COURSE SYLLABUS

AI Content Creation Bootcamp (Self-Paced)

Step into digital design roles that demand hands-on skill in visual design, interface design, video, motion graphics, and modern AI workflows.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/certificates/content-creation-social-media-manager-online



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Course Outline

This package includes these courses

- Figma Bootcamp (Self-Paced) (12 Hours)
- Figma Advanced (Self-Paced) (6 Hours)
- Adobe Photoshop Bootcamp (Self-Paced) (30 Hours)
- Premiere Pro Bootcamp (Self-Paced) (18 Hours)
- After Effects Bootcamp (Self-Paced) (18 Hours)
- AI for Graphic Design Course (Self-Paced) (12 Hours)
- AI for the Workplace with Claude Course (Self-Paced) (12 Hours)
- AI Coding Bootcamp with Claude Code (Self-Paced) (60 Hours)
- Content Creation & Social Media Manager Projects (Self-Paced) (0 hours)

Figma Bootcamp (Self-Paced)

Learn how to design and prototype user interfaces with Figma, the industry-leading tool for UI/UX design. This course covers essential skills, including working with components, auto layout, interactive prototypes, and team collaboration.

- Design UI/UX layouts optimized for mobile, tablet, and desktop using grids and frames.
- Work with components and variants to create reusable design elements efficiently.
- Build interactive prototypes with clickable links, overlays, and smart animations.
- Use auto layout to streamline spacing, alignment, and responsive design workflows.
- Share and collaborate on designs in real time using Figma's cloud-based features.
- Export assets for web, apps, and developers in multiple formats, including SVG and PNG.

Figma Advanced (Self-Paced)

- Work with Figma's advanced prototyping tools to create more realistic user experiences.

- Learn how to use variables and variable modes to build more flexible designs.
- Apply conditionals to add deeper interactivity to prototypes.
- Create light and dark modes using organized variable collections.
- Use primitive and semantic layers to build clearer, more scalable design systems.

Adobe Photoshop Bootcamp (Self-Paced)

- Retouch photos and design custom graphics
- Enhance images by adjusting color, brightness, and contrast
- Use selections to edit specific areas of an image
- Prepare images for digital, web, video, or print
- Simplify edits with adjustment layers
- Remove backgrounds using layer masks
- Sharpen photos for clarity and impact
- Apply visual effects with filters, shadows, blend modes, and more

Premiere Pro Bootcamp (Self-Paced)

Develop video editing proficiency with Adobe Premiere Pro by working through realistic, project-based exercises. This course teaches you how to organize and refine footage, clean and synchronize audio, adjust color for visual consistency, and export polished videos for a range of platforms. Perfect for beginners as well as those looking to strengthen their post-production skills.

- Edit and organize video and audio using efficient post-production techniques
- Clean up background noise and fine-tune audio levels
- Apply color correction and adjustment layers to improve visual consistency
- Enhance edits with B-roll, images, logos, titles, and transitions
- Adjust timing with speed changes, slow motion, and freeze-frame effects
- Edit multi-camera footage and perform green screen removal with chroma keying
- Resize and optimize videos for different platforms, including square formats
- Import After Effects projects into Premiere Pro and export final videos for clients or online distribution

After Effects Bootcamp (Self-Paced)

Learn to create professional motion graphics and visual effects using Adobe After Effects. This course covers animation techniques, text effects, and file integration to help you build engaging video content.

- Animate photos, text, and graphics with ease
- Apply timeless animation principles to craft engaging and dynamic motion graphics
- Gain a clear understanding of the After Effects workflow
- Master key transform properties: position, scale, rotation, and opacity
- Use masks and track mattes to add creative visual effects to your videos
- Seamlessly import and animate Photoshop, Illustrator, and audio files within your projects
- Export high-quality videos using essential render settings and expressions

AI for Graphic Design Course (Self-Paced)

Discover how artificial intelligence is revolutionizing graphic design through hands-on projects that integrate tools like Adobe Firefly, Midjourney, and ChatGPT. Learn to streamline workflows, enhance visual assets, and create cohesive brand packages using cutting-edge AI platforms.

- Generate vector illustrations, photo edits, and layouts using AI tools in Illustrator, Photoshop, and InDesign
- Create original visuals through prompt-based image generation with Midjourney, Leonardo AI, and DALL·E 3
- Enhance and restore images with AI-powered sharpening, upscaling, and denoising techniques
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design concepts
- Build mood boards, style guides, and concept sets with free and paid AI design tools
- Assemble a complete brand identity using multiple AI platforms within a simulated design workflow

AI for the Workplace with Claude Course (Self-Paced)

Go from zero experience with Claude AI to a fully configured, personalized workflow you can use immediately at work by learning effective prompting, organizing Projects, building a context system with Claude Cowork, and connecting Claude to tools like Slack, Google Drive, Gmail, Excel, and PowerPoint.

- Write structured prompts for writing, analysis, summarization, and research
- Set up Projects, Artifacts, Styles, and Memory for a personalized workflow
- Configure Claude Cowork with guardrails, permissions, and context files
- Connect Claude to Slack, Google Drive, Gmail, Excel, and PowerPoint
- Install role-specific Plugins and set up Scheduled Tasks
- Build a complete Claude system for your job through a guided capstone

AI Coding Bootcamp with Claude Code (Self-Paced)

- Use Claude Code to support planning, coding, debugging, and multi-step software tasks
- Practice prompt engineering techniques that improve direction, clarity, and recovery during development
- Build familiarity with Git, GitHub, and collaborative coding workflows
- Understand core web development concepts and modern application structure
- Create a full-stack project using Next.js, Supabase, authentication, APIs, and responsive design
- Strengthen application quality through testing, security practices, and deployment workflows

Content Creation & Social Media Manager Projects (Self-Paced)

As you work through the AI Social Media Bootcamp, you will build four portfolio-ready projects to demonstrate your skills:

Interactive Design System

- Develop a responsive design system that carries a single set of colors, fonts, typography, and design tokens across desktop, mobile, social media, print, and dark-mode layouts.
- Set up live previews that refresh on their own whenever design settings change, showing how one unified visual system flexes across different platforms and formats.

Financial Dashboard with AI

- Create and launch a functioning financial dashboard featuring accounts, transactions, charts, KPI cards, profitability metrics, anomaly

alerts, and exportable reports.

- Connect Claude so it can write summaries and interpret financial trends from figures your own code calculates, then add an Ask-Your-Data tool that reads uploaded CSV files and picks the visualizations that fit.

Social Media Creative Studio

- Create an interactive app that produces coordinated social media graphics and campaign material spanning many platforms, formats, and aspect ratios.
- Build reusable templates and creative controls covering branding, typography, colors, imagery, layouts, and campaign messaging, complete with AI-assisted tools that generate concepts, copy, and content variations.

Marketing & Creative Studio

- Create and launch a genuine AI marketing studio that converts performance data into campaigns: bring Google Analytics figures into your own app and let Claude translate them into plain-English insights rooted in those actual numbers.
- Produce on-brand email campaigns from a short brief along with campaign imagery through the Google Gemini API, all supported by a reusable brand kit, a content calendar, and an asset library, with two AI models operating together inside one app.