

AGENDA

UNFPA Digital Media Accelerator Training with [Kristen Palana](#)

Overview: 5-months of training with 5 modules (4 weeks each) meeting live weekly (3 hours a week) in the following subjects: Basic visual literacy/photo editing, basic graphic design, illustration, animation/video, and creating multimedia for clients and organizations/workplace skills for designers.

Module 1: Basic Visual Literacy/Photo Editing

The main focus of this module is to develop basic visual literacy skills such as creating strong compositions, using color and symbolic imagery effectively, understanding how to create mood and be persuasive with imagery, image editing, image manipulation, understanding copyright laws, and creating high quality photographic images that look professional for print or the web. **(4 Weeks)**

Online companion courses:

- **Photoshop | GIMP: Quick & Easy Image Hacks for Beginners**
- **Lifhack With Color Psychology: Increase Your Influence**

*(*Scroll past the course descriptions to see the curriculum and content covered)*

Module 2: Basic Graphic Design/ Making Images for the Web and Social Media

The main focus of this module is to build off of existing skills developed in *Module 1*. Here we will focus more on using imagery and text together, working with public domain illustrations and vector images along with photos, and how to best communicate messages intended for print or the web for organizations using sample client case studies and real-world examples. **(4 Weeks)**

Online companion courses:

- **Make Easy but Powerful Social Media Graphics: Canva | Stencil**
- *Reviewing or taking additional intermediate lessons from Module 1 online courses*

Module 3: Introduction to Illustration and Digital Painting

The main focus of this module is to develop beginning illustration skills and to create professional-looking images for print or the web. **(4 Weeks)**

Online companion courses:

- *Reviewing or taking additional intermediate lessons from Module 1 and 2 online courses*
- **The Beginner's Illustration Masterclass: Essential Artist's Bundle**

*(*Click individual courses in the bundle and scroll past the course descriptions to see the curriculum and content covered)*

Module 4: Introduction to Animation and Video for the Web

The main focus of this module is to develop beginning animation and video skills and to create professional-looking multimedia content primarily for the web and social media. We will build off existing skills developed in Modules 1-3 and combine the power of still images, photos, illustrations, sound, animation, and video to create persuasive communication messages.

(4 Weeks)

Online companion courses:

- *Reviewing or taking additional intermediate lessons from Modules 1-3 online courses*
- **Make Quick & Easy Marketing Videos Like a Pro Using InVideo**

*(*Scroll past the course descriptions to see the curriculum and content covered)*

Module 5: Creating Digital Media Content for Clients, Companies, and Organizations

The main focus of this module is to build off existing skills developed in Modules 1-4 and combine the power of still images, photos, illustrations, sound, animation, and video to create persuasive communication messages for real clients, companies, and organizations. Students will learn how to communicate effectively as a profession and best practices for being effective and persuasive through digital media for communication messaging.

(4 Weeks)

Online companion courses:

- *Reviewing or taking additional intermediate lessons from Modules 1-4 online courses*
- **Skyrocket Your Impact at Work & Home -Essential Career Boost Bundle**