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Educator: Zohra Lakhani (Harvard Graduate In Digital Media Design)

Canadian College of Business, Health & Arts Inc.

Video Editing & Motion Graphics Certificate Program

In collaboration with **Artists & Artisans Development & Network (AADN)**, **Canadian College of Business, Health & Arts Inc.** announces an intensive online program designed to equip aspiring editors and creators with industry-relevant video editing and motion graphics skills for film, digital media, and social platforms.

Designed to build practical skills and portfolio-ready video & motion graphics projects. Open to beginners and emerging creatives.



40 HOUR
TRAINING
PROGRAM

Register Today
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Canadian College of Business, Health & Arts Inc.

Video Editing & Motion Graphics Certificate

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Course Objectives

By the end of the program, students will:

- Understand the language of film and video (camera angles, shot types)
- Apply professional video editing principles and storytelling techniques
- Master non-linear editing workflows using Adobe Premiere Pro
- Create motion graphics, titles, and visual effects using Adobe After Effects
- Learn different types of cuts, transitions, pacing, and rhythm in editing
- Edit content for social media, brand videos, reels, and short films
- Produce portfolio-ready video and motion graphics projects

Duration: 1.25 Months

Total Hours: 40 Hours

Educator: Zohra Lakhani

Course Structure: 5 Modules
(10 classes of 2 hours each)

Instructor-Led Sessions: 20 Hours
(Saturdays & Sundays)

Student Project Work: 20 Hours

Certification Requirements

- Awarded upon successful completion of all assignments and final projects
- Minimum 80% attendance in instructor-led sessions

About Zohra

Zohra Lakhani is a Harvard University Graduate (Master of Liberal Arts (ALM) in Digital Media Design) with extensive experience in video storytelling, motion design, and digital media education..

Zohra's Portfolio

www.creativejoys.me/projects

Course Modules & Outline

Module 1: Visual Storytelling, Cinematography & Video Language

4 Hours | 2 Classes

- Introduction to visual storytelling for film and digital media
- Basics of cinematography for editors
- Understanding camera angles (wide, medium, close-up, extreme shots)
- Shot sizes, framing and shot composition
- Camera movements (pan, tilt, zoom, dolly, handheld)
- Lighting basics and mood creation
- Shot continuity, screen direction and visual logic
- Understanding pacing, rhythm, and emotional impact of visuals

Software Applications

Adobe Premiere Pro

Required Tools

Computer & Software Applications

Practice Assignment

Shot analysis: Break down a short video or film scene focusing on cinematography, shot choices, camera angles, and storytelling intent.

Module 2: Video Editing Principles, Cuts & Transitions

4 Hours | 2 Classes

- Introduction to non-linear editing workflows
- Types of cuts and edit techniques:
 - + Straight Cut
 - + Match Cut
 - + Jump Cut
 - + J-Cut & L-Cut
 - + Cutaway & Insert Shots
- Continuity editing vs creative editing styles
- Camera angles and shot styles
- Transitions: motivated vs decorative transitions
- Editing for emotion, story, and viewer engagement
- Timing, beats, visual rhythm and pacing

Software Applications

Adobe Premiere Pro (Introduction)

Required Tools

Computer & Software Applications

Practice Assignment

Edit a short sequence using multiple cut styles, camera angles, framing and transitions to demonstrate narrative clarity and creative intent.

Module 3: Professional Video Editing, Color Grading & Sound Design

6 Hours | 3 Classes

- Premiere Pro interface and workspace customization
- Importing, organizing and managing footage efficiently
- Timeline editing and trimming techniques
- Working with audio, dialogue and music
- Sound design fundamentals
- Adding sound effects and ambient audio
- Audio balancing, cleanup and basic mixing

- Color correction fundamentals (exposure, contrast, white balance)
- Introduction to color grading for mood and storytelling
- Titles, captions and lower thirds
- Exporting for YouTube, Instagram, and digital platforms

Software Applications

Adobe Premiere Pro, Adobe Media Encoder

Required Tools

Computer & Software Applications

Practice Assignment

Edit a complete short video (30–60 seconds) including sound design, sound effects, color correction, and basic color grading.

Module 4: Motion Graphics, Visual Effects & Advanced Transitions

6 Hours | 3 Classes

- Introduction to motion graphics and visual effects
- After Effects interface and composition workflow
- Key-frames, easing and animation timing
- Text animation and kinetic typography
- Shape layers and animated design elements
- Creating custom transitions
- Introduction to visual effects (VFX concepts)
- Simple compositing and effects enhancement
- Exporting motion graphics for Premiere Pro integration

Software Applications

Adobe After Effects, Adobe Media Encoder

Required Tools

Computer & Software Applications

Practice Assignment

Creating animated logo reveal, animated social media post with illustrations, objects, shapes, vector-based characters and text. Create a 10–15 second animated title, transition, or motion graphic sequence suitable for use in a video edit.

Module 5: Integrated Editing Workflow, Style & Creative Projects

6 Hours | 3 Classes

- Seamless Premiere Pro + After Effects workflow
- Combining editing, sound design, color and motion graphics
- Editing for social media reels, ads and branded content
- Visual consistency, pacing and storytelling across formats
- Developing a cinematic look on a budget
- Review of professional editing, grading and sound techniques
- Preparing videos for portfolios, clients and platforms

Software Applications

Adobe Premiere Pro, Adobe After Effects, Adobe Media Encoder

Required Tools

Computer & Software Applications

Final Project

Final project will be assigned for self-paced completion. Deadlines must be met.

Final Projects & Assessment

Hours: 20 (Student Self-Paced)

Students must complete and submit the following by specified deadline to earn the certificate:

Weekly Assignments

All weekly assignments must be submitted before final deadline.

Video Editing Project

A fully edited short video (45–90 seconds) demonstrating cinematography awareness, narrative flow, cuts, transitions, sound design, and color grading.

Motion Graphics Reel & VFX Project

A 10–20 second animated sequence using After Effects, incorporating motion graphics, transitions, or basic visual effects.

Social Media Video

A vertical or square-format video optimized for social platforms with sound, color, and motion elements.

Portfolio Compilation

All videos compiled and submitted as a private online link.



Certification

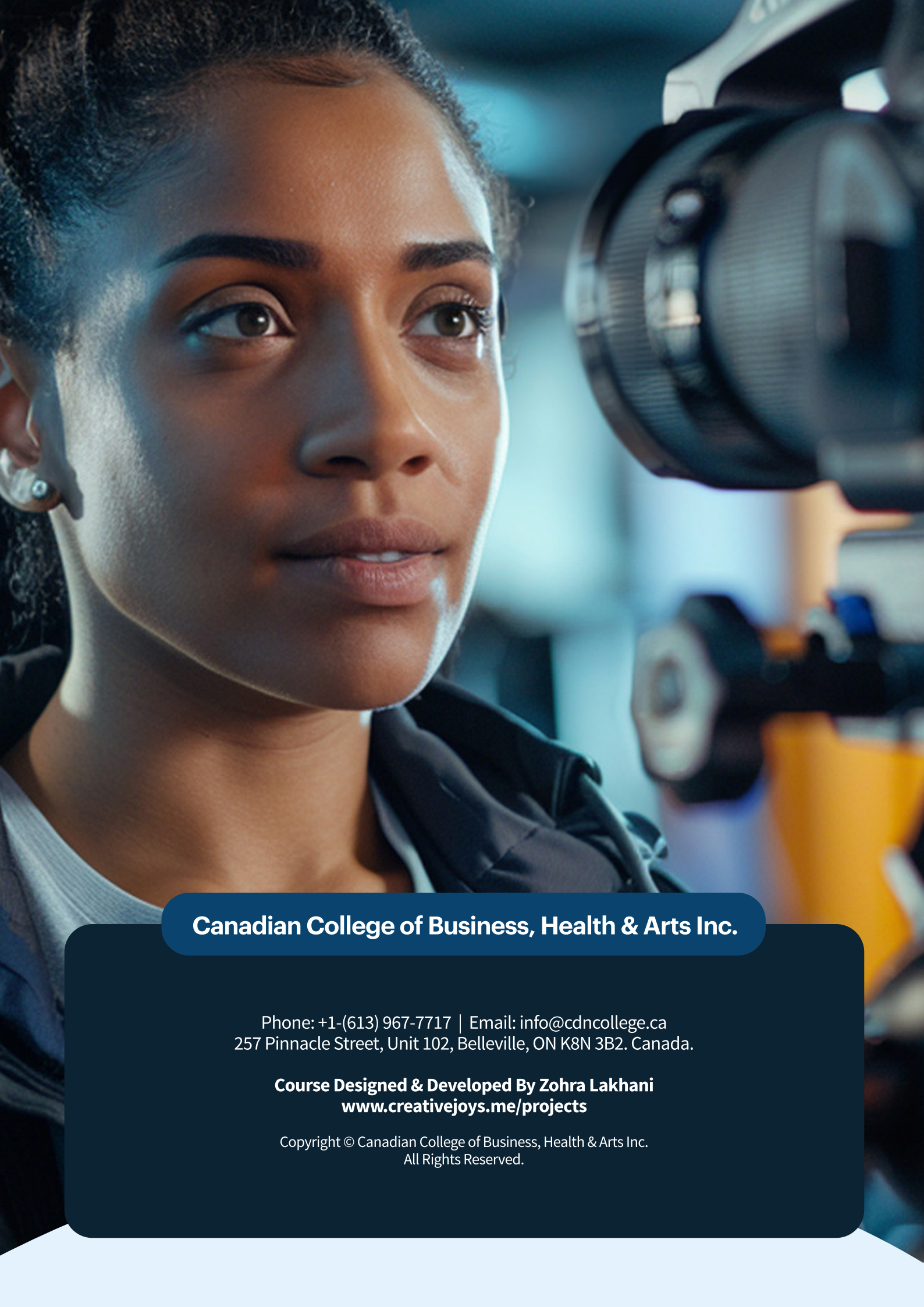
Canadian College of Business, Health & Arts Inc. is registered as a career college under the **Ontario Career Colleges Act, 2005**.

The certificate is recognized by relevant Canadian authorities, including the **Ministry of Training, Colleges & Universities of Ontario**.

Assessment Criteria

- Creativity & visual storytelling
- Technical proficiency in editing, sound, color and motion
- Effective use of cuts, transitions and pacing
- Audio clarity and visual consistency
- Overall professionalism and presentation





Canadian College of Business, Health & Arts Inc.

Phone: +1-(613) 967-7717 | Email: info@cdncollege.ca
257 Pinnacle Street, Unit 102, Belleville, ON K8N 3B2. Canada.

Course Designed & Developed By Zohra Lakhani
www.creativejoys.me/projects

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