COURSE OUTLINES

What you'll actually learn, week by week.

A closer look at every training program: what's covered each week, how long it runs, and what happens once training ends and the internship begins.

How every program works

The same three-stage structure applies to every course in this guide, just with different timeframes.

01

Skill Training

Structured, live instruction from the Standforth Digital team, week by week, as laid out below.

02

Internship with the Company

Real client work under mentorship, applying exactly what was covered in training.

03

Certificate

Issued once both the training and internship phases are fully completed.

Programs in this guide

Digital Marketing Training	2 Months Training + 1 Month Internship
Branding & Creative Design	2 Months Training + 1 Month Internship
UI/UX Design	3 Months Training + 1 Month Internship
Video Editing & Animation	6 Weeks Training + 2 Weeks Internship
Website Development: WordPress Design	2 Months Training + 1 Month Internship
Website Development: Frontend	3 Months Training + 1 Month Internship
Website Development: Backend	3 Months Training + 1 Month Internship

COURSE 1 OF 7

Digital Marketing Training

2 MONTHS TRAINING + 1 MONTH INTERNSHIP

WEEK 1
Foundations of Digital Marketing
Channels overview, the marketing funnel, and setting measurable goals.

WEEK 2
Social Media Strategy & Content Planning
Building a content calendar and a platform-specific strategy.

WEEK 3
Content Creation & Copywriting
Writing and producing content that actually converts across channels.

WEEK 4
Paid Advertising: Meta & Instagram Ads
Setting up, targeting and optimizing paid social campaigns.

WEEK 5
Google Ads & Search Marketing
Search campaign structure, keyword research and bidding basics.

WEEK 6
Analytics & Reporting
Reading performance data in Meta Business Suite and Google Analytics.

WEEK 7
Email Marketing & Automation
Building sequences and basic marketing automation flows.

WEEK 8
Capstone: Campaign Plan & Presentation
Presenting a full, ready-to-run campaign plan to the team.

Then: Weeks 9 to 12: Internship, applying everything on a real Standforth Digital client account.

Certificate of completion issued once both the training and internship phases are finished.

COURSE 2 OF 7

Branding & Creative Design

2 MONTHS TRAINING + 1 MONTH INTERNSHIP

WEEK 1
Foundations of Branding
Brand strategy, positioning and understanding an audience.

WEEK 2
Logo Design Principles
From sketch to a clean, scalable digital logo.

WEEK 3
Typography & Color Theory
Building a cohesive visual identity system.

WEEK 4
Brand Guidelines Documentation
Putting a full identity system into a usable brand book.

WEEK 5
Marketing Collateral Design
Social templates, flyers and packaging design.

WEEK 6
Working in Design Software
Hands-on practice in Adobe Illustrator, Photoshop and Figma.

WEEK 7
Client Briefs & Presentation
Interpreting a brief and presenting design work with confidence.

WEEK 8
Capstone: Full Brand Identity Project
Designing a complete identity system end to end.

Then: Weeks 9 to 12: Internship, working on a real client branding project.

Certificate of completion issued once both the training and internship phases are finished.

COURSE 3 OF 7

UI/UX Design

3 MONTHS TRAINING + 1 MONTH INTERNSHIP

WEEK 1
Introduction to UX & Design Thinking
How designers approach problems before opening any software.

WEEK 2
User Research Methods
Interviews, surveys and synthesizing what users actually need.

WEEK 3
Personas & User Journeys
Turning research into clear problem statements.

WEEK 4
Information Architecture
Structuring content and navigation that makes sense.

WEEK 5
Wireframing Fundamentals
Low-fidelity layouts that solve the problem first.

WEEK 6
Prototyping in Figma
Building clickable, testable prototypes.

WEEK 7
Visual & UI Design Principles
Layout, color, type and hierarchy done right.

WEEK 8
Design Systems & Components
Building reusable, scalable component libraries.

WEEK 9
Usability Testing
Running tests and turning feedback into design decisions.

WEEK 10
Responsive & Mobile Design
Designing layouts that hold up across screen sizes.

WEEK 11
Developer Handoff
Specs, redlines and working smoothly with developers.

WEEK 12
Capstone: End-to-End App/Website Design
A complete design project, research through handoff.

Then: Weeks 13 to 16: Internship, designing for a real Standforth Digital client project.

Certificate of completion issued once both the training and internship phases are finished.

COURSE 4 OF 7

Video Editing & Animation

6 WEEKS TRAINING + 2 WEEKS INTERNSHIP

WEEK 1
Editing Software Fundamentals
Getting comfortable in Premiere Pro, CapCut and DaVinci Resolve.

WEEK 2
Cutting, Pacing & Storytelling
Editing for reels, ads and short-form attention spans.

WEEK 3
Color Grading & Audio Editing
Making footage and sound feel finished.

WEEK 4
Motion Graphics Basics
Introduction to After Effects for titles and overlays.

WEEK 5
Animated Text & Transitions
Building reusable templates for fast turnaround work.

WEEK 6
Capstone: Full Ad Creative Package
Producing a complete, client-ready creative set.

Then: Weeks 7 to 8: Internship, editing real client video and creative work.

Certificate of completion issued once both the training and internship phases are finished.

COURSE 5 OF 7

Website Development: WordPress Design

2 MONTHS TRAINING + 1 MONTH INTERNSHIP

WEEK 1
WordPress Fundamentals & Hosting
Setting up WordPress, domains and hosting from scratch.

WEEK 2
Themes & Page Builders
Building layouts with Elementor and the WordPress Customizer.

WEEK 3
Building Pages & Layouts
Turning a design into real, working WordPress pages.

WEEK 4
Plugins, Forms & Functionality
Extending a site with the right plugins and contact forms.

WEEK 5
E-commerce Basics (WooCommerce)
Setting up products, checkout and payment on WordPress.

WEEK 6
SEO Basics for WordPress
On-page SEO fundamentals for a WordPress build.

WEEK 7
Performance & Security
Speed optimization and keeping a site safe.

WEEK 8
Capstone: Full Site Build
Building a complete WordPress site from a real brief.

Then: Weeks 9 to 12: Internship, building a real client WordPress site.

Certificate of completion issued once both the training and internship phases are finished.

COURSE 6 OF 7

Website Development: Frontend

3 MONTHS TRAINING + 1 MONTH INTERNSHIP

WEEK 1
HTML Foundations
Structuring real web pages the right way.

WEEK 2
CSS Foundations & Layout
Styling with Flexbox and CSS Grid.

WEEK 3
Responsive Design
Building layouts that work on any screen size.

WEEK 4
JavaScript Fundamentals
Core programming logic for the web.

WEEK 5
DOM Manipulation & Interactivity
Making pages respond to real user actions.

WEEK 6
Git & Version Control
Working the way real development teams work.

WEEK 7
Introduction to React
Component-based thinking and your first React app.

WEEK 8
Components & State
Building interactive interfaces with React.

WEEK 9
Working with APIs
Pulling and displaying real data in an app.

WEEK 10
Styling Systems (Tailwind CSS)
Fast, consistent styling at scale.

WEEK 11
Performance & Accessibility
Building sites that are fast and usable for everyone.

WEEK 12
Capstone: Build & Deploy
Shipping a complete, live website.

Then: Weeks 13 to 16: Internship, building on a real client frontend project.

Certificate of completion issued once both the training and internship phases are finished.

COURSE 7 OF 7

Website Development: Backend

3 MONTHS TRAINING + 1 MONTH INTERNSHIP

WEEK 1
Programming Fundamentals
Core logic using JavaScript and Node.js.

WEEK 2
Server Basics & Express
Building your first server and routes.

WEEK 3
Databases: SQL
Structuring and querying relational data.

WEEK 4
Databases: NoSQL (MongoDB)
Working with flexible, document-based data.

WEEK 5
Building REST APIs
Designing endpoints that a frontend can actually use.

WEEK 6
Authentication & Authorization
Handling logins, sessions and permissions securely.

WEEK 7
Testing & Debugging
Catching problems before they reach a client.

WEEK 8
Third-Party API Integrations
Connecting to payment, email and other external services.

WEEK 9
Deployment & Hosting
Getting a backend live and reachable.

WEEK 10
Security Fundamentals
Protecting data and guarding against common attacks.

WEEK 11
Performance & Scaling Basics
Keeping an API fast as usage grows.

WEEK 12
Capstone: Build & Deploy an API
Shipping a complete, working backend service.

Then: Weeks 13 to 16: Internship, building on a real client backend project.

Certificate of completion issued once both the training and internship phases are finished.

Ready to enroll?

Reach out and we'll confirm your intake date and next steps.

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