



مركز الوقت للتدريب
Time Training Center



Media Production Training: Video Editing, Photo Editing & Graphic Design Tools

- Corporate Training Department

Introduction:

The **Media Production Training: Video Editing, Photo Editing & Graphic Design Tools** is a specialized hands-on program designed to build professional-level competencies in digital content creation. In today's fast-paced media landscape, organizations increasingly rely on in-house teams to produce compelling visual materials that align with brand identity and engage target audiences. This course provides the technical foundation and creative workflow expertise needed to meet that demand, using leading software tools such as **Adobe Premiere Pro, Final Cut Pro, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, and Canva**.

The training takes a structured approach to media production, guiding participants through each stage of the content development cycle—from raw footage and images to fully edited, brand-ready deliverables. Participants will gain deep, practical knowledge of video editing timelines, photo enhancement processes, graphic composition techniques, and design principles that are essential for effective storytelling and professional presentation.

Through immersive, tool-based learning and real-world project tasks, this program equips delegates to confidently manage the visual components of digital campaigns, corporate communications, and social media content. Whether producing high-quality promotional videos, retouching product images, or creating eye-catching infographics and layouts, participants will leave the course with the capability to execute complete multimedia projects independently and to a professional standard.

This course is ideal for marketing professionals, content creators, and in-house creative teams seeking to upskill in multimedia production and establish a consistent, impactful visual identity across platforms.

Learning Outcome:

At the end of the course the student should be able to:

- Develop end-to-end video editing skills using Adobe Premiere Pro and Final Cut Pro
- Master fundamental and advanced image editing techniques using Adobe Photoshop
- Apply professional photo enhancements and batch editing workflows in Adobe Lightroom
- Design engaging marketing materials and social media visuals using Adobe Illustrator
- Utilize Canva for efficient, template-based content creation and brand adaptation
- Learn practical content structuring, sequencing, and storytelling through visuals
- Apply effective techniques in layering, masking, blending, and asset organization
- Produce and export creative assets in formats suitable for digital and print publishing
- Combine media elements into cohesive campaigns across video, photography, and graphics
- Execute hands-on tasks that reflect real-world production challenges and creative briefs
- Optimize media output for resolution, device, and platform requirements

Who Should Attend:

- Marketing and communications professionals
- Content creators and social media managers
- Visual designers and graphic artists
- Corporate branding and media teams
- Trainers, educators, and instructional designers
- Freelancers and digital media entrepreneurs
- Beginners or mid-level professionals looking to upgrade their creative toolkit

Date & Duration	Location	Course Fee per Participant (USD)
Aug 11-15, 2025 5 Days (35 Hours)	Boardroom 1, Elite Byblos Hotel, Behind Mall of The Emirates - Al Barsha, Sheikh Zayed Road, Dubai, UAE	\$4,000
Sep 08-12, 2025 5 Days (35 Hours)	Boardroom 1, Elite Byblos Hotel, Behind Mall of The Emirates - Al Barsha, Sheikh Zayed Road, Dubai, UAE	\$4,000
Oct 13-17, 2025 5 Days (35 Hours)	Boardroom 1, Elite Byblos Hotel, Behind Mall of The Emirates - Al Barsha, Sheikh Zayed Road, Dubai, UAE	\$4,000
Nov 03-07, 2025 5 Days (35 Hours)	Boardroom 1, Elite Byblos Hotel, Behind Mall of The Emirates - Al Barsha, Sheikh Zayed Road, Dubai, UAE	\$4,000

Course Fees Inclusion:

The course fee outlined in proposal includes the following:

- **Course Materials:** Comprehensive participant materials, including lecture notes, slides, and case study documents.
- **Coffee/Tea & Lunch:** Coffee, tea, and light refreshments will be available throughout the day. Lunch will be provided daily, offering participants the opportunity to network and recharge during the training sessions.

Certificate(s):

Participants who complete a minimum of 80% of the total training hours will receive a **Certificate of Completion** issued by **Time Training Center**. This certificate reflects their active participation and commitment to professional development in the relevant field.

Creative Tools Covered in This Training		
1	Video Editing	Final Cut Pro or Adobe Premiere Pro
2	Photo Editing	Adobe Photoshop or Adobe Lightroom
3	Graphic Design	Adobe Illustrator or Canva

Course Outline:

Module 1: Introduction to Media Production & Software Environment

- Overview of the media production lifecycle and creative workflow
- Introduction to Adobe Creative Cloud and system requirements
- Navigating software interfaces: Adobe Premiere Pro, Final Cut Pro, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, and Canva
- File types, resolution, codecs, and format considerations for media editing
- Hands-on setup: configuring project folders, templates, and media libraries

Module 2: Fundamentals of Video Editing with Adobe Premiere Pro

- Importing video, audio, and media assets into Adobe Premiere Pro
- Understanding the timeline, bins, and source/preview monitors
- Performing basic cuts, trims, and sequence editing
- Applying transitions and motion presets
- Hands-on practical: assemble a basic montage using raw footage and background music

Module 3: Advanced Video Editing & Color Grading in Adobe Premiere Pro

- Using nested sequences and adjustment layers
- Keyframing animations for scale, position, and opacity
- Lumetri Color for grading, correction, and look application
- Audio syncing, background noise removal, and voice mixing
- Hands-on practical: create a 1-minute brand story video with graded footage, titles, and music

Module 4: Video Editing with Final Cut Pro (for macOS users)

- Interface overview and comparison with Adobe Premiere Pro
- Magnetic timeline, skimming, and blade editing techniques
- Applying transitions, titles, and effects
- Color grading using color wheels and LUTs
- Hands-on practical: edit and export a 30-second promo video using Final Cut Pro

Module 5: Photo Editing Essentials with Adobe Photoshop

- Understanding layers, selections, and adjustment layers in Adobe Photoshop
- Performing basic image correction: brightness, contrast, levels, curves
- Using retouching tools: healing brush, clone stamp, patch tool
- Compositing elements and removing backgrounds
- Hands-on practical: edit and enhance a portrait image for use in a brochure

Module 6: Photo Enhancement & Workflow Optimization in Adobe Lightroom

- Importing and organizing image collections using Adobe Lightroom catalogs
- Applying global adjustments, tone curves, and filters
- Spot removal, sharpening, and noise reduction
- Using presets and batch editing for workflow efficiency
- Hands-on practical: retouch and enhance a series of event photos for social media

Module 7: Graphic Design with Adobe Illustrator – Basics

- Working with vector shapes, paths, and strokes in Adobe Illustrator
- Typography, font pairing, and hierarchy for digital design
- Creating layouts using artboards and layers
- Hands-on practical: design a business flyer or event poster from scratch

Module 8: Advanced Design Techniques in Adobe Illustrator

- Using pen tool, bezier curves, and custom icons in Adobe Illustrator
- Creating logo designs, branded templates, and infographics
- Working with gradients, transparency, and compound shapes
- Hands-on practical: design a brand identity pack including logo, icons, and social media post

Module 9: Content Design and Branding Using Canva

- Navigating Canva interface and exploring design templates
- Customizing pre-built layouts for flyers, resumes, and Instagram posts
- Uploading brand assets, creating kits, and working with teams
- Export options, animation, and scheduling content
- Hands-on practical: create and publish a social media post campaign using Canva

Module 10: Media Integration & Cross-Tool Project Execution

- Integrating Adobe Photoshop graphics into Adobe Premiere Pro video projects
- Exporting Adobe Illustrator vectors for animation or web publishing
- Using Adobe Lightroom-edited images in design layouts
- Best practices for cross-platform file management and asset consistency
- Hands-on practical: produce a multi-format media kit including edited video, enhanced photos, and visual designs

Module 11: Final Project, Feedback & Output Delivery

- Planning and executing an integrated creative project using Adobe tools and Canva
- Review of key editing, retouching, and design workflows
- Exporting for web, print, and social platforms (MP4, JPG, PNG, PDF)
- Troubleshooting export errors and optimizing file sizes
- Instructor feedback on participant work and Q&A

Training Methodology:

This training follows a fully hands-on, instructor-led methodology focused on practical application of creative tools in real-world scenarios. Each module is built around live software demonstrations, followed by structured tasks where participants apply what they've learned to guided and independent exercises. The approach blends theory with continuous practice to ensure knowledge retention and confidence in tool usage.

- Live demonstrations and guided practice using Adobe Creative Cloud and Canva
- Individual and team-based creative tasks
- Scenario-based mini-projects simulating real client briefs
- Use of official or trial software for a realistic training environment
- Feedback-driven improvement and interactive Q&A sessions

Instructor(s):

This course will be delivered by a senior media production professional with over 10 years of experience in video editing, graphic design, and photo enhancement using Adobe Creative Cloud and Final Cut Pro. The instructor has conducted training for corporate marketing teams, digital content creators, and academic institutions. Proficient in visual storytelling, production workflows, and design systems, the instructor brings a balance of creative vision and technical know-how. Instructor's profile will be shared upon request.

About Time Training Center

Time Training Center is a leading professional training institute in Abu Dhabi that provides students and professionals with quality education and skill development programs.

Time Training Center is accredited by the Abu Dhabi Center for Technical Vocational Education & Training (ACTVET) with a specialization in Computer and Management Training programs and certified by QA QC with ISO 9001:2015.

Operating in Abu Dhabi for over 3 decades, Time Training Center has established brand value as a high-quality Management & Technical Training Center in Abu Dhabi. We have also secured strong loyalty from corporate companies and associations with our holistic and practical teaching approach.

Contact us at

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