Curriculum 2025

Video Design Certificate
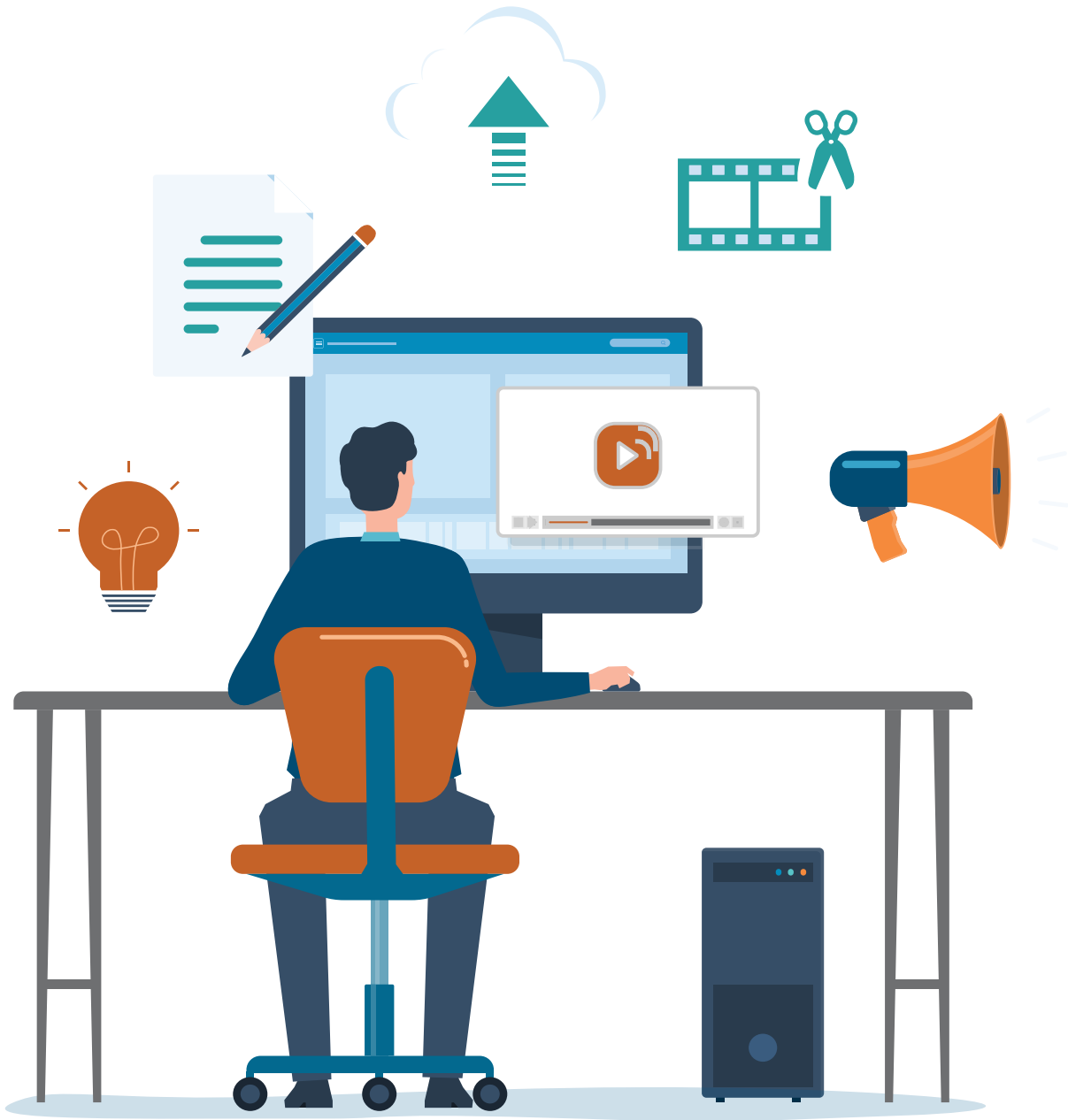

DIGITAL
WORKSHOP center

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WHY DWC?

$16.4K

average increase in salary of
certificate program students

Why Video Design?

Our Video Design Certificate offers the classes needed to provide a foundation in the latest video editing software, including Adobe Premiere Pro and After Effects, and strategies for modern video marketing.

Every business is looking for video content to tell their story. With so many channels now available through the web and social media, video content is more important than ever before. Learn how to master video design skills, improve your storytelling, and move forward with your career path in video marketing today.

Throughout the Video Design Certificate, you will learn the skills to create and edit your next video project. If you are seeking a new job using these skills, this program will help you be more marketable to employers within marketing and design positions. Video content has become an important part of a marketing plan for any sized business. Stay relevant and modern with the latest video editing skills on your resume and get started today.

PROGRAM LENGTH*
137 total hours. 42 total sessions of 3.5 hours each. Plus four 1-hr Capstone project meetings.

TARGET STUDENT
Beginner

PRE-REQUISITES
Basic Digital Literacy is required.

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

Possible Video Design Career Paths

Those with the skills to edit and design video will continue to see growth in career opportunities. Over the next decade, over 8,000 openings will be available each year in the Video Design industry.

VIDEO MARKETER

Video is a powerful tool in capturing attention of consumers and video marketers are able to incorporate effective visuals into marketing strategies.

VIDEO EDITOR

Video editors have an important role in pacing the message of digital content, specializing in piecing together visual and audio elements.

CONTENT DEVELOPER

Similar to content specialists, content developers perform in depth research into audience behaviors to create a variety of media to effectively promote a brand's message.

MULTIMEDIA DESIGNER

Through integrating a range of visual media such as graphics, animations, and video to communicate a message, multimedia designers are able to turn ideas from stakeholders into a designed reality.

Performance Based Objectives

Upon successful completion of this program, students will:

- ✓ Explore principles and elements of design
- ✓ Use Photoshop to edit still images used as video assets
- ✓ Understand best practices and terminology for video production
- ✓ Create dynamic videos using Adobe Premiere Pro

- ✓ Design and implement animations using Adobe After Effects
- ✓ Understand video marketing concepts and storytelling
- ✓ Create content strategies for video marketing
- ✓ Examine best practices for video on social channels such as Youtube

- ✓ Analyze video metrics from social and digital channels
- ✓ Finish a real-world video project with one-on-one help from a mentor
- ✓ One-on-one job search and resume writing assistance with a career coach

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 Video Design Program (Live) meets twice per week for 3.5 hours per session on a fixed schedule.

MODULES		HOURS*	SESSIONS
MODULE 1	Design Fundamentals	7	2
MODULE 2	Adobe Photoshop	28	8
MODULE 3	Adobe Illustrator	28	8
MODULE 4	Adobe Premiere Pro	28	8
MODULE 5	Adobe After Effects	28	8
MODULE 6	Video Marketing Strategy	14	4
MODULE 7	Capstone Project	4	4
Total		137	42

*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 explore a crash course on the principles and elements of visual design. Examining concepts like balance and composition along with color and typography, students will understand why we find some designs more visually appealing than others. By the end of this module, students will have a better understanding of design vocabulary and trends.

• A short history of visual communication
• Art vs. Design
• Primary principles of design
• Support principles of design
• The use of design elements as compositional content
• Elements of design
• Effective use of color
• Effective use of typography
• Effective techniques for collaboration and project management

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 create static graphics using Adobe Photoshop. Understanding pixel based graphics is essential to working with motion graphics and provides a solid foundation to build upon. By the end of this module, students will be able to design stunning graphics for their video projects and more.

• Get to Know the Work Area
• Basic Photo Corrections
• Working with Selections
• Layer Basics
• Quick Fixes
• Masks and Channels
• Typographic Design
• Advanced Compositing
• Painting with the Mixer Brush
• Preparing Files for the Web
• Producing and Printing Consistent Color

MODULE 3 / 28 HRS / 8 SESSIONS

Adobe Illustrator

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

In Module 3, you will learn how to create vector graphics including logos, branding, and assets to be used in your video projects. Adobe Illustrator is a fundamental component of any graphic design toolset. As you grow into your video design career, it is essential that you are confident using Illustrator and apply your skills in real-world scenarios.

- Getting to know the work area
- Determining Graphic Type and Resolution
- Working with multiple artboards
- Techniques for selecting artwork
- Use existing shapes to create professional designs
- Transforming artwork
- Creating an Illustration with the Drawing Tools
- Using the Pen Tool
- Blending colors and shapes
- Using Brushes
- Exploring Creative Uses of Effects and Graphic Styles
- Creating a Product Mockup in Perspective
- Using Symbols
- Using Illustrator with other Adobe Applications
- Preparing files for the web

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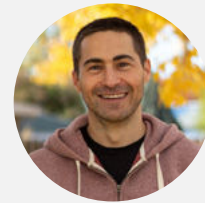
"That's what was great (about your instructors) because he is part of the graphic design world. His career is so vast. So we're learning technical skills, but he was also giving us a lot of real world situations..."

Michael Weaver
DWC Alum

READ TESTIMONIALS

MODULE 4 / 28 HRS / 8 SESSIONS

Adobe Premiere Pro

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

In Module 4, students learn how to create video compositions in Adobe Premiere Pro. Learning everything from setting up a project to advanced editing, you will find how incredible this software can be. By the end of this module, you will be able to create professional videos for marketing and more.

- What is non-linear editing?
- How does digital video editing work?
- Setting up a Project, Importing & Organizing Media
- Mastering the Essentials of Video Editing
- Working with Clips and Markers
- Mastering Advanced Editing Techniques
- Exporting Frames, Clips, and Sequences
- Review non-linear editing (NLE) basics
- Workflow, Shortcuts and commands
- Adding Transitions & Putting Clips in Motion
- Editing and Mixing Audio
- Adding Video Effects
- Improving Clips with Color Correction and Grading
- Exploring Compositing Techniques, Chromakey Basics
- Creating Graphics
- Render Review

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 5 / 28 HRS / 8 SESSIONS

Adobe After Effects

includes After Effects Beginners (Level 1) & After Effects Advanced (Level 2)

In Module 5, you will add another essential video graphic skill in Adobe After Effects. Creating motion graphics in After Effects adds interesting assets throughout your video compositions. By the end of this module, you will be able to create stunning 3D animations that add a professional feel to your project.

- What is compositing
- How does digital video editing work
- Getting to Know the Workflow
- Creating a Basic Animation Using Effects and Presets
- Animating Text
- Working with Shape Layers
- Working with Masks
- Animating Layers
- Rendering and Outputting
- Masks
- Layers
- Workflow
- Animating a Multimedia Presentation
- Distorting Objects with the Puppet Tools
- Using the Roto Brush Tool
- Performing Color Correction
- Using 3D Features
- Working with the 3D Camera Tracker
- Advanced Editing Techniques
- Render Review
- Chromakey Tutorial

MODULE 6 / 10.5HRS / 3 SESSIONS

Video Marketing Strategy

In Module 6, students will learn how to share their video assets with the world. For marketing and advertising purposes, video marketing has incredible power to catch users attention on platforms such as social media. By the end of this module, you will be able to devise a plan to release your video work, measure the results, and fine tune a video marketing strategy.

• Digital Strategy for Video
• Content strategy for video
• Social & digital strategy for video
• Video metrics from social and digital channels
• Social optimization for video (Meta and YouTube best practices)
• Optimizing video for digital / social distribution
• Digital marketing landscape
• Defining strategy & key performance indicators
• Conversion rates & benchmarks

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 7 / 4 HRS / 4 SESSIONS

Portfolios and Capstone Project

In Module 6, students have an opportunity to put their finishing touches on their Capstone project. 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 within the video design world. At the end of this module, students will present their final Capstone project and receive critique from their instructor and peers.

• Finding work as a video designer
• What to expect in interviews
• Final presentations and critique
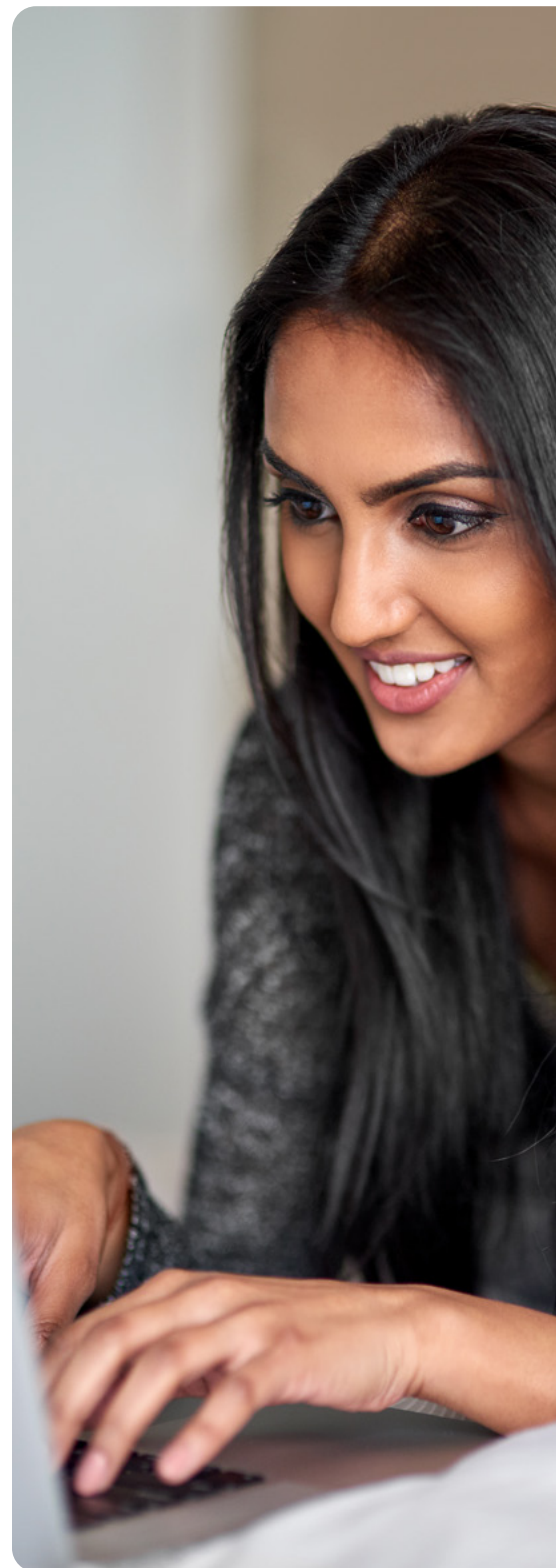
Pace & Schedule

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.

Length	21 weeks
Time Commitment	137 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