

Curriculum

Digital Media Production Certificate

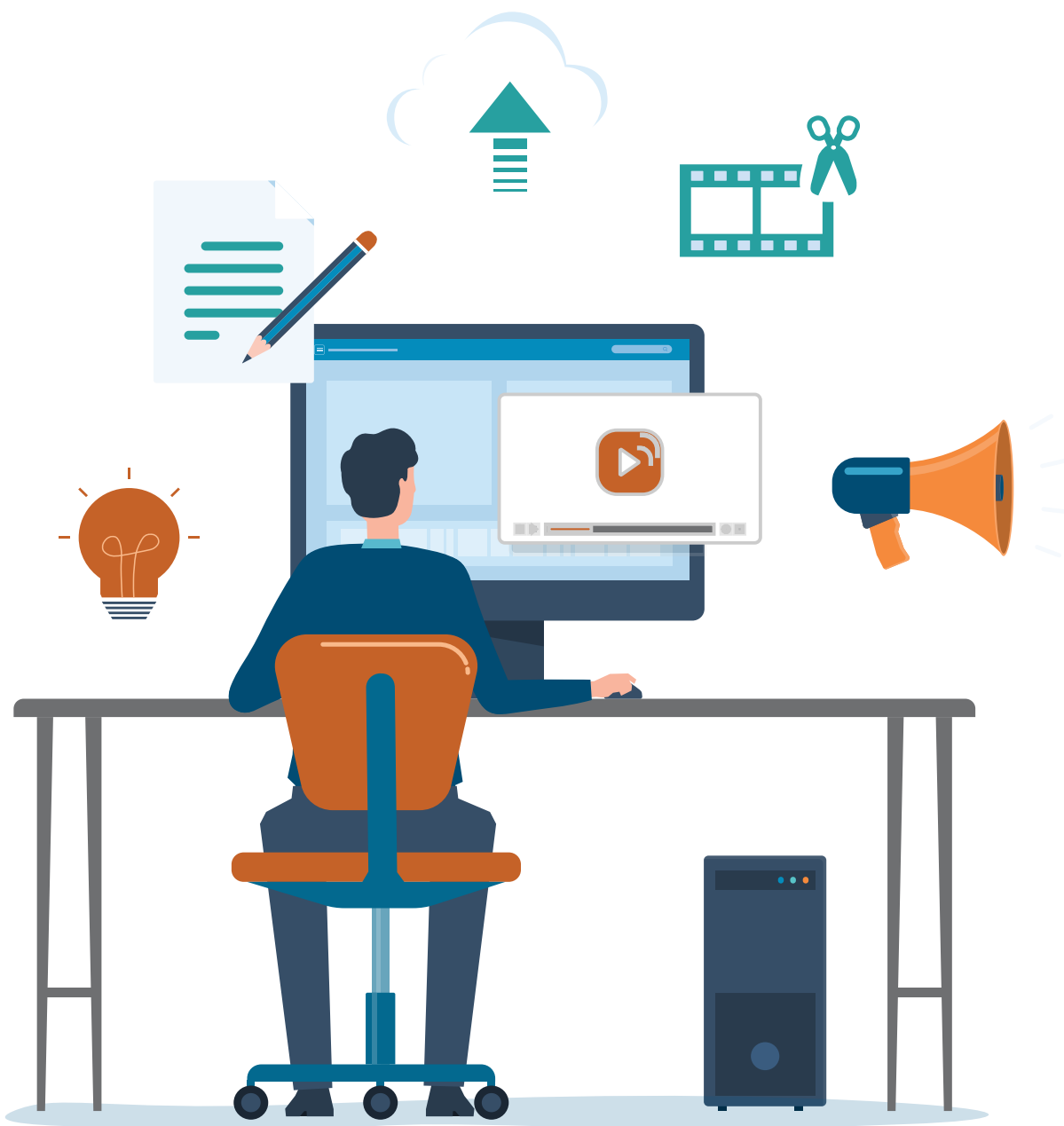


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WHY DWC?

168

hours of live, instructor-led training



Why Digital Media Production?

The Digital Media Production Certificate is an immersive, hands-on career training program designed for adult learners seeking to build professional skills in visual design, multimedia creation, and marketing. This program provides a comprehensive learning experience with an emphasis on industry-standard Adobe Creative Cloud applications (Photoshop, Illustrator, Premiere Pro, After Effects), storytelling, AI tools in production, and digital media marketing strategies.

Over the course of the program, learners will work through project-based assignments that simulate real-world production environments. You will create high-quality images, graphics, video content, motion graphics, and integrated marketing campaigns that reflect professional standards. Each project is structured to strengthen technical skills, creative decision-making, and strategic thinking.

(continued on next page)



PROGRAM LENGTH*

168 total hours.
48 total sessions
of 3.5 hours each.



TARGET STUDENT

Beginner

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



You will also explore the power of AI in creative workflows, learning how to integrate AI-driven features into your media production process responsibly and effectively. Marketing strategy modules ensure that you not only create compelling content but also know how to distribute it to the right audiences for maximum engagement and return on investment.

Module 9 also includes optional Adobe Certified Professional (ACP) exam review for students who want to add an Adobe credential. Exam fees are not included in tuition.

The program concludes with a capstone project and portfolio development module, along with personalized career coaching to prepare you for job applications, interviews, and freelance opportunities. Graduates will leave with a portfolio of polished media projects that demonstrate their ability to produce, market, and manage professional-quality digital media.



PRE-REQUISITES

- **Basic Digital Literacy:** Familiarity with using a computer, file management, and internet navigation
- **Understanding of Operating Systems:** Basic knowledge of Windows or macOS is recommended
- **Technical Aptitude:** Ability to troubleshoot simple technical issues (e.g., software installation, basic network setup)
- **Problem-Solving Mindset:** Willingness to learn and approach digital media production challenges methodically

Possible Digital Media Production Career Paths

Those with the skills to edit and design media will continue to see growth in career opportunities.

Video, motion, and design skills are needed in every industry that produces marketing or branded content.



DIGITAL MEDIA PRODUCER

Oversees the planning, creation, and delivery of multimedia projects, coordinating design, video, and marketing assets to produce cohesive campaigns that align with brand goals and engage target audiences across multiple platforms.



CONTENT PRODUCER

Develops and delivers multimedia assets—including graphics, video, copy, and branded materials—by collaborating with creative and marketing teams to generate engaging content that supports campaigns, enhances audience engagement, and drives measurable results across digital platforms.



CREATIVE PROJECT COORDINATOR

Supports the execution of digital media projects by organizing schedules, managing deadlines, and facilitating communication between designers, editors, and marketing teams, ensuring that creative deliverables stay on track, meet brand standards, and are delivered efficiently to stakeholders or clients.



MULTIMEDIA DESIGNER

Creates visually engaging assets that combine graphics, video, motion, and interactive elements to support marketing campaigns, digital platforms, and branded communications, using design and production tools to deliver cohesive media packages that align with client or organizational goals.

Performance Based Objectives

Upon successful completion of this program, students will:

- ✓ Plan and manage end-to-end media projects with briefs, calendars, and milestones.
- ✓ Apply visual design principles to create consistent, brand-aligned assets.
- ✓ Create and edit raster graphics in Photoshop, including AI-assisted workflows.
- ✓ Design vector assets in Illustrator such as logos, icons, and branding kits.
- ✓ Edit professional video in Premiere Pro with audio, color, titles, and exports.
- ✓ Build motion graphics and visual effects in After Effects for multimedia projects.
- ✓ Write scripts, storyboards, and narratives tailored to different platforms.
- ✓ Use AI tools responsibly to accelerate production and enhance creative quality.
- ✓ Implement digital media marketing strategies across social, SEO, and paid ads.
- ✓ Track and improve performance with analytics, A/B testing, and data insights.
- ✓ Apply accessibility standards including typography, color, alt text, and captions.
- ✓ Collaborate professionally through critiques, documentation, and presentations.
- ✓ Assemble a professional portfolio with case studies and project outcomes.
- ✓ Complete a capstone project integrating design, video, motion, AI, and marketing.
- ✓ Prepare for Adobe Certified Professional exams in Photoshop, Illustrator, Premiere Pro, and After Effects.
- ✓ Demonstrate job readiness with a strong resume, LinkedIn profile, and interview skills.



Curriculum

All instruction for this program is held on Zoom. You will be able to access class Zoom links through your student portal. The Digital Media Production 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 Premiere Pro & Video Editing	28	8
MODULE 5	Adobe After Effects & Motion Graphics	28	8
MODULE 6	Storytelling & Narrative for Media	7	2
MODULE 7	AI Tools in Media Production	7	2
MODULE 8	Digital Media Marketing Strategies	14	4
MODULE 9	Portfolio, Capstone Project & Career Coaching	10.5	3
Total		168	48

*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



"The assignments involved real-world working projects that could be used in your portfolio..."

Matthew F.
DWC Alum

READ TESTIMONIALS

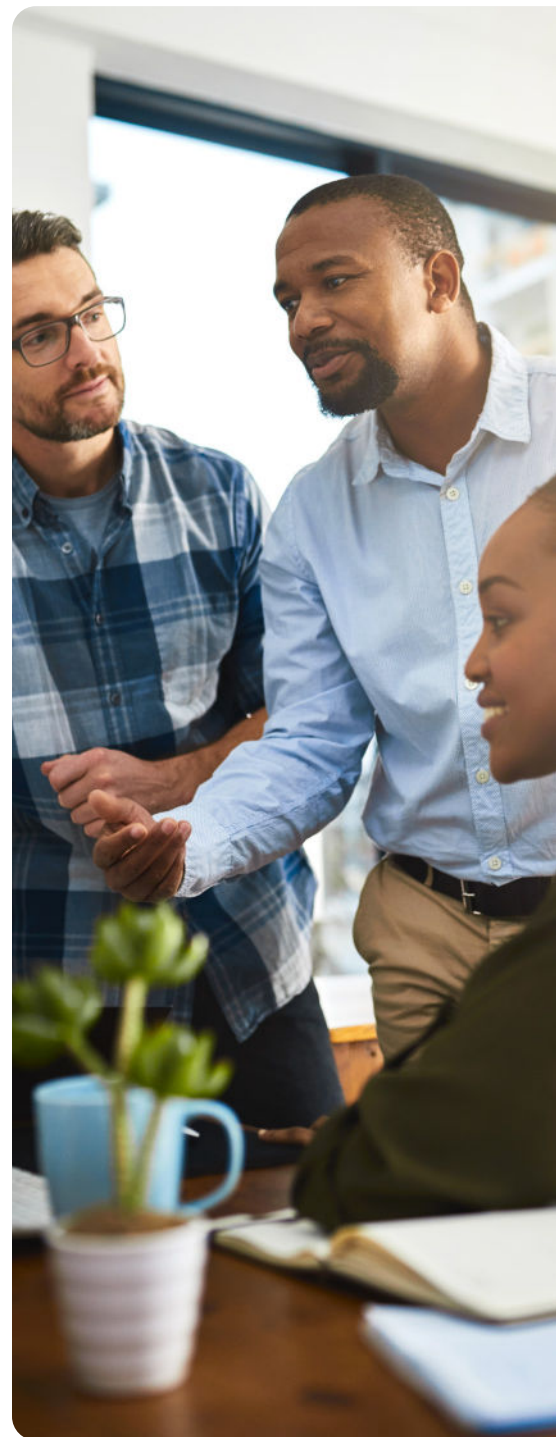
MODULE 2 / 28 HRS / 8 SESSIONS

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



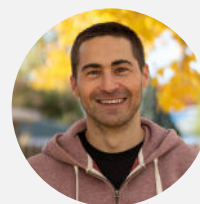
**MODULE 3 / 28 HRS / 8 SESSIONS**

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.

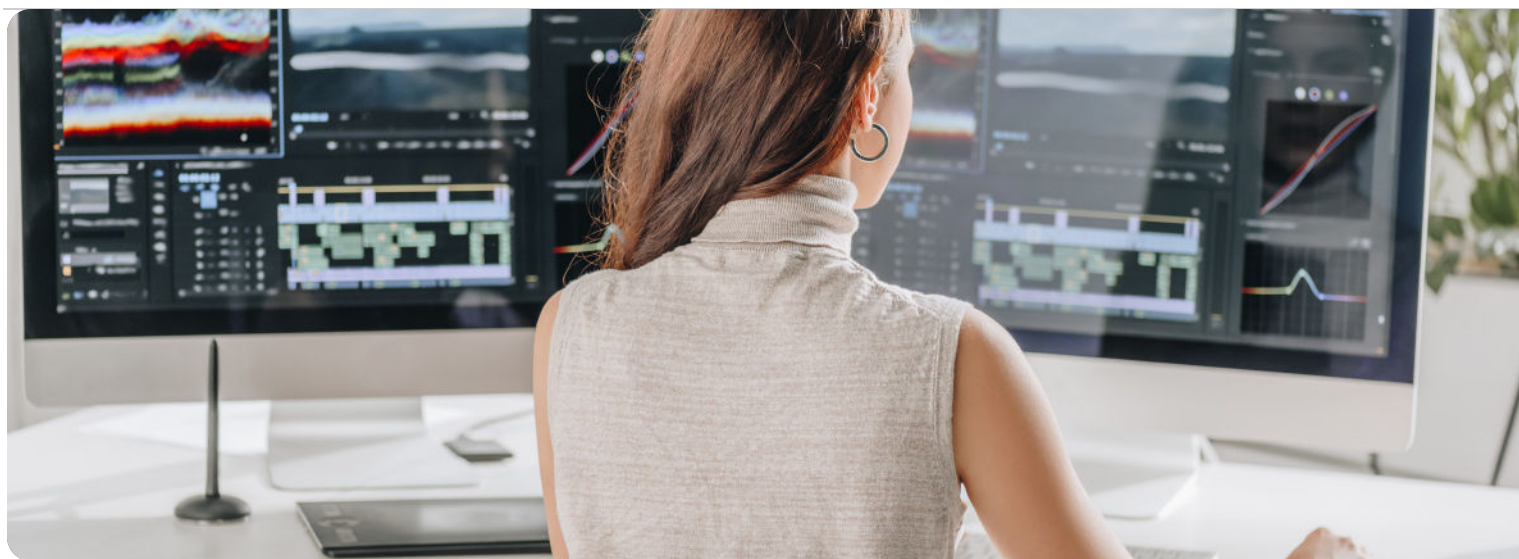
- Create vector graphics, logos, and brand marks using Illustrator's core tools
- Design scalable assets adaptable to multiple media platforms
- Use pen and shape tools for precise illustration work
- Create and manage brand style guides and asset libraries
- Incorporate Illustrator AI tools for faster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

ALUMNI SUCCESS STORIES

"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 4 / 28 HRS / 8 SESSIONS**

Adobe Premiere Pro & Video Editing

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

In Module 4, students will cover professional video editing workflows in Adobe Premiere Pro, from ingesting media to final export. Students learn editing fundamentals, audio integration, color grading, and creating branded video content for marketing campaigns and storytelling purposes. By the end of this module, students will be able to produce polished videos that meet professional broadcast and online publishing standards.

- Organize media assets and navigate the Premiere Pro workspace efficiently
- Edit footage with precision, using markers, keyframes, and transitions
- Integrate audio, sound effects, and music tracks
- Apply color correction and grading techniques for visual consistency
- Add branded titles, captions, and motion graphics
- Export videos in optimal formats for different platforms

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

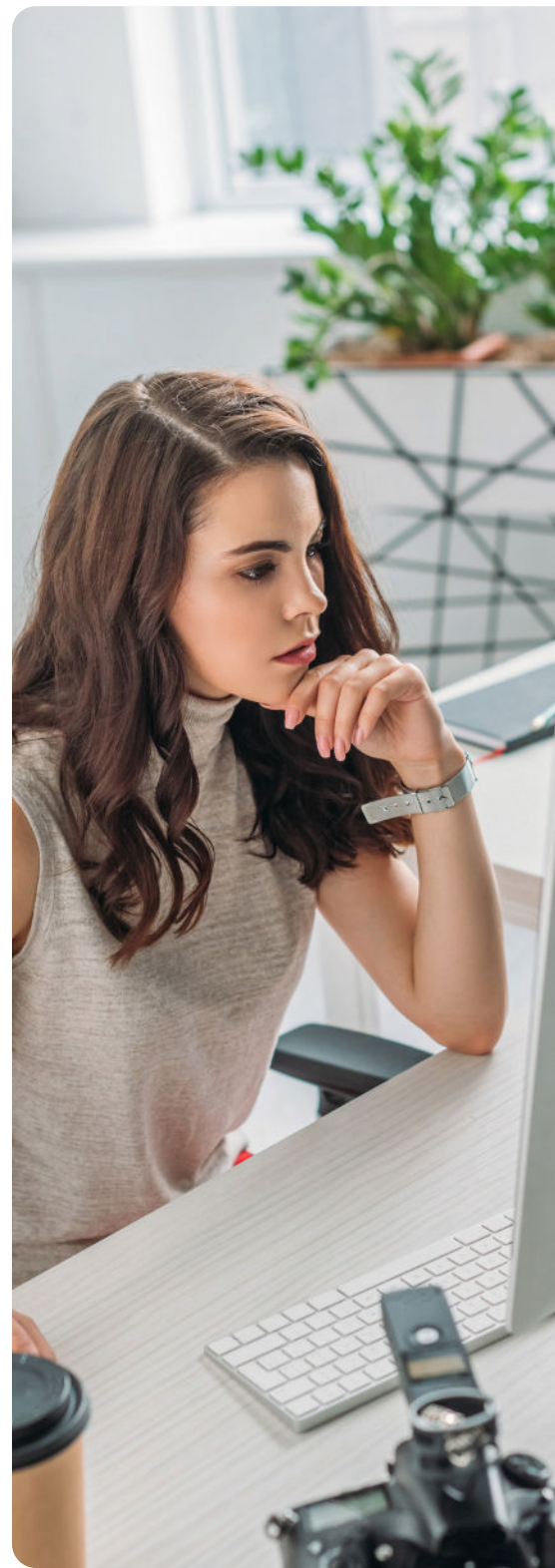
MODULE 5 / 28 HRS / 8 SESSIONS

Adobe After Effects & Motion Graphics

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

In this module, students gain experience in motion graphics, animation, and compositing using Adobe After Effects. This includes creating engaging animations, 3D effects, and integrating motion graphics into video projects. By the end of this module, students will be able to design professional motion graphics and visual effects for integration into a variety of media formats.

- Animate text, shapes, and layers with keyframes and presets
- Create visual effects using masking, compositing, and chroma keying
- Use Puppet Tool and Roto Brush for advanced animations
- Design and integrate 3D camera movements and tracked objects
- Create motion graphics for brand intros, lower thirds, and transitions
- Render and export motion graphics for integration into media projects

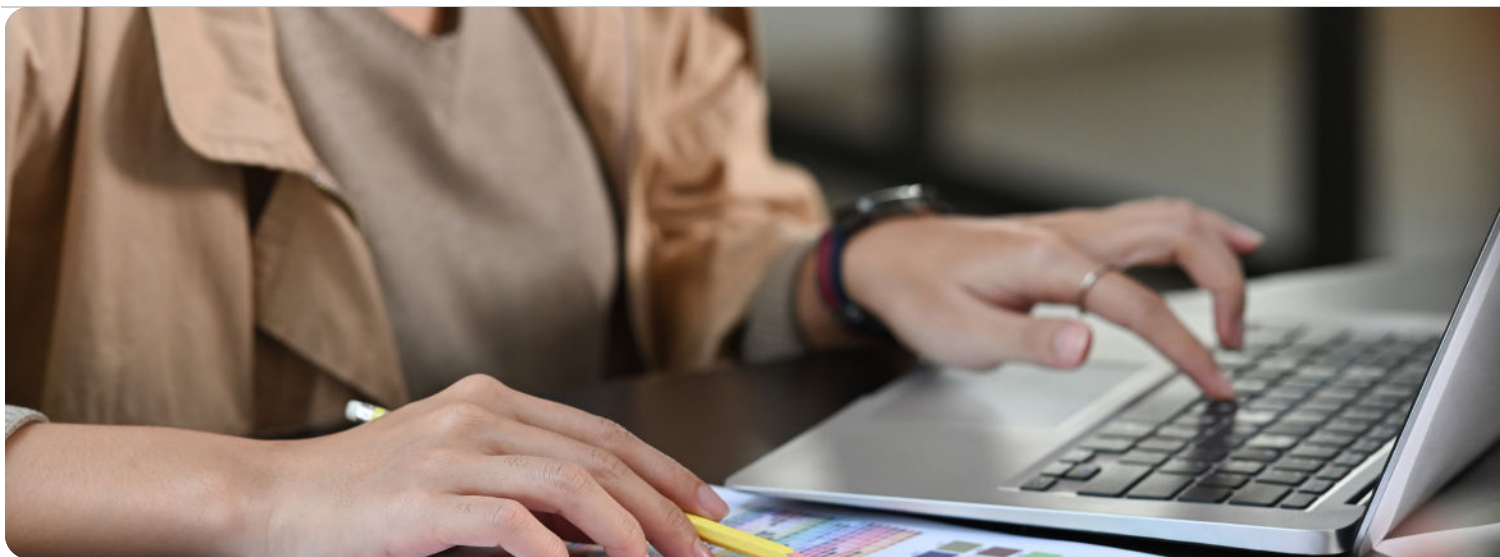


**MODULE 6 / 7 HRS / 2 SESSIONS**

Storytelling & Narrative for Media

The Storytelling module focuses on crafting compelling narratives for digital media. Students learn to write scripts, plan storyboards, and develop visual narratives that engage audiences across platforms. By the end of this module, students will be able to create structured stories that enhance the impact of their media projects.

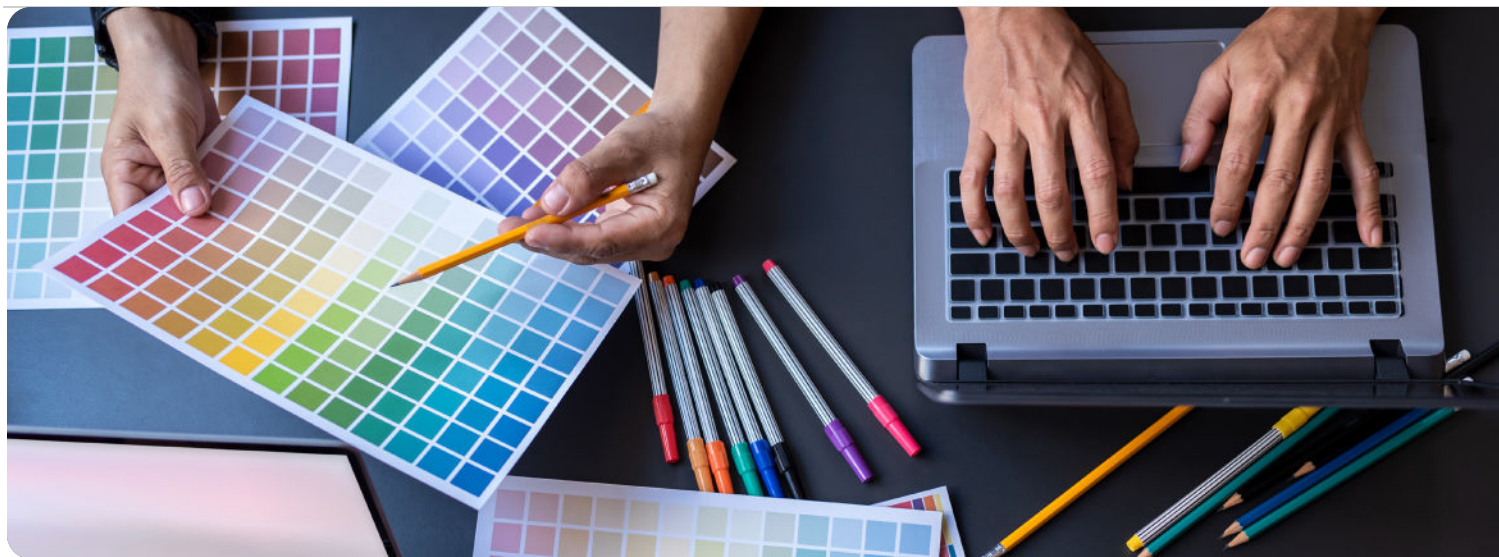
- Structure narratives using storytelling frameworks (Hook, conflict, resolution)
- Adapt stories for various media formats and audience types
- Write scripts for short-form videos, ads, and branded content
- Integrate storytelling into brand identity and marketing campaigns
- Use storyboards and shot lists to plan production

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

AI Tools in Media Production

In module 7, students explore the latest AI-powered tools for design, video editing, and content creation. This includes ethical considerations and best practices for integrating AI into creative workflows. By the end of this module, students will be able to confidently incorporate AI tools into their production workflows while maintaining ethical and professional standards.

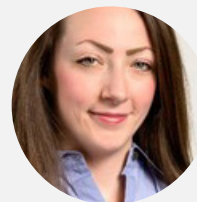
- Identify and use AI features in Adobe Creative Cloud applications
- Explore third-party AI tools for video, design, and writing tasks
- Automate repetitive tasks to speed up production workflows
- Assess ethical and copyright considerations for AI-generated media
- Integrate AI tools into the production process without compromising quality

**MODULE 8 / 14 HRS / 4 SESSIONS**

Digital Media Marketing Strategies

Students learn how to distribute and promote digital media content effectively. Topics include social media marketing, SEO, paid advertising, and measuring campaign performance. By the end of this module, students will be able to create and manage multi-platform marketing campaigns that maximize audience engagement.

- Create integrated digital media campaigns across multiple channels
- Optimize content for search engines and social algorithms
- Use analytics to track and improve campaign performance
- Apply paid advertising strategies to boost reach and engagement
- Measure ROI and make data-driven adjustments to campaigns

ALUMNI SUCCESS STORIES

***When our students
succeed, we succeed.***

Read more alumni testimonials
on our website and Google
Reviews today.

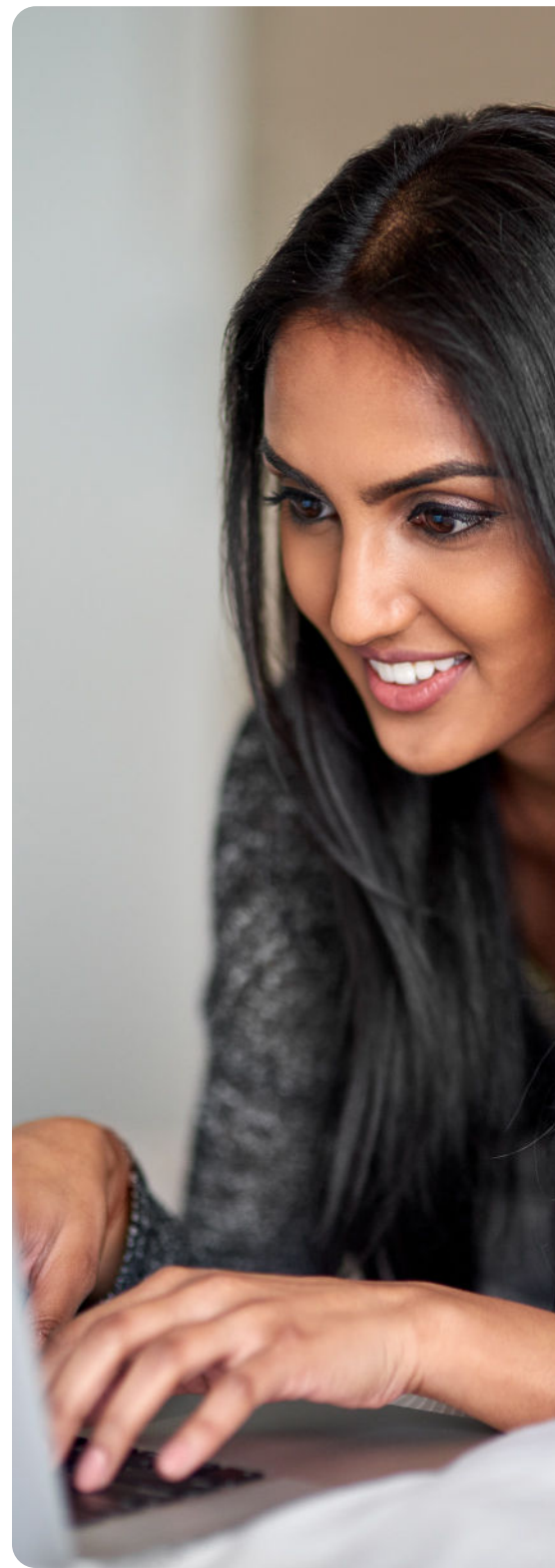
[READ TESTIMONIALS](#)

MODULE 9 / 10.5 HRS / 3 SESSIONS

Portfolio, Capstone Project & Career Coaching

In the final module, students complete a major project that integrates skills from all previous modules, while also building a professional portfolio. It also includes optional Adobe Certified Professional (ACP) exam review. By the end of this module, students will have a professional portfolio, a completed Capstone project, and a plan for the creative job search.

- Select and organize projects into a professional digital portfolio
- Plan, produce, and present a comprehensive capstone project
- Review Adobe Certified Professional exam objectives and complete practice exams
- Write resumes and cover letters tailored to creative industries
- Optimize LinkedIn and online portfolios for job searches
- Practice interview skills through mock sessions and feedback



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 6 months
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Time Commitment	168 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 video and 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 working professionals as instructors and graduate with the DWC Digital Media Production Certificate, a professional certificate issued by Digital Workshop Center.

Included with tuition, for every student:

- ✓ Admissions advisors from pre-enrollment through your first day
- ✓ Class recordings available after every session
- ✓ 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](#)