

Video Editing Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Video Editing Course at GIDM is a **practical, creative, and industry-focused program** designed to help students master professional video editing for **social media, YouTube, ads, and marketing campaigns**. This course covers editing fundamentals, storytelling, effects, and advanced tools used by professionals.

What You Will Learn

- Video editing fundamentals & workflows
 - Editing for social media, YouTube & ads
 - Color correction & audio editing
 - Motion graphics & effects basics
 - Short-form & long-form video creation
 - Portfolio building & career guidance
-

Detailed Course Modules

Module 1: Introduction to Video Editing

- What is video editing?
 - Types of video content
 - Video formats & resolutions
 - Editing workflow & timelines
 - Career opportunities in video editing
-

Module 2: Video Editing Software Basics

- Introduction to editing tools
- Workspace & interface overview
- Importing & organizing media
- Timeline & sequence basics
- Export settings overview

Module 3: Adobe Premiere Pro

- Premiere Pro interface
- Cutting & trimming clips
- Transitions & effects
- Text & titles creation
- Multi-track editing

Module 4: Audio Editing & Sound Design

- Audio fundamentals
- Voice clarity & noise reduction
- Background music syncing
- Audio effects & mixing
- Sound design basics

Module 5: Color Correction & Grading

- Color theory basics
- White balance & exposure
- Color correction tools
- Creative color grading
- LUTs usage

Module 6: Motion Graphics Basics

- Introduction to motion graphics
- Text animations
- Lower thirds & overlays
- Logo animation basics
- Using After Effects (intro)

Module 7: Social Media & YouTube Editing

- Editing for Instagram Reels & Shorts
- YouTube video structure
- Thumbnails basics
- Aspect ratios & platform specs

- Engagement-focused editing
-

Module 8: Ads & Marketing Videos

- Video ads formats
 - Editing for Facebook & Google Ads
 - Brand storytelling
 - Call-to-action videos
 - Performance-focused creatives
-

Module 9: Advanced Editing Techniques

- Speed ramping
 - Green screen (chroma key)
 - Masking & overlays
 - Transitions & effects mastery
 - Workflow optimization
-

Module 10: Portfolio, Freelancing & Career

- Building a video portfolio
 - Freelancing platforms overview
 - Client handling & revisions
 - Pricing & proposals
 - Career roadmap
-

✂ Practical Training & Projects

- Social media reel editing project
 - YouTube video editing project
 - Promotional ad video creation
 - Motion graphics assignment
 - Final portfolio project
-

Certification & Career Support

- Industry-recognized certification

- Internship assistance
 - Resume & interview preparation
 - Freelancing & client handling support
 - 100% placement support
-

Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, creators, influencers, marketers, and job seekers.

Q2. Do I need prior editing experience?

No, the course starts from basics.

Q3. Is this course practical?

Yes, 100% hands-on with real video projects.

Q4. Will I get placement support?

Yes, GIDM provides internship and placement assistance.

Q5. Can I earn from video editing after this course?

Yes, we guide you for freelancing and content creation careers.

Build a Creative Career in Video Editing with GIDM

Learn professional video editing skills and create impactful visual content.

