

Digital Creators

Course Name: Digital Creators

Course Duration: 8 hours

Course Overview:

The **Digital Creators** course introduces participants to the basics of graphic design, video editing, and animation using beginner-friendly tools like Canva, Clipchamp, and other similar platforms. This hands-on course will equip students with the skills to create professional-looking designs, videos, and animations for personal or business use. It's perfect for beginners looking to dive into digital content creation.

Pre-requisites:

- No prior design or video editing experience required
- A computer with internet access
- Basic knowledge of using a computer and navigating online tools

Who Can Take This Course:

- Aspiring graphic designers and content creators
- Small business owners and marketers looking to create their own content
- Students interested in digital media
- Anyone wanting to learn basic design and video editing skills

Applicable Careers Include:

- Graphic designer
- Social media content creator
- Video editor
- Marketing and branding professional
- Animation designer

Course Syllabus:

1. Introduction to Digital Content Creation (1 hour)

- a. Overview of digital content creation
- b. The importance of graphic design, video editing, and animation in modern digital media

- c. Introduction to the tools: Canva, Clipchamp, and similar platforms

2. Basic Graphic Design with Canva (2 hours)

- a. Introduction to Canva interface and tools
- b. Creating social media posts, banners, and logos
- c. Working with templates, fonts, and color schemes
- d. Basic principles of design (layout, hierarchy, alignment, etc.)
- e. Hands-on project: Create a branded social media post

3. Introduction to Video Editing with Clipchamp (2 hours)

- a. Overview of Clipchamp and its features
- b. How to edit videos: trimming, cutting, adding text, transitions, and audio
- c. Enhancing video content with effects and filters
- d. Hands-on project: Edit a short video clip for a personal or promotional use

4. Animation Basics (2 hours)

- a. Introduction to animation tools (Canva & Clipchamp animation features)
- b. Creating simple animations for social media or presentations
- c. Adding motion to graphic elements and text
- d. Hands-on project: Create a simple animated video or GIF

5. Final Project: Create a Complete Digital Content Piece (30 minutes)

- a. Combining graphic design, video editing, and animation into one project
- b. Tips for ensuring content is visually cohesive and engaging
- c. Presenting your final digital content project

6. Wrap-up and Further Learning (30 minutes)

- a. Review of key concepts learned in the course
- b. Where to find inspiration and continue learning
- c. Resources for improving design and video editing skills further

Further Opportunities after Completing the Course:

- **Freelancing and Entrepreneurship:** Start creating digital content for clients or your own business.
- **Advanced Design and Animation Tools:** Explore professional software like Adobe Illustrator, Premiere Pro, and After Effects for more advanced projects.
- **Content Creation Platforms:** Begin creating content for social media platforms like YouTube, Instagram, or TikTok.
- **Portfolio Development:** Build a digital portfolio to showcase your projects and attract job opportunities or clients.