

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.

