

Curriculum 2025

# Advanced Graphic Design Certificate



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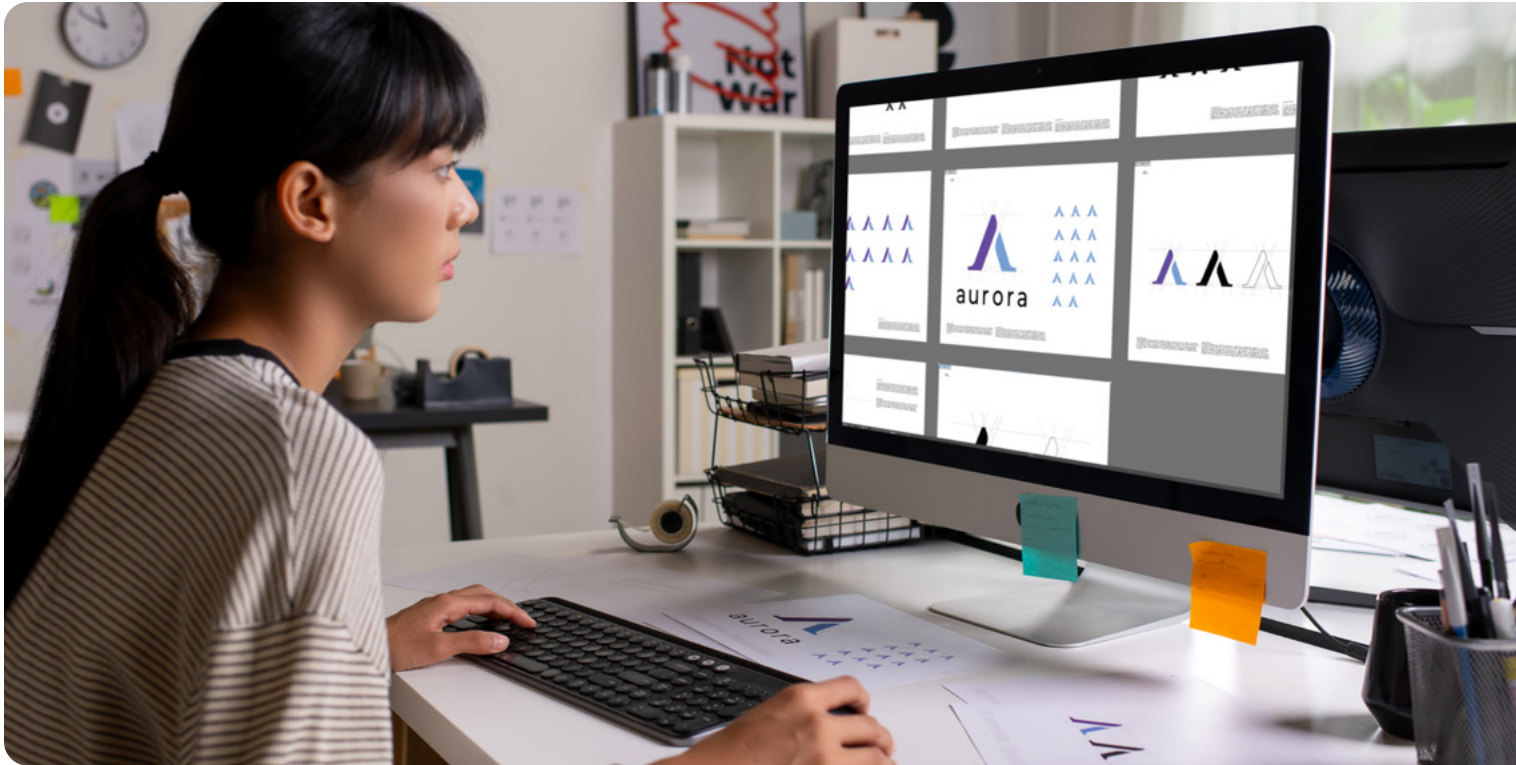
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WHY DWC?

**\$16.4K**

average increase in salary of  
certificate program students



## Why Graphic Design?

Creating visual content has become an essential skill for more careers than ever before. From digital marketing to graphic design to web design, there is an ever-growing need to have visual design skills for high demand careers.

Digital Workshop Center’s Advanced Graphic Design program explores a modern approach to visual design principles, as well as the tools and techniques needed to design for any scenario.

Built for all skill levels, our program is a comprehensive look at industry-leading software and how graphic design skills can prepare you for a wide range of high demand career paths. Our approach is frequently validated by hiring managers and will leave students fully prepared to pursue a variety of design career paths.

**PROGRAM LENGTH\***

95 total hours.  
26 total sessions  
of 3.5 hrs. Four  
1-hr capstone  
meetings

**TARGET STUDENT**

Beginner

**PRE-REQUISITES**

Basic Digital  
Literacy is  
required.

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

## 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 principles & elements of visual design
- ✓ Improve graphic design vocabulary
- ✓ Edit images & create beautiful compositions using advanced Adobe Photoshop techniques
- ✓ Create logos and branding materials with Adobe Illustrator
- ✓ Design complex layouts for longer documents using Adobe InDesign
- ✓ Integrate Adobe programs using Adobe CC libraries
- ✓ Launch a professional portfolio and present a final Capstone project
- ✓ Discuss the current job market and strategies for finding work as a designer

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  |
|-----------------|---------------------------------|-----------|-----------|
| <b>MODULE 1</b> | Design Fundamentals             | 7         | 2         |
| <b>MODULE 2</b> | Adobe Photoshop                 | 28        | 8         |
| <b>MODULE 3</b> | Adobe Illustrator               | 28        | 8         |
| <b>MODULE 4</b> | Adobe InDesign                  | 28        | 8         |
| <b>MODULE 5</b> | Portfolios and Capstone Project | 4         | 4         |
| <b>Total</b>    |                                 | <b>95</b> | <b>30</b> |

\*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 / 7 HRS / 2 SESSIONS**

# Design Fundamentals

In Module 1, students will learn the principles and elements of graphic design in order to understand how we create beautiful compositions. Examining graphic design begins with exploring the theories behind successful designs. Our program dives deep into these visual frameworks and essential concepts. By the end of this module, students will have a foundation of design language to be able to build upon throughout the rest of their program.

- Introduction & overview of program
- Fundamentals, vocabulary, tools 101
- Art vs Design
- Principles and Elements of Design
- Proportion & Golden Mean
- Layout structures & Designing on a Grid
- Color theory & Creating a color scheme
- Typography
- Gestalt Principles, Color, and Composition
- Low-Fidelity vs. High-Fidelity
- Imagery, iconography, and proper ways to source
- Effective techniques for collaboration and project management
- Accessibility

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

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

In Module 2, students will explore the industry-leading Adobe Photoshop software and Creative Cloud suite. Photoshop remains as the gold standard for employers seeking to hire for design skills. By the end of this module, students will have created complex visual compositions that could be used for marketing, design, and more.

- Overview and Introduction to the PS environment
- Determining Graphic Type and Resolution
- Discussing raster vs vector graphics
- Using the PS workspace
- Navigating & managing documents
- Working with selections
- Exporting files for web vs print
- Advanced selections
- Layer Basics
- Layer Effects
- Using visual aids such as guides, grid, rulers
- Blending mode, opacity, and adjustments
- Photo Corrections
- Quick Fixes
- Masks
- Channels
- Working with advanced type
- Using Generative AI
- PS Project (e.g. composition for professional ad, poster, or related)







### MODULE 3 / 28 HRS / 8 SESSIONS

## Adobe Illustrator

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

In Module 3, students explore vector graphics with Adobe Illustrator. An industry-leader for professional designers, Illustrator is essential for any serious designer trying to advance in their career field. From logos to branding, students will have the opportunity to create their own designs by the end of this module.

- Best practices of vector artwork, logos, and branding
- Working with multiple artboards
- Techniques for selecting artwork
- Creating basic shapes
- Exporting files for web vs print
- Using complex shapes
- Grouping & Isolation Mode
- Transforming artwork
- Basic logo and branding design concepts
- Using the drawing tools & drawing with the Pen tool
- Blending colors and shapes, exploring effects and graphic styles
- Using visual aids such as guides, grid, rulers
- Working with type & creating Point Type
- Organizing work with layers
- Using AI tools in Illustrator
- Illustrator project (e.g. Logos, branding assets, tri-fold brochure)

#### 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

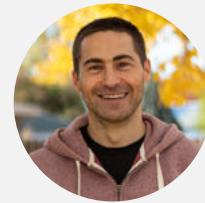
# Adobe InDesign

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

In Module 4, students examine the role of InDesign for design of complex documents. Our program helps to create well rounded designers, and InDesign is a skill that is valued across countless job opportunities. By the end of this module, students will know why InDesign is a proven leader in creating longer documents, as well as the differences from other design tools.

- Getting to know the InDesign work area
- Best practices for use of InDesign vs PS/ILL
- Setting up a document & working with pages
- Work with color, objects and images
- Flow and edit text & working with type
- Using Styles & creating complex layouts for longer documents
- Advanced character and paragraph formatting
- Adding tables to display data effectively
- Adding layer effects and transparency to graphic objects
- Collaborate with coworkers and clients through Adobe Creative Cloud
- Export work for professional printing, websites & more
- Incorporating AI tools for InDesign
- InDesign project (e.g. multi-page print project, interactive PDF, etc)

### 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](#)

## MODULE 5 / 4 HRS / 4 SESSIONS

## Portfolios and Capstone Project

In Module 5, students have an opportunity to put their finishing touches on their 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.

- Finding work as a Designer
- Design Interviews
- Portfolio: planning, review designer portfolios, critiques
- Final Presentations and Critique



# 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.

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|        |          |
|--------|----------|
| Length | 24 weeks |
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|-----------------|----------|
| Time Commitment | 95 hours |
|-----------------|----------|

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| Career Services Support | Yes |
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| 1:1 With Instructors | Yes |
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|               |     |
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| Live Lectures | Yes |
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|-----------------|-----|
| Assigned Cohort | Yes |
|-----------------|-----|

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# 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](tel:970-908-8091)

Email: [info@digitalworkshopcenter.com](mailto:info@digitalworkshopcenter.com)



## Have Questions?

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

[CONTACT US](#)