

About the Course

The Professional Academy Diploma in Digital Media Design will provide you with an informative, practical understanding and working knowledge of how to create and design a diverse number of visual deliverables for use on Social Media outlets such as Facebook, Twitter, TikTok, Instagram, LinkedIn etc. You will learn how to create and control engaging branding solutions such as banner ads, promotional videos, logo design, infographics, and custom icons as well as developing brand awareness and best practices for finding the perfect media platforms for your promotional needs and digital marketing development.

The course also provides in-depth training on how to compose and create perfect images every time from mobile devices and cameras and how to expand branding by utilising video creation and editing, working with audio tracks, setting up Vlogging and Podcasting processes as well as reviewing the very best in Hardware and Software (Mics, Cameras, Lighting etc.) options needed to get your visuals looking as professional and engaging as possible.

Upon completion of the course, you will have covered all aspects of visual creation for Digital Promotion and Social Media Marketing and will have all the required skills needed to confidently create audience-winning deliverables for production of high-end images, graphics, vector designs and videos as well as perusing Vlogging and Podcasting opportunities.

Resource Requirements

Learners will require the use of two devices; one to view the Zoom session (this can be a second display, an additional computer/laptop or a tablet) and the second device will be required to enable students to practice in real-time with in-class exercises.

Learners must ensure that they have permissions to install the required software applications below on their computers. They will be guided on how to register, download, and activate these apps in-class as part of their lessons.

- Photopea (free application)
- Canva PRO (€11.99 per month – cancel anytime)
- Affinity Designer (7-day free trial – €74.99 lifetime ownership)
- Adobe Premiere Rush (free application)

Learning Outcomes

By the end of this course, learners will be able to:

- Demonstrate how to create engaging photo images utilise composition techniques and effect and edit for social, digital, and print media output
- Create and master visual vectors designs for creating logo brand Identities, engaging infographics, icons, charts and typography
- Master CANVA creative capabilities for creating eye-catching promotions and advertisement campaigns for Social, Digital and Print Media output
- Create moving visuals by mastering Adobe Premiere Rush video editing software for utilising video for promotion on Social and Digital Media outlets
- Create your own Vlogging or Podcast mini studio environment with a strong focus on room set up, software and hardware and best practices for delivery

Course Structure

- **Live Online Part-time:** One evening per week; 6:30pm to 9:30pm for 12 weeks

Course Breakdown

Module	Overview	Topics/Area Covered
1. From Visual Concept to Delivery: Composing Effective Digital Images	During this introductory module, you will dive straight into best practice for taking photos (on mobile or DSLR). Learn about file formats and protocols for exporting, uploading, and printing.	<ul style="list-style-type: none"> ● Photo composition ● Settings and lighting ● Product photography ● Software/hardware solutions ● Ownership and copyright ● Stock photography options
2. Bringing Digital Images Alive with Photopea	Learn about the importance of image quality for both digital and print distribution. Understand the basics of photo manipulation and editing, with real-world examples to show you what's possible.	<ul style="list-style-type: none"> ● Quality levels ● Digital vs print performance ● Photo manipulation and transformations ● Editing options ● Using layers ● Selecting objects within photos
3. Effective Image Manipulation & Design Effects with Photopea	Understand how to repair images, remove elements, and manipulate designs using 'healing' tools. Discover how masks and smart objects can be used to create more advanced effects and designs.	<ul style="list-style-type: none"> ● Image repair and healing tools ● Gradients and blending ● Masks ● Adjustment layers ● Correct/improve images using levels ● Non-destructive editing
4. Creating Engaging Social Media Visuals with Canva – Part 1	For the next four modules, you will use the popular graphic design platform, Canva, to create visuals. You will learn about brand guidelines and how to customise your brand assets.	<ul style="list-style-type: none"> ● Canva and alternative platforms ● Branding and brand guidelines ● Colour for print and digital ● Typography and fonts ● File sizes, quality, and formats ● Uploading assets and organising projects
5. Creating Engaging Social Media Visuals with Canva – Part 2	Discover the world of Canva templates, as well as how to create your own. Create and publish customised visual ads in the correct size and format for the social media platform.	<ul style="list-style-type: none"> ● Editing options and possibilities ● Templates and visual continuity ● Publishing to social media platforms

		<ul style="list-style-type: none"> ● Animating text, styles, images, etc. ● Automatic resizing ● Working effectively with colour
6. Creating Engaging Social Media Visuals with Canva – Part 3	Discover more complex formats and visuals, such as multi-image grids, tables, gradients, and creative font design. Use pre-set shapes to create editable display boxes and infographics.	<ul style="list-style-type: none"> ● Digital and print outputs ● Editing and controlling grids ● Custom tables ● Type: spacing, tracking, leading, and kerning ● Shapes ● CMYK vs RGB vs Hex
7. Creating Engaging Social Media Visuals with Canva – Part 4	Discover how to create and customise presentations in Canva and present them as a slideshow. Create custom print designs, basic logos, videos, and animations. Learn to schedule posts for publication.	<ul style="list-style-type: none"> ● Presentation slides, animations, and effects ● Exporting presentations ● Stationery, posters, and flyers ● Pre-made logos and editing possibilities ● Animations, videos, and audio
8. Vector Graphics & Infographics with Affinity Designer – Part 1	Discover the capabilities of Affinity Designer and navigate its interface and toolsets. Learn how to create basic and complex vector shapes for design projects, outputting for print and digital distribution.	<ul style="list-style-type: none"> ● Pixel vs vector ● Vector design applications ● Affinity Designer workspace and use ● Working with shapes ● Printing requirements and standards ● PDFs
9. Vector Graphics & Infographics with Affinity Designer – Part 2	Learn when to use the various colour spaces: CMYK, RGB, Hex, Pantone, and Lab. Use and organise assets within the layers palette and create sophisticated, design-rich gradients to enhance your designs and presentations.	<ul style="list-style-type: none"> ● Organising assets ● Installing and using fonts ● Gradients ● Colour spaces ● Infographics ● Social media icons
10. Working with Video & Audio: Adobe Premiere Rush – Part 1	Create, edit, and export a custom video for social media using Premiere Rush. Create a plan for your videos, then source professional quality video and audio content for your projects.	<ul style="list-style-type: none"> ● The importance of video content ● Hardware and software options ● Video applications ● Storyboarding, scripting, planning, producing ● Importing, editing, and exporting video ● Organising assets, projects, and workflows

<p>11. Working with Video & Audio: Adobe Premiere Rush – Part 2</p>	<p>Create an advanced video production clip using music, voiceover, effects, animated text, logos, video footage and colour grading. Learn to edit, improve, and export audio tracks using Adobe Premiere Rush.</p>	<ul style="list-style-type: none"> ● Sourcing video, audio, and graphics ● Timeline operations ● Text animation ● Transitions and cuts ● Voiceovers ● Audio levels and formats
<p>12. Vlogging & Podcasting: Environment, Equipment, Software & File Storage</p>	<p>Learn to plan, design, and implement a vlogging or podcast strategy. Discover how to set up a mini studio on different budgets, plus the best methods for storing and distributing your content.</p>	<ul style="list-style-type: none"> ● Anatomy of successful vlogs ● Screen recording for presentations and demos ● Podcast planning and strategy ● Podcast resources ● Choosing the right vlogging equipment ● Choosing the right audio equipment

Course Assessments

Assessed Component	Weighting	Deadline
Assessment 1: 'Photo Montage'	25%	2 weeks after course completion
Assessment 2: 'Design Branding Deliverables for Social Media'	25%	2 weeks after course completion
Master Assessment: 'Branded Video Production'	50%	2 weeks after course completion

The goal of the assessments is to demonstrate how learners are thinking about putting course concepts, models, tools, and practices in their own context to demonstrate the original course learning outcomes.