



Training Course:
Mastering Digital Content Creation and Editing

10 - 14 May 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside

Training Course: Mastering Digital Content Creation and Editing

Training Course code: SM235663 From: 10 - 14 May 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

Digital content is at the heart of modern communication, branding, and marketing. High-quality content—whether visual, written, or video—plays a critical role in capturing attention, engaging audiences, and driving business results. Professionals must master both creative and technical skills to produce impactful content across digital platforms.

This program, designed by Global Horizon Training Center, equips participants with comprehensive skills in content creation, editing, and optimization using modern tools and techniques to deliver professional and engaging digital content.

Course Objectives

By the end of this program, participants will be able to:

- Understand digital content strategy and planning
- Create high-quality visual, written, and video content
- Use modern tools for content creation and editing
- Apply design principles and storytelling techniques
- Edit and optimize content for different platforms
- Enhance content engagement and audience reach
- Maintain brand consistency and identity
- Produce professional-level digital content

Target Audience

This program is designed for:

- Content Creators and Social Media Specialists
- Digital Marketing Professionals
- Graphic Designers and Video Editors
- Brand and Communication Teams
- Entrepreneurs and Business Owners
- Professionals involved in digital media production

Outline

Day 1: Digital Content Strategy and Planning

- Role of content in digital marketing
- Content types and formats
- Audience targeting and content goals
- Content planning and calendars
- Brand voice and storytelling

Day 2: Visual Content Creation and Design

- Design principles color, typography, layout
- Creating graphics for social media
- Tools Canva, Adobe tools basics
- Image editing techniques
- Visual branding consistency

Day 3: Video Content Creation and Editing

- Video production basics shooting, lighting, framing
- Editing tools and software
- Short-form content Reels, TikTok
- Transitions, effects, and sound
- Video optimization for platforms

Day 4: Copywriting and Content Optimization

- Writing engaging content
- SEO basics and keywords
- Social media captions and storytelling
- Content adaptation for platforms
- Performance optimization

Day 5: Advanced Editing, Publishing, and Performance Analysis

- Advanced editing techniques
- Content scheduling and publishing
- Analytics and performance tracking
- Continuous improvement strategies
- Case studies and real-world applications

Registration form on the Training Course: Mastering Digital Content Creation and Editing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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