

CERTIFICATE IN DIGITAL MEDIA

**SAN FRANCISCO
FILM SCHOOL**

A 12-Week Program Designed to Launch a Career in
Digital and Social Media Content Creation



THE PROGRAM

The Certificate in Digital Media is a 12-week training program specifically designed for people looking to transition into new careers in **digital media marketing, social media content creation** (YouTube, Instagram, Facebook, Twitter, LinkedIn), **videography**, or **digital editing**.

The program will be offered as a combination of online classes, assignments and career development workshops. Students will receive a professional video production package (including a laptop PC, HD video camera with microphone, and professional software). Using this equipment, they will be trained in video production skills, web content creation, social media marketing, digital editing, working with clients, networking, website platforms & design, resume building, branding, and career development.

The goal is to equip graduates with the key skills and experience they need to kick-start a career in an area of increasing job demand - **digital and social media content creation**.

By the end of the program students will have:

- Proficiency in Adobe Premiere Pro
 - Proficiency in Adobe Illustrator
 - Personally branded website
 - Visually appealing resume
 - Portfolio of work samples
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THE PROGRAM

Tuition & Fees

Application fee: \$10

Tuition: \$5,825 (scholarships available*)

The cost of tuition includes a professional video production package:

- Laptop PC
- HD Video Camera with microphone
- 1 Year Subscription to Adobe Creative Cloud

Requirements

- Completed Program Application
- Personal Cover Letter (1-2 pages containing a personal history, and motivation for attending)
- No High School Diploma or GED necessary

Schedule

The program is made up of 4 modules, each 3 weeks long. The first two weeks of each module will focus on educational training in a specific area of digital media, with the last week dedicated to career development and the implementation of the training by producing a specific piece of content. The modules can be taken in any order, so students have the flexibility of joining the program every 3 weeks, at the beginning of a new module.

*For more details, contact our Admissions team:

(415) 824-7000, admissions@sanfranciscofilmschool.edu



CURRICULUM

Module 1 - Social Media Content Creation + Marketing Fundamentals

Week 1

Social Media Platforms

Marketing Basics

Week 2

Phone video production

Creating content (pics + video)

Week 3 - Career Development

Create a Live Video (Facebook, Instagram, YouTube)

Module 2 - Resume + Brand Building

Week 1

Resume Building

Creating a personal brand

Week 2

Canva

Networking (LinkedIn)

Week 3 - Career Development

Create a Resume, Job Mission Statement + LinkedIn profile



CURRICULUM

Module 3 - Video Production + Web Commercials

Week 1

Video Production Basics

Week 2

Video Editing Basics (Premiere)

Working with Clients

Week 3 - Career Development

Create a 30 sec spec commercial

Module 4 - Building a Website + Image Creation

Week 1

Website platforms

Web Design

SEO

Week 2

Creating website content

Photography Basics

Week 3 - Career Development

Build your website

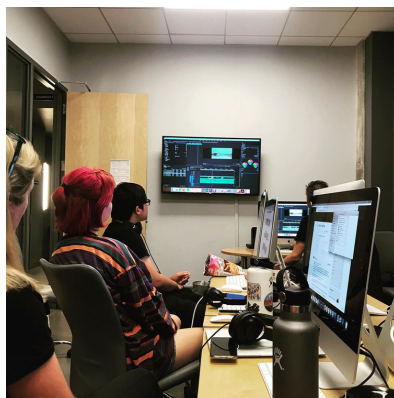
Showcase your portfolio

SAN FRANCISCO FILM SCHOOL

Creating **Filmmakers** and **Content Creators** with **Careers** in the Entertainment Industry

The San Francisco Film School is a nationally accredited educational institution specializing in the training and development of film and media professionals. Since our inception, we have dedicated our school to the re-imagining of the film school model, and to building a more creative educational environment.

We nurture the aspiring filmmaker and content creator's aesthetic spark while providing the critical training necessary to have a successful career in film, television, web content, and new media.



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