



Kids June Camp 2026

THEORY MEETS PRACTICE



www.webcooks.in

Camp Structure



Digital Branding, Marketing & Content Creation

- Introduction To Branding
 - Basic Marketing Strategy
 - Script Writing & Creative Planning
 - Video Shooting & Acting Skills
 - Canva Editing & AI Tools
-

Python Programming Course

- Introduction To Python
- Variables, Input & Conditions
- Loops Mastery
- Lists, Tuples & Sets
- Functions & Mini Projects



Digital Branding, Marketing & Content Creation

Module 1

Introduction To Branding

Topics Covered	Activities / Projects
What Is A Brand?	Finalize A Brand Name
Choosing A Brand Name	Create Brand Logo In Canva
Creating Brand Identity	Choose Color Scheme & Fonts
Selecting Brand Colors & Theme	Prepare Brand Mood Board
Designing Basic Brand Style	Brand Presentation Activity

Module 2

Basic Marketing Strategy

Topics Covered	Activities / Projects
What Is Marketing?	Make A 7-Day Content Plan
How Brands Grow	Create Marketing Ideas
Understanding Video Creation	Prepare Brand Promotion Strategy
Content Planning Basics	Content Planning Activity
Creating A Simple Marketing Plan	Marketing Brainstorming

Module 3

Script Writing & Creative Planning

Topics Covered	Activities / Projects
Basics Of Advertisement Scripts	Write Your Own Brand Ad Script
Hook, Problem & Solution Method	Prepare Dialogue & Scene Flow
Writing Reels Scripts	Team Brainstorming Sessions
Storytelling For Reel Creation	Creative Storytelling Activity
Planning Video Scenes	Video Planning Practice

Module 4

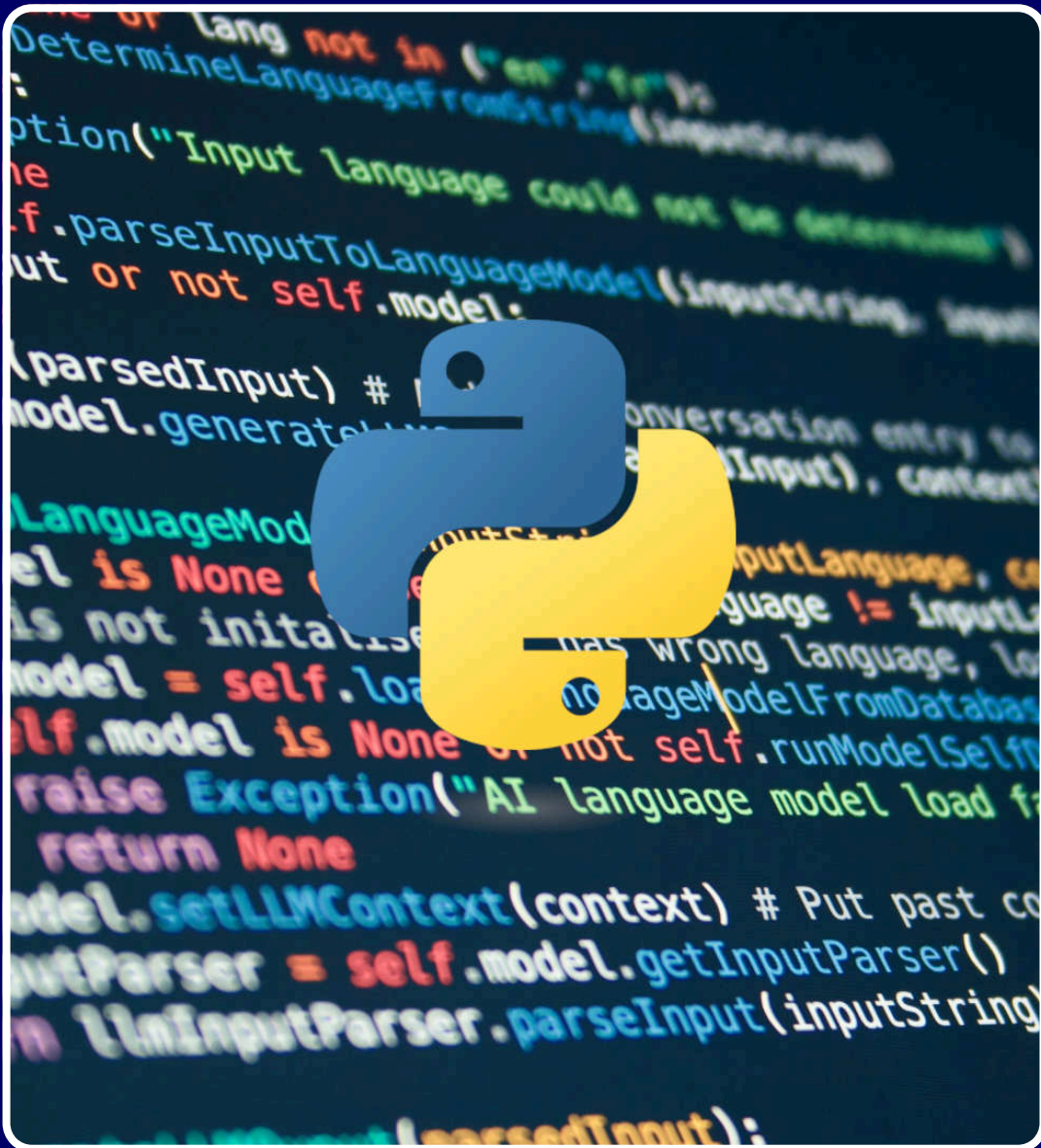
Video Shooting & Acting Skills

Topics Covered	Activities / Projects
Mobile Photography Basics	Shoot Brand Advertisement Videos
Camera Angles & Framing	Practice Acting In Front Of Camera
Lighting Basics	Create Reels/Videos
Reels Shooting Techniques	Product & Creative Shoots
Acting Confidence For Camera	Camera Confidence Practice
Voice & Expression Practice	Expression Training Activity

Module 5

Canva Video Editing & AI Tools

Topics Covered	Activities / Projects
Canva Video Editing	Edit Brand Advertisement Video
Adding Music & Effects	Create Final Reel
Text Animation	Design Promotional Posters
Transition Effects	Export Final Marketing Content
AI Image & Video Tools	AI Creative Activity
Thumbnail & Poster Design	Poster Design Practice



Python Programming Course

Module 1

Introduction To Python

Topics Covered	Activities / Projects
What Is Python?	Hello World Program
Python Setup	My First Python App
print() Function	Fun Message Generator
Running Python Code	Coding Practice
Displaying Output	Output Display Activity

Module 2

Variables, Input & Conditions

Topics Covered	Activities / Projects
Variables	Name & Age Program
User Input	Favorite Food App
if-else Conditions	Even/Odd Checker
Comparison Operators	Grade Calculator

Module 3

Loops Mastery

Topics Covered	Activities / Projects
for Loop	Multiplication Table
while Loop	Countdown Timer
range()	Number Counter
Nested Loops	Star Triangle Pattern
Patterns	Pattern Design Activity

Module 4

Lists In Python

Topics Covered	Activities / Projects
Creating Lists	Favorite Fruits List
Accessing Items	Shopping Cart Program
append() & remove()	Student Marks Manager
len() Function	Number Analyzer

Module 5

Tuples & Sets

Topics Covered	Activities / Projects
Tuples	Days Of Week Program
Sets	Lucky Number Checker
Tuple vs List	Classroom Attendance App

Module 6

Dictionaries In Python

Topics Covered	Activities / Projects
Dictionary Basics	Student Report Card
Adding & Updating Data	Phone Book App
Looping Through Dictionaries	Mini Library System

Module 7

Functions In Python

Topics Covered	Activities / Projects
Functions	Greeting Function
Parameters	Calculator Function
Return Values	Area Calculator

Module 8

Mini Projects & Games

Topics Covered	Skills Used
Quiz Game	Conditions + Lists
Rock Paper Scissors	Loops + Random
Word Guess Game	Strings + Loops
Number Guessing Game	Conditions + Random
Simple ATM System	Functions + Conditions