International Skills Academy

1-Month Social Media Design & Marketing Pro Course

Class Format: 5 Days/Week | 2 Hours/Day
Tools Covered: Photoshop, Canva, Meta Business Suite, TikTok, CapCut

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Week 1: Social Media Design with Photoshop

Day 1:

- Introduction to Social Media Design & Branding
- Understanding Instagram, Facebook, TikTok content formats
- Basics of Visual Identity: Colors, Fonts, Layout
- Setting Up Photoshop Workspace

Day 2:

- Photoshop Basics: Layers, Tools, Selections
- Creating Instagram & Facebook Posts
- Exporting High-Quality Graphics

Day 3:

- Smart Objects, Masks, Effects
- Designing Carousels & Story Layouts
- Applying Color Theory in Posts

Day 4:

- Advanced Composition: Thumbnails, Ads
- Text Placement & Typography
- Basic Motion (GIFs, Simple Animations)

Day 5:

- Brand Kit Design in Photoshop
- Design Task: 1 Carousel + 1 Ad
- Class Review & Feedback

✓ Week 2: Social Media Design with Canva

Day 6:

- Canva Interface Walkthrough
- Templates vs Custom Designs
- Design Sizes for IG, FB, LinkedIn, Stories

Day 7:

- Static Posts, Banners & Story Design
- Creating a Branded Template
- Canva Pro Features (Remove BG, Resize, etc.)

Day 8:

- Carousel Post Design
- Quick Ad Design (Instagram/Facebook)
- Uploading Custom Fonts, Brand Kit Setup

Day 9:

- Canva Video Tools for Reels
- Text Animations, Transitions, Music
- Practice: 1 Video Post + 1 Story Animation

Day 10:

- Complete Canva Design Task (Static + Reel)
- Showcase + Feedback Session

✅ Week 3: Social Media Marketing with Meta

Day 11:

- Meta Business Suite: Setup & Interface
- Scheduling Posts & Using Insights
- Understanding Algorithms (FB & IG)

Day 12:

- Ad Formats & Creative Strategy
- Target Audience, Budgeting Basics
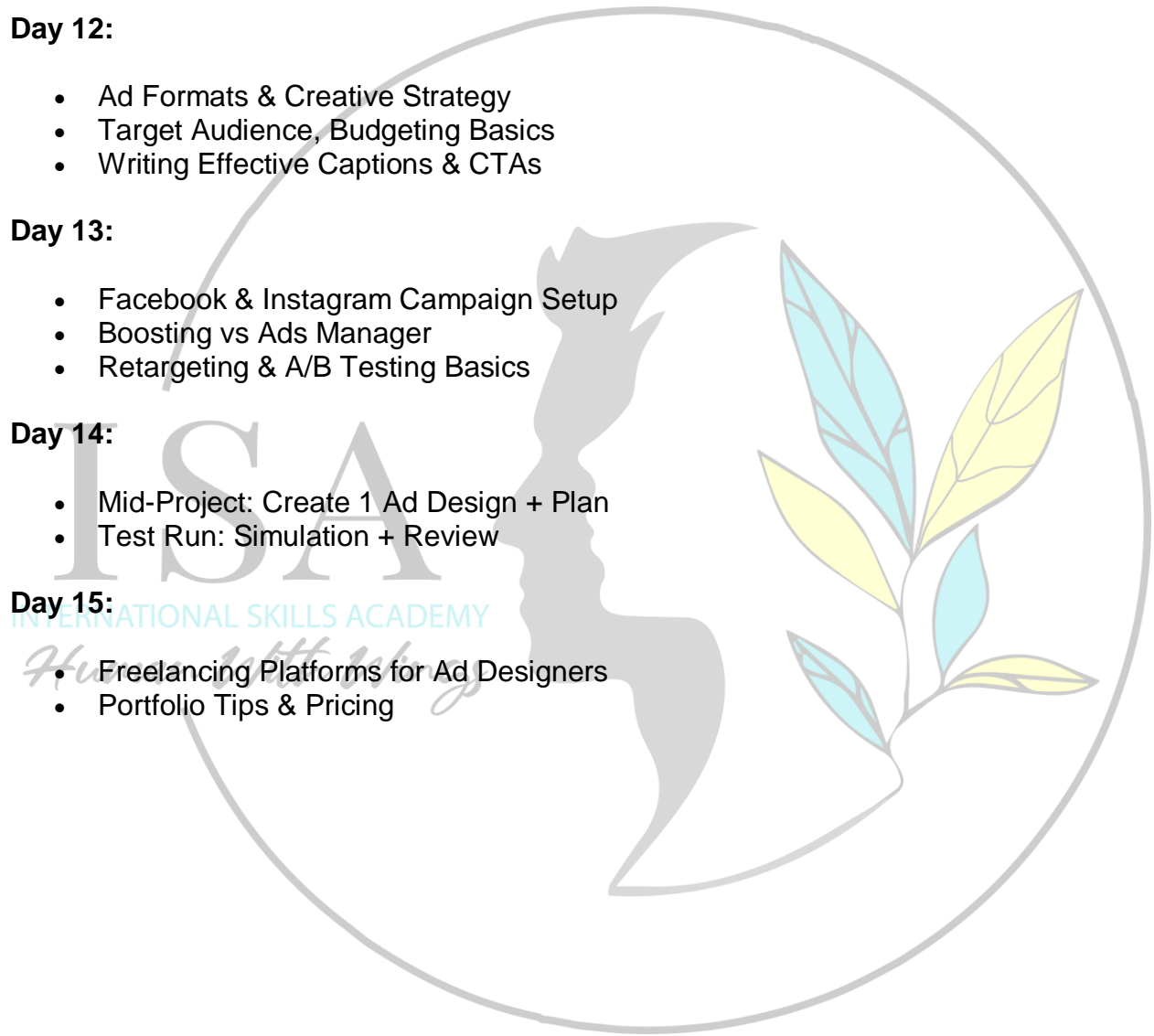- Writing Effective Captions & CTAs

Day 13:

- Facebook & Instagram Campaign Setup
- Boosting vs Ads Manager
- Retargeting & A/B Testing Basics

Day 14:

- Mid-Project: Create 1 Ad Design + Plan
- Test Run: Simulation + Review

Day 15:

- Freelancing Platforms for Ad Designers
- Portfolio Tips & Pricing

✅ Week 4: Reels, TikTok & Final Projects

Day 16:

- TikTok Content Strategy
- Hook Ideas + Audio Trends
- Professional Account Setup

Day 17:

- Mobile Editing with CapCut/InShot
- Reels Creation: Editing, Sync, Effects

Day 18:

- TikTok Ads Manager Overview
- Monetization & Influencer Collabs
- Cross-platform Video Posting

Day 19:

- Final Project (Design + Ad Strategy)
- One-on-One Feedback Sessions

Day 20:

- Final Presentations