

AI Content Creation Bootcamp Online

Get ready for digital design careers that call for fluency in visual design, interface design, video editing, motion graphics, and the latest AI workflows.

Group classes in Live Online and onsite training is available for this course. For more information, email partnerships@vdc.edu or visit: <https://vdc.edu/certificates/content-creation-social-media-manager-online>



admissions@vdc.edu • (619) 758-9300

Course Outline

This package includes these courses

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

Figma Course Online

Learn to design and prototype user interfaces using Figma, a leading platform for UI and UX design. This course teaches essential skills such as working with components, using auto layout, building interactive prototypes, and collaborating effectively with team members.

- Create UI and UX layouts for mobile, tablet, and desktop using grids and frames
- Use components and variants to efficiently build and manage reusable design elements
- Develop interactive prototypes with clickable interactions, overlays, and smart animations
- Apply auto layout to manage spacing, alignment, and responsive design behavior
- Collaborate and share designs in real time using Figma's cloud-based collaboration tools
- Export assets for web, applications, and developers in formats such as SVG and PNG

Figma Advanced Course Online

Push your Figma skills further with this advanced prototyping course. You'll learn to work with variables, modes, and conditionals to bring more realistic interactivity to your prototypes.

- Explore Figma's advanced prototyping features
- Work with variables and variable modes to enhance your designs
- Use conditionals to add advanced interactivity to your prototypes
- Create light and dark modes using variable collections
- Apply primitive and semantic layers when building a design system

Adobe Photoshop Course Online

Learn how to retouch and color correct photos, combine images, and create graphics in Photoshop. This course covers the basic and intermediate features of Photoshop such as color/contrast, photo retouching, layers, masks, filters, and saving files for web/video/print.

- Learn to retouch photos and design 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 formats
- Simplify edits with adjustment layers
- Remove backgrounds using layer masks
- Sharpen and refine photos
- Apply visual effects with filters, shadows, blend modes, and more

Adobe Premiere Pro Course Online

Create professional-quality videos on your own schedule with this self-paced course. You will progress from importing footage to advanced editing techniques, including multi-camera editing and green screen removal.

- Edit video and audio efficiently using Adobe Premiere Pro
- Reduce background noise and enhance overall audio quality
- Color correct footage with adjustment layers
- Add B-roll to strengthen storytelling and visual impact
- Import photos and logos and animate them within your projects
- Apply transitions between clips to create smooth pacing
- Export videos optimized for social media platforms or client delivery
- Remove green screens with chroma key techniques

Adobe After Effects Course Online

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 text, images, and graphics using position, scale, rotation, and opacity controls.
- Work with masks and track mattes to create seamless transitions and layered effects.
- Apply blending modes and transparency effects for dynamic visual compositions.
- Integrate and animate Photoshop and Illustrator files within After Effects.
- Use expressions and essential properties to streamline animation workflows.
- Export high-quality video files optimized for web, social media, and professional use.

AI for Graphic Design Course Online

Explore how artificial intelligence is transforming graphic design with hands-on projects that integrate tools like Adobe Firefly, MidJourney, and ChatGPT. Learn to streamline creative workflows, enhance visual assets, and build cohesive brand packages using leading 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 de-noising techniques.
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design directions.
- Build mood boards, style guides, and concept sets with free and paid AI design tools.
- Assemble a complete brand identity using multiple AI platforms in a simulated design workflow

AI for the Workplace with Claude

Go from your first Claude conversation to a complete, personalized AI workflow in two days. This live, project-based course covers prompting, Projects, Plugins, Cowork, and automation, with every exercise built around your own work and a real deliverable to show for it.

- 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 Online

Take command of the entire process of planning, building, and deploying real web applications with Claude Code in this beginner friendly, hands-on bootcamp featuring expert instruction, interactive practice, seven labs, and a capstone project.

- Harness Claude Code to plan, build, debug, and deploy web applications through natural language
- Follow the Explore → Plan → Execute → Review workflow to manage multi-step development tasks
- Construct full-stack apps complete with databases, user authentication, and external API integrations
- Incorporate responsive design, accessibility standards, and professional UI patterns
- Establish web security fundamentals including input validation and environment variable management
- Ship finished applications to a live URL using version control and modern hosting platforms

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

As part of the Content Creation & Social Media Manager Bootcamp, you will produce four projects to feature in your portfolio:

Interactive Design System

- Develop a responsive design system that carries shared colors, fonts, typography, and design tokens across desktop, mobile, social media, print, and dark-mode layouts.
- Set up live previews that refresh automatically whenever design settings change, showing how a single cohesive visual system can flex

across platforms and formats.

Financial Dashboard with AI

- Create and deploy a functioning financial dashboard complete with accounts, transactions, charts, KPI cards, profitability metrics, anomaly alerts, and exportable reports.
- Connect Claude to write summaries and explain financial trends from figures your code calculates, then build an Ask-Your-Data feature that examines uploaded CSV files and picks the right visualizations.

Social Media Creative Studio

- Develop an interactive application that produces coordinated social media graphics and campaign content spanning multiple platforms, formats, and aspect ratios.
- Craft reusable templates and creative controls for branding, typography, colors, imagery, layouts, and campaign messaging, complete with AI-assisted tools for generating concepts, copy, and content variations.

Marketing & Creative Studio

- Create and deploy a real AI marketing studio that converts performance data into campaigns: bring Google Analytics numbers into your own app and let Claude translate them into plain-English insights grounded in the actual figures.
- Produce on-brand email campaigns from a short brief plus campaign imagery through the Google Gemini API, all anchored by a reusable brand kit, a content calendar, and an asset library, running two AI models within one app.