Curriculum 2025

Advanced Graphic Design Certificate

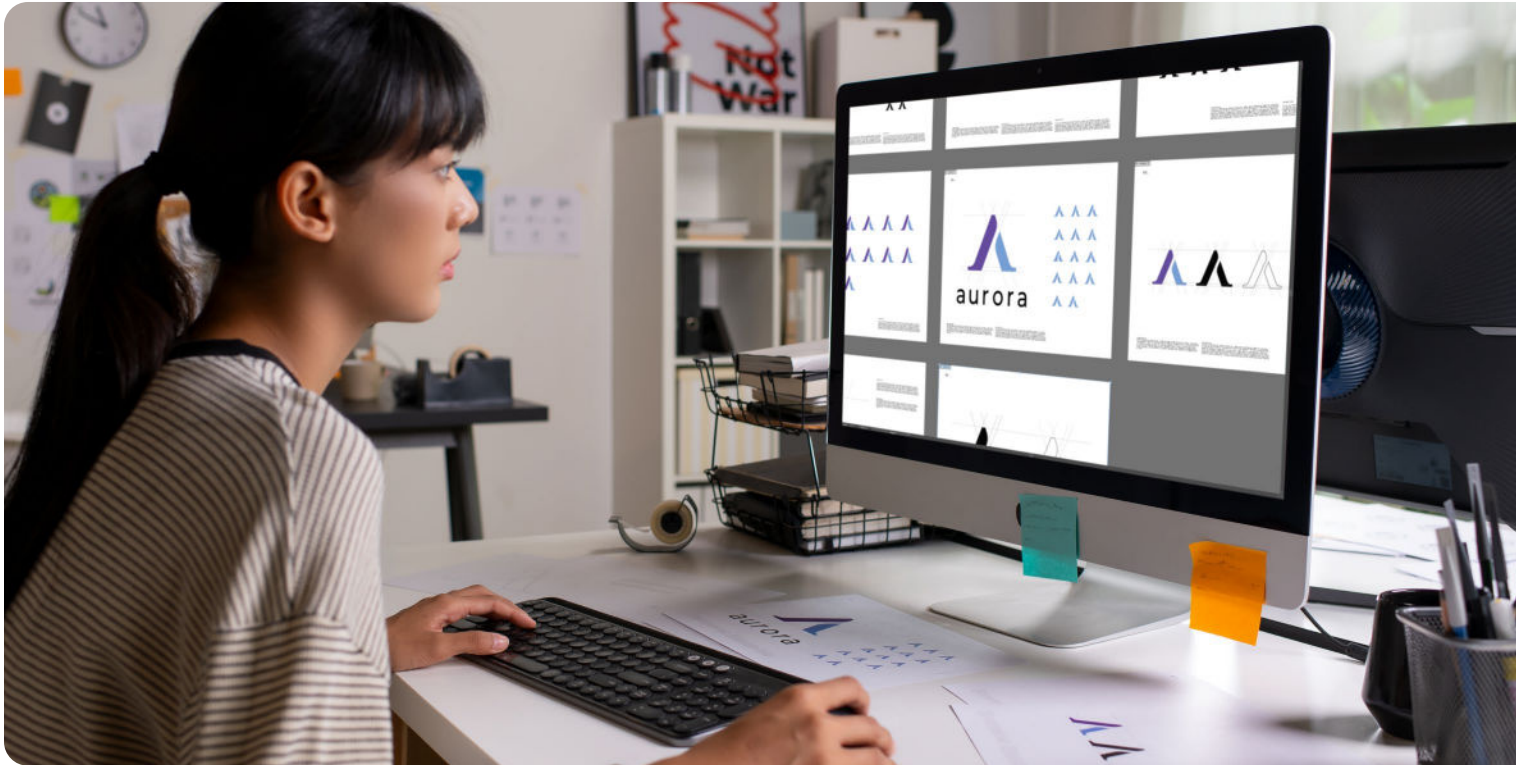# Table of Contents

WHY DWC?

$16.4K

average increase in salary of
certificate program students

Why Graphic Design?

Creating visual content is now an essential skill in today's workforce. From marketing and communications to freelance design and small business branding, the need for professionals with strong graphic design skills continues to grow.

Digital Workshop Center's Advanced Graphic Design Bootcamp is designed specifically for adult learners seeking practical, career-relevant training in a supportive and engaging learning environment. Whether you are changing careers, re-entering the workforce, or enhancing your current role, this program provides a clear and guided path into the world of visual design.

What makes this program different from other bootcamps is our personalized approach to learning. With small class sizes and live, interactive online sessions, students receive mentored instruction from experienced design professionals—not pre-recorded videos. Instructors provide real-time feedback and one-on-one support throughout the course to help you build confidence and master essential design skills.

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PROGRAM LENGTH*

115.5 total hours.
33 total sessions
of 3.5 hrs.

TARGET STUDENT

Beginner

*Additional coursework may need to be completed outside of class time.

You'll learn how to use industry-standard tools like Adobe Photoshop, Illustrator, and InDesign, along with modern techniques for branding, layout design, and digital content creation. AI tools and creative automation features are also introduced to enhance your design workflow and prepare you for the evolving job market.

The program concludes with a Capstone project and portfolio presentation, giving you the chance to showcase your abilities and walk away with tangible work samples. You'll also be prepared to take the Adobe Certified Professional exam to validate your new skills.

Whether your goal is to start a freelance business, transition into a creative role, or simply add new skills to your resume, this bootcamp is designed to help adult learners gain the confidence and tools they need to succeed in design.

PRE-REQUISITES

- **Basic Digital Literacy:** Ability to navigate macOS or Windows, manage files/folders, and use a web browser.
- **Familiarity with Digital Tools:** Comfortable using common software like Google Workspace or Microsoft Office.
- **Creative Interest or Visual Awareness:** Enthusiasm for design, visual arts, or digital media.
- **Reliable Computer & Internet Access:** Capable of running Adobe Creative Cloud apps.
- **Willingness to Learn Software Like Photoshop, Illustrator, and InDesign:** No prior experience required, but students should be motivated to learn technical tools.

Possible Graphic Design Career Paths

Graphic design skills remain in high demand with over 22,000 job openings on average for every year over the decade.

GRAPHIC DESIGNER

Graphic designers can be found in a variety of industries as they are experts at planning and projecting ideas and experiences through the creation of visual and textual content.

USER INTERFACE DESIGNER

User interface designers are focused on the look and feel of how a digital product works for its users and are concerned with how accessible the visual aesthetics are.

CONTENT MANAGER

Using graphic design skills and software like Adobe Illustrator and InDesign, content designers sketch and create visually compelling materials for marketing strategies.

WEB DESIGNER

Web designers contribute to the development of websites through the creation of individual web pages, page layouts, navigation menus, and the overall website structure.

Performance Based Objectives

Upon successful completion of this program, students will:

- ✓ Understand core design principles, color theory, typography, and layout fundamentals
- ✓ Build fluency in graphic design vocabulary and visual communication strategies

- ✓ Edit and enhance images using Adobe Photoshop, including AI-powered tools for selection, retouching, and content generation
- ✓ Create vector graphics and professional logos in Adobe Illustrator, incorporating AI-assisted design features
- ✓ Design multi-page layouts and publications in Adobe InDesign using advanced layout techniques and automated tools

- ✓ Develop a cohesive brand identity and create branded assets, leveraging AI tools for ideation, layout suggestions, and creative enhancements
- ✓ Organize and share assets efficiently across Adobe apps using Creative Cloud Libraries
- ✓ Complete a Capstone project and launch a professional portfolio showcasing their design skills
- ✓ Prepare for the Adobe Certified Professional (ACP) exam and explore job search strategies in today's creative industry

WHY DWC?

1 on 1

career counseling and mentoring included

Curriculum

All instruction for this program is held on Zoom. You will be able to access class Zoom links through your student portal. The Graphic Design Program (Live) meets twice per week for 3.5 hours per session on a fixed schedule.

MODULES		HOURS*	SESSIONS
MODULE 1	Design Fundamentals	17.5	5
MODULE 2	Adobe Photoshop for Media Production	28	8
MODULE 3	Adobe Illustrator & Graphic Assets	28	8
MODULE 4	Adobe InDesign & Complex Layouts	28	8
MODULE 5	Advanced Branding & Identity Design	7	2
MODULE 6	Portfolios and Capstone Project	7	2
Total		115.5	33

*All schedules are approximate and subject to change. Your instructor reserves the right to alter this calendar as circumstances may dictate.

*Each module may require registration in multiple stand-alone classes
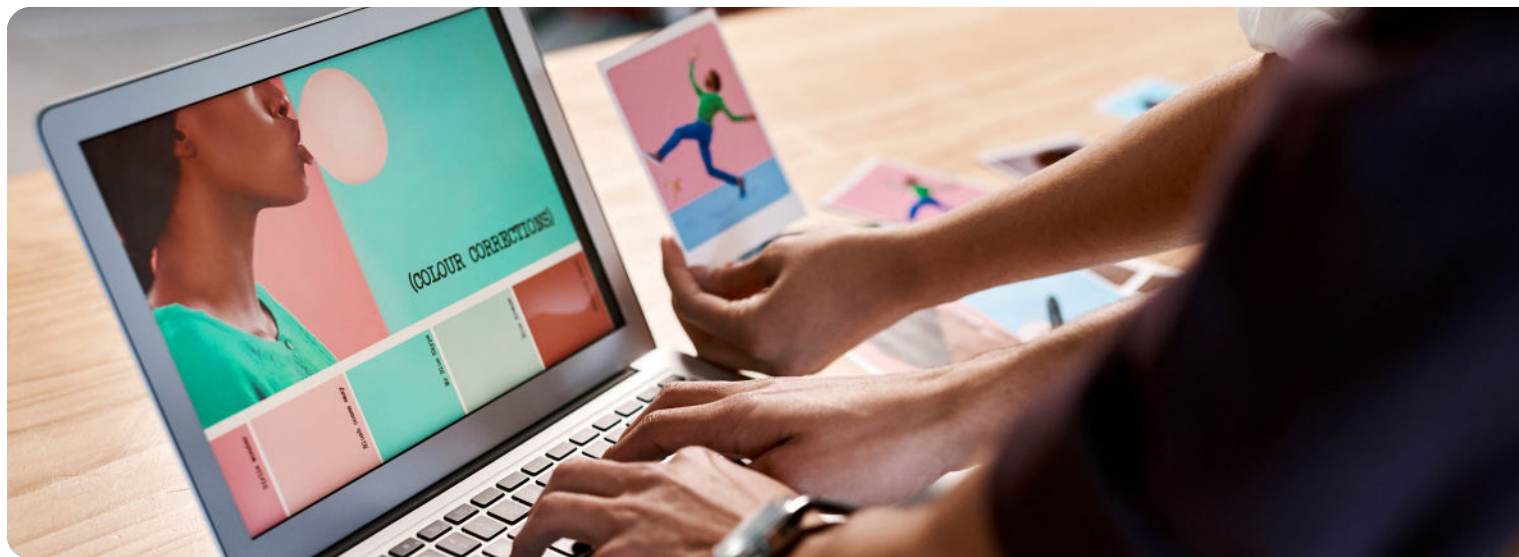
MODULE 1 / 17.5 HRS / 5 SESSIONS

Design Fundamentals

This module provides the creative foundation for the entire program. Students will learn the principles of effective visual design—hierarchy, balance, rhythm, and spatial organization—and how to apply them across multiple media formats. Typography and color theory are explored in depth to develop visual literacy, and students will engage in design critiques to improve their ability to analyze and refine work. By the end of this module, students will be able to create visually appealing designs that communicate effectively across platforms.

- Apply design principles (Balance, contrast, rhythm, hierarchy) to real-world media projects
- Select and pair typefaces effectively for readability and tone
- Use color theory to create visually appealing, accessible designs
- Integrate design elements into cross-platform layouts
- Participate in and lead structured design critiques
- Communicate design choices clearly to collaborators and clients

ALUMNI SUCCESS STORIES

"If you want your business to be successful, you need a digital footprint and you need the skill set to have it."

Crystal Gregory
DWC Alum

READ TESTIMONIALS

MODULE 2 / 28 HRS / 8 SESSIONS

Adobe Photoshop for Media Production

includes Photoshop Beginners (Level 1) and Photoshop Advanced (Level 2)

In this module, students master Adobe Photoshop for creating and editing raster graphics. Topics include image correction, compositing, and advanced selection techniques. Students will work on creating print-ready files, social media graphics, marketing collateral, and visual assets for integration into video projects. By the end of this module, students will be able to produce professional-quality digital and print media using Photoshop's full range of tools.

- Navigate the Photoshop interface and manage layers efficiently
- Perform professional-grade photo correction and retouching
- Create marketing-ready graphics for both print and digital formats
- Use masking and blending modes for complex compositions
- Apply Photoshop's AI tools (E.g., generative fill) to enhance workflows
- Export optimized files for various platforms and uses

Adobe Illustrator & Graphic Assets

includes Illustrator Beginners (Level 1) and Illustrator Advanced (Level 2)

Students learn to create scalable vector graphics for branding, icons, infographics, and other media. This module emphasizes branding consistency, vector workflow best practices, and creating design systems for cross-platform use. By the end of this module, students will be able to create professional vector designs and export them for integration into print, digital, and video projects.

- Create vector graphics, logos, and brand marks using Illustrator's core tools
- Design scalable assets adaptable to multiple media platforms
- Use pen and shape tools for precise illustration work
- Create and manage brand style guides and asset libraries
- Incorporate Illustrator AI tools for faster production
- Prepare vector files for integration into print, web, and video projects

ALUMNI SUCCESS STORIES ⭐

"*Look at the Digital Workshop Center to see if it provides those skills at a much more affordable cost than traditional college would.* "

Kathy Bush
DWC Alum

READ TESTIMONIALS

MODULE 4 / 28 HRS / 8 SESSIONS

Adobe InDesign & Complex Layouts

includes InDesign Beginners (Level 1) and InDesign Advanced (Level 2)

In this module, students will learn to use Adobe InDesign—the go-to tool for creating professional, multi-page layouts. You'll explore how InDesign differs from Photoshop and Illustrator, and how it excels at designing brochures, magazines, and interactive PDFs. Students will develop skills in typographic layout, style systems, and document formatting while working on a polished, print- and web-ready project. By the end, you'll be equipped to create clean, organized layouts for both print and digital publishing.

- Navigate the InDesign workspace and document setup
- Understand when to use InDesign vs. Photoshop or Illustrator
- Create and manage multi-page layouts using master pages and styles
- Flow, format, and style text using advanced typography tools
- Place and manage images, graphics, and layered objects
- Use paragraph, character, object, and table styles for consistency
- Design documents for print, digital, and interactive outputs (PDFs, eBooks, etc.)
- Integrate with other Adobe tools and collaborate via Creative Cloud
- Explore AI-powered tools for layout assistance and content generation
- Complete a final project (e.g. interactive brochure, marketing flyer, or social media PDF)

ALUMNI SUCCESS STORIES ⭐
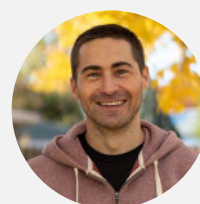
"That's what was great (about your instructors) because he is part of the graphic design world. His career is so vast. So we're learning technical skills, but he was also giving us a lot of real world situations..."

Michael Weaver
DWC Alum

READ TESTIMONIALS

Advanced Branding & Identity Design

In Module 5, students learn how to develop a complete brand identity system—from initial discovery and concept development to final execution and presentation. Students explore how to define a brand's personality, create logos, and design supporting visuals that align with brand messaging and audience needs. In addition to traditional design workflows, this module introduces modern tools such as Figma for collaborative design and prototyping, along with emerging AI-powered tools (like Adobe Firefly, Canva AI, and Looka) that assist with concept generation, layout automation, and design variation.

Through client-style briefs, students build real-world brand assets, work in shared digital environments, and experiment with AI to speed up ideation or refine visual direction. The module culminates in the creation of a comprehensive brand package and a polished style guide ready for inclusion in the student's portfolio.

- Brand discovery: audience research, moodboards, positioning
- Logo creation from sketch to vector (Illustrator + Figma)
- Design systems: fonts, color, imagery, icons, and tone
- Introduction to Figma for collaborative branding projects
- Exploring and leveraging AI design tools for ideation, layout, and creative enhancements
- Final brand presentation deck and mockups for portfolio

MODULE 6 / 7 HRS / 2 SESSIONS

Portfolios and Capstone Project

In Module 6, students have an opportunity to put their finishing touches on a standout, industry-ready portfolio. In addition, as students begin to look after graduation and to the next step of their career path, our instructors will provide extensive mentorship on what the job market trends look like, and how to prepare to find work as a graphic designer and content creator. At the end of this module, students will present their final Capstone project and receive critique from their peers.

- Planning Capstone projects & portfolios
- Finding work as a graphic designer
- Resume writing for creatives
- Job search strategies and outreach
- Personal branding on LinkedIn and online platforms
- Full-scope design project: brand, packaging, campaign, etc.
- Final portfolio review
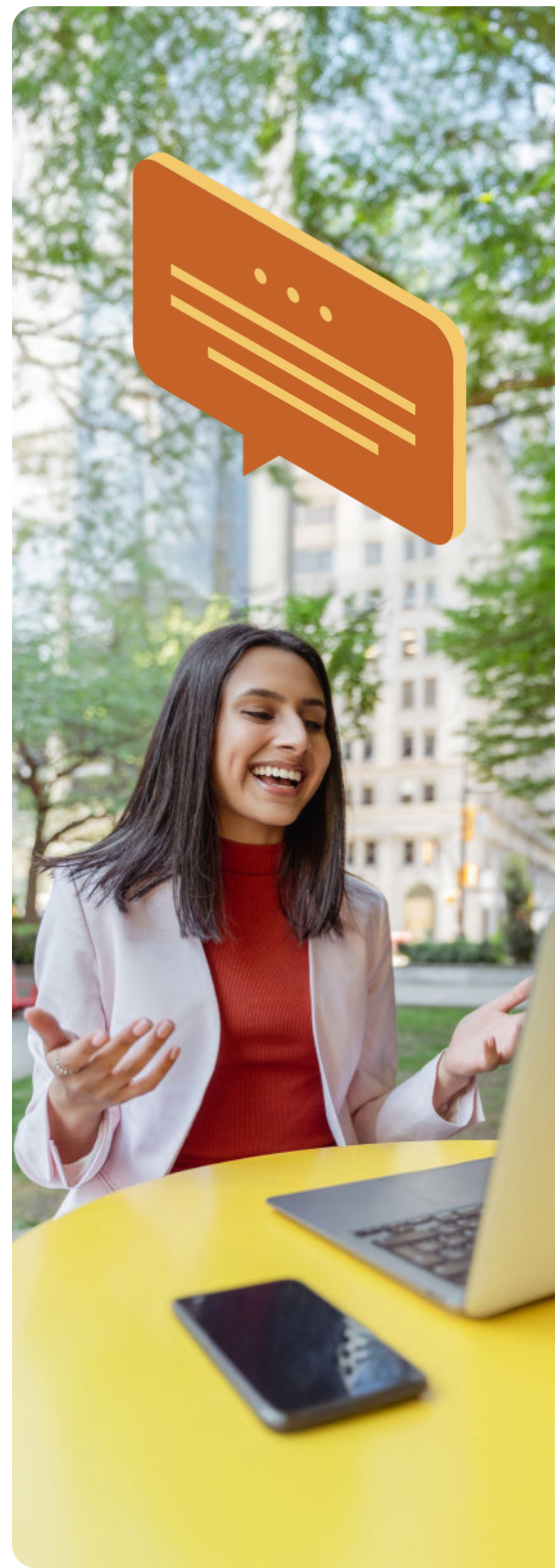
Pace & Schedule

At Digital Workshop Center, we know that how you choose to learn is one of the key factors driving your success. Combining live online learning through Zoom and individualized support, all students have access to a personalized and mentored learning experience.

Learn online. With guidance every step of the way.

DWC students have access to career coaching, Slack channels, and team support throughout the program.

Your program will be a cohort of students, all learning to together in a live lecture format.

Length	24 weeks
Time Commitment	115.5 hours
Career Services Support	Yes
1:1 With Instructors	Yes
Live Lectures	Yes
Assigned Cohort	Yes

Why Digital Workshop Center?

Established in 2006, Digital Workshop Center is a school for tech careers focused on job skills and professional development. Our certificate programs are delivered in an online, bootcamp format with live instruction. DWC is an alternative option for nontraditional students and the professional workforce.

WE OFFER SCHOLARSHIPS

You may only apply for one of the following scholarships:

Tech Skills Scholarship
For unemployed, dislocated workers, or those looking to up-skill, re-skill, or add new skills

Women and Tech Scholarship
For women looking to re-skill, up-skill or add new skills in a technology career

Veterans Tech Skills Scholarship
For active or retired military service members and their families

LEARN MORE

WHERE OUR GRADS HAVE BEEN HIRED

Ready to Transform Your Career in Just 3 Simple Steps?

STEP 1

Talk to an Advisor

Schedule a quick 15-minute meeting with a student advisor. Ask questions about the enrollment process, tuition, schedules & more.

SCHEDULE MEETING

STEP 2

Discover the Digital Workshop Center Difference

Experience our unique approach before you commit. Attend our mandatory program orientation to get a feel for our hands-on, practical teaching style.

LEARN MORE

STEP 3

Easy Enrollment

Begin your journey effortlessly with our straightforward online application. It's fast, easy, and your first step towards a brighter future.

APPLY NOW

Contact Us

Phone: 970-908-8091
Email: info@digitalworkshopcenter.com

Have Questions?

Have questions about our programs? Reach out to our admissions team for more help.

CONTACT US