

Curriculum

Advanced Graphic Design Certificate



Table of Contents

Why Graphic Design?..... 1

Pre-requisites..... 2

Possible Graphic Design Career Paths..... 3

Performance Based Objectives..... 4

Curriculum..... 5

Module 1: Design Fundamentals..... 6

Module 2: Adobe Photoshop for Media Production..... 7

Module 3: Adobe Illustrator & Graphic Assets..... 8

Module 4: Adobe InDesign & Complex Layouts..... 9

Module 5: Advanced Branding & Identity Design..... 10

Module 6: Portfolios and Capstone Project..... 11

Pace & Schedule..... 12

Why Digital Workshop Center?..... 13

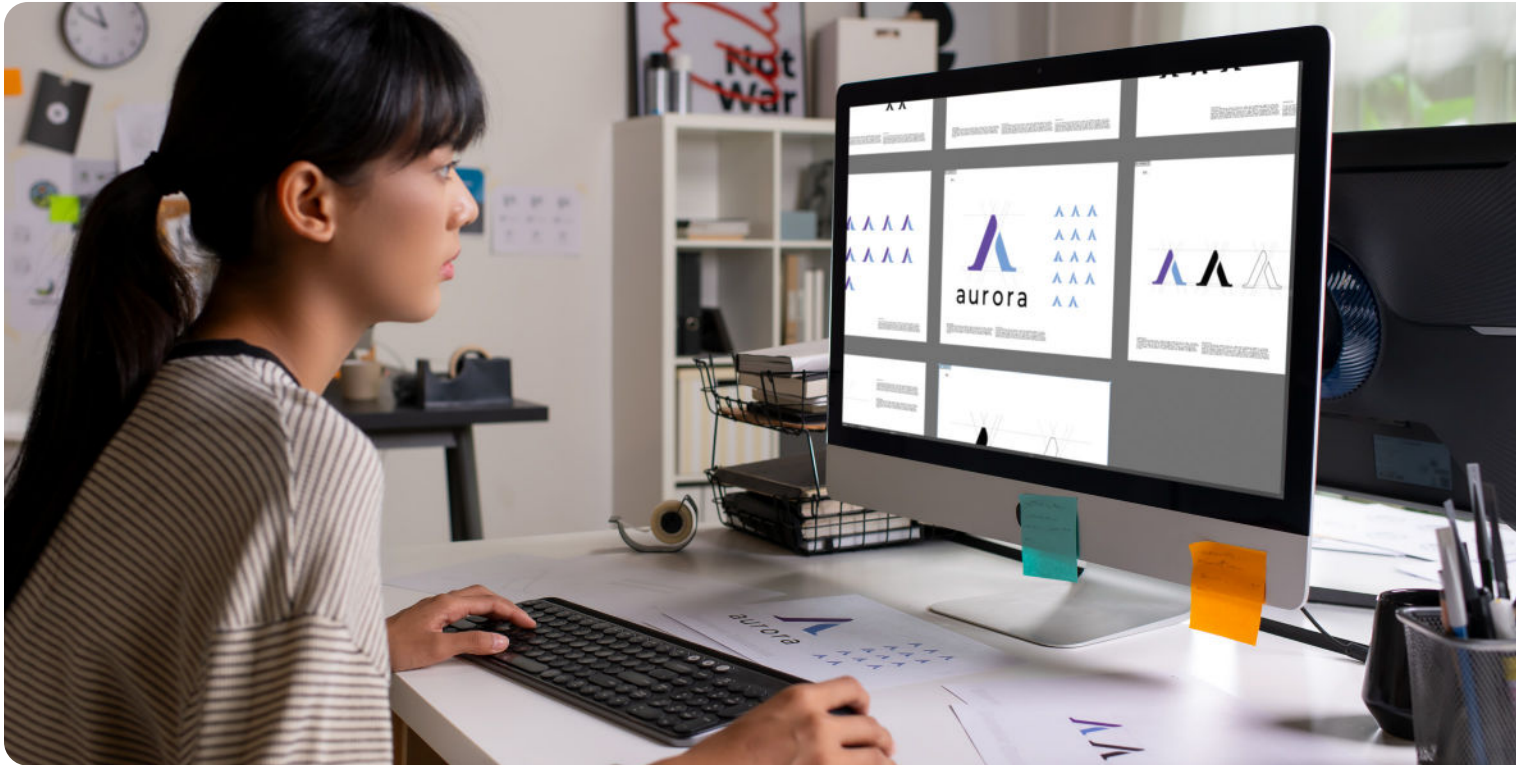
Apply Now..... 14

Contact Us..... 14

WHY DWC?

115.5

hours of live, instructor-led training



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 Certificate 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 is our personalized approach to learning. In a small live cohort with interactive online sessions, you receive mentored instruction from experienced design professionals, not pre-recorded videos. Instructors give real-time feedback 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. The curriculum aligns to the Adobe Certified Professional (ACP) exams, so you'll be prepared to sit for them to validate your new skills. Exam fees are not included in tuition.

Whether your goal is to start a freelance business, transition into a creative role, or simply add new skills to your resume, this certificate program 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 are needed in every industry that produces marketing, branded content, or digital products.



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

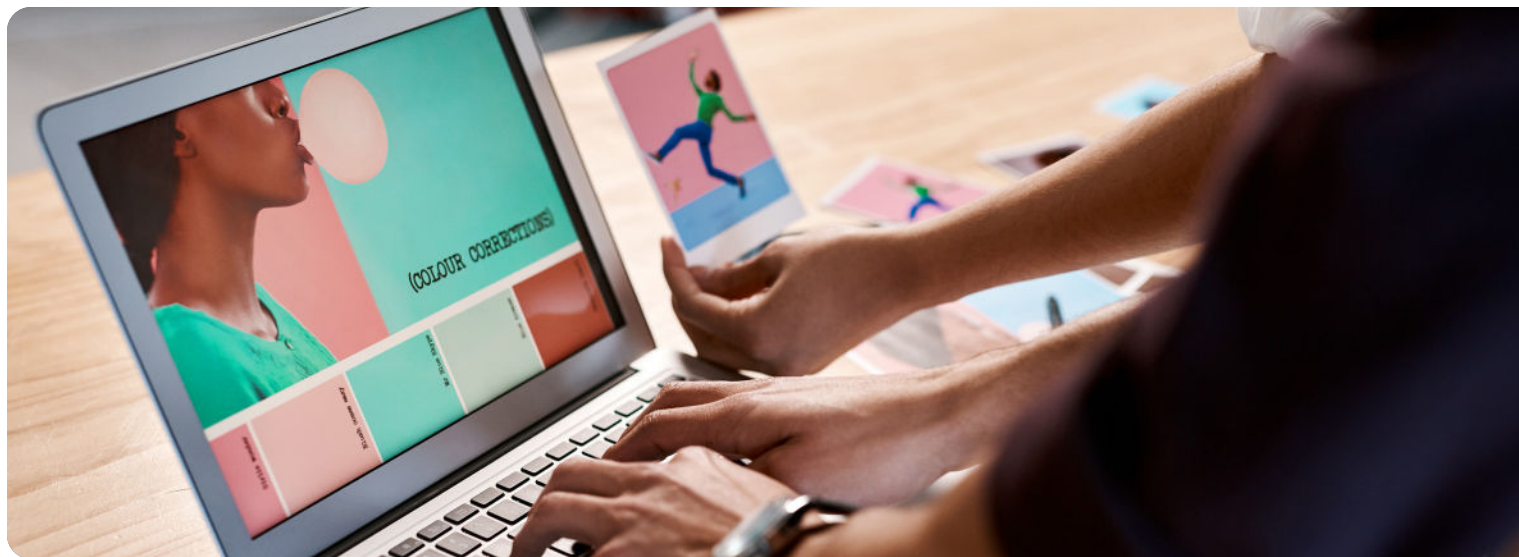
Curriculum

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



"Good critiques of our assignments, with helpful comments to improve the visual impact of these."

Suzanne S.
DWC Alum

READ TESTIMONIALS

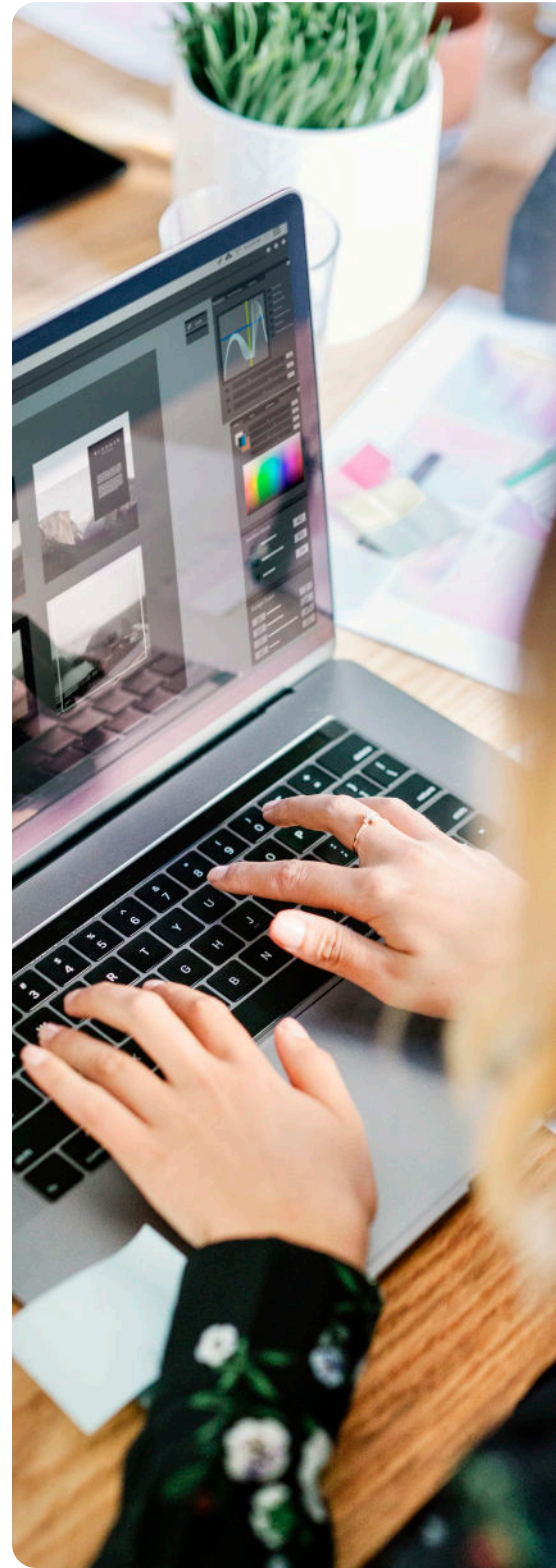
MODULE 2 / 28 HRS / 8 SESSIONS

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



**MODULE 3 / 28 HRS / 8 SESSIONS**

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 B.
DWC Alum

[READ TESTIMONIALS](#)



MODULE 4 / 28 HRS / 8 SESSIONS

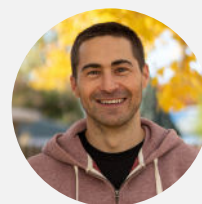
Adobe InDesign & Complex Layouts

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 W.
DWC Alum

[READ TESTIMONIALS](#)

**MODULE 5 / 7 HRS / 2 SESSIONS**

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 is a small live cohort of students, all learning together in a live lecture format on a set class schedule.

Length	About 4.5 months
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Time Commitment	115.5 hours
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Career Services Support	Yes
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1:1 With Instructors	Yes
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Live Lectures	Yes
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Assigned Cohort	Yes
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Why Digital Workshop Center?

DWC has delivered live, instructor-led career training nationwide since 2006. Most graphic design training is a self-paced video library where no one reviews your work, or a large bootcamp where the instructor teaches to the middle.

At DWC you learn in a small live cohort with an experienced design instructor and graduate with the DWC Advanced Graphic Design Certificate, a professional certificate issued by Digital Workshop Center.

Included with tuition, for every student:

- ✓ Admissions advisors from pre-enrollment through your first day
- ✓ Preparation for Adobe Certified Professional exams
- ✓ A professional portfolio and a live Capstone critique
- ✓ One-on-one career coaching on your resume and job search
- ✓ Tech support by Slack, email, or phone while you train
- ✓ Parker Dewey micro-internships and the DWC alumni community

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 in Tech Scholarship

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

Next Mission Scholarship

For eligible U.S. veterans and qualifying service members

[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: [970-980-8091](tel:970-980-8091)

Email: info@digitalworkshopcenter.com

Have Questions?

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

[CONTACT US](#)