An introduction to shape tools, and how to use them.
- How to manipulate the Paintbrush and Colour features, to obtain the desired effects, including 3D and gradient effects.
- How to use the Scale, Rotate, Reflect and Width tools, to create the designs that you want.
- How to use and manipulate layers, to insert different elements into your final design.
- How to use the Shape Builder and Free Transform tools, to give your image the final touches and fine-tune it.



Excel Macros Certification (2.5 hours video learning)

This course covers the following topics:

- A comprehensive definition of Excel macros and how they work.
- How to reference and record macros.
- How to run, name and save macros.
- Professional tips and expert advice.
- Macro categories and practical coding.



Introduction to AWS Certification (0.75 hours video learning)

This course covers the following topics:

- A broad background of how AWS works and what it has to offer.
- The various subscription and pricing options.
- The security, privacy and safety features involved.
- A complete guide to each of the major service offerings available.

Introduction to Cloud Computing Certification (0.75 hours video learning)

This course covers the following topics:

- A full definition and the different categories of cloud computing
- The capabilities and potential of cloud computing and how to harness it.
- The benefits of cloud computing for companies of all sizes as well as individuals.
- The different cloud services available and how to choose the right one for your needs.

Introduction to IoT-Internet of Things Certification (0.75 hours video learning)

This course covers the following topics:

- A full definition of IoT and the different devices involved.
- A comprehensive guide to Home Automation (Smart Home) solutions.
- Practical applications of IoT, including Smart Environments and Vehicles.
- The various technologies used to enable IoT devices and objects.



Introduction to Link Building for SEO Certification (0.75 hours video learning)

This course covers the following topics:

- The full definition of and background to link building for SEO.
- The different link building options and how to choose the right one.
- How to optimise your link building through research and analysis.
- Practical link building strategies you can apply immediately.



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IT Security Certification (3 hours video learning)

This course covers the following topics:

- ☛ A comprehensive definition and history of IT Security.
- ☛ The current objectives of IT Security and how to implement them.
- ☛ All about the specific safety threats and the impact they have.
- ☛ How to ensure IT safety as both an end-user and administrator.
- ☛ The importance of assessing IT security vulnerability and how to avoid it.



Introduction to Graphic Design Certification (2.5 hours online learning)

This course covers the following topics:

- ☛ A full definition and breakdown of all the elements of graphic design.
- ☛ The traits and skill-sets you need to become a successful graphic designer.
- ☛ All about the hardware and software requirements.
- ☛ The different career choices and a guide to becoming a freelancer.

Google Analytics (2.5 hours video learning)

This course covers the following topics:

- ☛ How Google Analytics can track details regarding your users and traffic sources.
- ☛ The definitions of key terms relating to Google Analytics.
- ☛ What a segment is and how you can use segments to better analyse data.
- ☛ All about a relatively new type of report available to Google Analytics users.
- ☛ How to use UTM parameters to ensure that you are achieving your website's goals.



Link Building for SEO Certification (2 hours video learning)

This course covers the following topics:

- How to judge if a link is relevant or not, and how to determine if a link to your website is a follow or no-follow link.
- Understanding Google algorithms that determine SEO factors - this helps you upgrade your SEO strategies, in order to drive higher traffic to your website.
- The importance of getting links from credible website sources and building quality content on your website, for higher traffic.
- How to link to viral and controversial content, to generate interest.
- How to intensify SEO strategies on your web pages, by interlinking your pages and linking a page to itself.
- How to work towards establishing long-term brand value, by blogging and networking on the Internet.
- How to link to free websites, such as newspaper and industry sites, to post links to your own website.
- How to post your links on university and education websites, by offering scholarships or special discounts to students.

