SKILL Upgrade

SOCIAL MEDIA & MARKETING DESIGN MASTERY

30 DAYS PRACTICAL COURSE IN JAIPUR

Course Overview

Design Content That Captures Attention & Converts

In the age of short attention spans, design is what stops the scroll. This **30-day Social Media & Marketing Design Mastery Course by SkillUpgrades** is built to equip you with the practical design skills to create eye-catching social posts, ad creatives, carousels, reels covers, and marketing visuals — even if you're not a traditional designer.

You'll learn how to build branded content using **Canva Pro, Photoshop, and design principles** tailored for **Instagram, Facebook, LinkedIn, YouTube, and ad platforms.** Perfect for marketers, content creators, small business owners, and freelancers.

What You'll Learn

- Social media design principles & platform-specific formats

- Creating carousels, stories, reels covers, and highlights

- Designing ad creatives for Meta & Google Ads

- Building consistent brand themes and visual identity

- Using Canva Pro tools and templates like a pro

- Color theory, font pairing, and layout strategy

- Tools for resizing, templates, and multi-platform design

- Best practices for thumbnail design (YouTube, Facebook)

- Visual storytelling and campaign design frameworks

- Download formats for web, print, and ads

Who Should Enroll

- Digital marketers and content creators

- Social media managers and ad strategists

- Small business owners managing their own branding

- Freelancers and aspiring graphic designers

- Influencers and YouTubers

Requirements

- No prior design experience needed

- Laptop with internet access and Canva account

- Passion for creativity and consistent practice

Course Modules – Social Media Design Mastery (30 Days)

Module 1: Design Thinking for Social Media

- Why visual content matters

- Understanding user behavior on each platform

- Brand consistency across formats

Module 2: Canva Pro Mastery

- Navigating Canva Pro dashboard

- Using brand kits, folders, templates

- Advanced features: animations, mockups, resizing

Module 3: Instagram & Facebook Visuals

- Carousel post design structure

- Reels & story cover design

- Branded highlights and infographics

- Post-layout techniques for engagement

Module 4: Ad & Campaign Creative Design

- Ad format guidelines (Meta & Google)

- Visual hierarchy in marketing design

- Designing for conversions: CTA placement

- A/B variation of ad creatives

Module 5: YouTube, LinkedIn & Multi-Platform Design

- YouTube thumbnails: contrast, clarity & emotion

- LinkedIn banners, carousels, & personal branding posts

- Repurposing content across formats and platforms

Module 6: Branding, Portfolio & Final Project

- Creating visual themes and brand templates

- Design consistency checklist

- Creating your design portfolio

- Final campaign project: real-world brand brief

Course Highlights

- 100% practical design-based training

- Real-world branding and ad creative projects

- Focused on engagement + conversion

- Certificate of Completion

- Portfolio and freelance guidance included

Thank You