GRAND NIGERIA BUSINESS & SKILL ACADEMY

IT/TECH COURSES

Graphic Design

Communicating ideas visually through typography, colour, imagery and layout, using tools such as CorelDRAW, Illustrator and Photoshop.

UI/UX Design

Crafting intuitive, accessible digital experiences through research, wire-framing, visual design and prototyping (Figma).

Frontend Development

Building the part of the web users see and touch—HTML, CSS, JavaScript and a modern framework (React).

Video Editing

Turning raw footage into compelling stories with Adobe Premiere Pro and basic AfterEffects / Audition for polish.

Social Media Management

Planning, creating, scheduling and optimising content to build communities and drive brand goals across major platforms.

Digital Marketing Fundamentals

Driving traffic and conversions through integrated channels—SEO, email, paid ads, analytics and funnels.

course outline

DAYS	MORNINGS 9AM - 12PM	AFTERNOON 2PM -5PM
Week 1 **Monday**	Graphic Design **Intro to Design Principles & Colour Psychology**	UI/UX Design **UX fundamentals & user research quick start**
Week 1 **Tuesday**	Frontend Development **How the internet works, HTML Structure – Elements, Semantic Tags, Forms**	Video Editing **Storytelling, Basic Editing Workflow in Premiere**
Week 1 **Wednesday**	Graphic Design **CorelDRAW Workspace + Simple Brand Identity Practice**	Social Media Management **Intro to Social Media Platforms + Brand Voice**
Week 1 **Thursday**	Frontend Development **CSS Styling – Box Model, Colors, Text, Layout**	UI/UX Design **Creating User Flows & Site Maps for a Product Idea**
Week 1 **Friday**	Video Editing **Import, Trim, Timeline Editing + Sound Sync**	Social Media Management **Define Audience Persona + Competitor Research**

course outline

DAYS	MORNINGS 9AM - 12PM	AFTERNOON 2PM -5PM
Week 2 **Monday**	Graphic Design **Typography, Layout, and Composition in Illustrator**	UI/UX Design **Wireframing (Paper + Digital using Figma)**
Week 2 **Tuesday**	Frontend Development **Flexbox & Grid for Responsive Layouts**	Video Editing **B-Roll, Jump Cuts, Transitions**
Week 2 **Wednesday**	Graphic Design **Poster Design Challenge (with hierarchy & contrast)**	Social Media Management **Content Pillars + Calendar Planning**
Week 2 **Thursday**	Frontend Development **Media Queries + Mobile-First Webpage Project**	UI/UX Design **Low-Fidelity Design of Key Screens**
Week 2 **Friday**	Video Editing **Practice Cut for a Short Vlog or Interview**	Social Media Management **Schedule Posts using Buffer/Meta Tools**

course outline

DAYS	MORNINGS 9AM - 12PM	AFTERNOON 2PM -5PM
Week 3 **Monday**	Graphic Design **Photoshop Basics – Retouching, Layers, Cutouts**	UI/UX Design **Visual Design – Grids, Typography, Color Palettes**
Week 3 **Tuesday**	Frontend Development **JavaScript Basics – Variables, Loops, Events**	Video Editing **Audio Editing – Noise Removal, EQ, Music Beds**
Week 3 **Wednesday**	Graphic Design **Social Media Post Design using Photoshop**	Social Media Management **Designing Social Media Graphics Using CorelDRAW/-Photoshop – Layout, Branding & Visual Hierarchy**
Week 3 **Thursday**	Frontend Development **DOM Manipulation – Build an Interactive To-Do List**	UI/UX Design **Style Guide + Designing High-Fidelity Screens**
Week 3 **Friday**	Video Editing **Sound Design + Audition Workflow**	Social Media Management **Writing Engaging Captions – Hooks, Calls-to-Action & Tone for Different Platforms**

course outline

DAYS	MORNINGS 9AM - 12PM	AFTERNOON 2PM -5PM
Week 4 **Monday**	Graphic Design **Illustrator for Icons, Logos, & Vector Graphics**	UI/UX Design **Prototyping & Interaction in Figma**
Week 4 **Tuesday**	Frontend Development **Intro to React – JSX, Components, Props**	Video Editing **Motion Graphics & Lower Thirds (After Effects Basics)**
Week 4 **Wednesday**	Graphic Design **Logo Creation Project (flat + minimal version)**	Social Media Management **Growth Hacks + Engagement Strategies**
Week 4 **Thursday**	Frontend Development **State Management – Dynamic To-Do List in React**	UI/UX Design **Create Clickable Prototypes for 3 Core Pages**
Week 4 **Friday**	Video Editing **Add Animated Titles, Logos or Callouts**	Social Media Management **A/B Test Captions + Comment Strategy**

course outline

DAYS	MORNINGS 9AM - 12PM	AFTERNOON 2PM -5PM
Week 5 **Monday**	Graphic Design **Designing Brochures & Business Cards for Print**	UI/UX Design **Designing a four page website screen (Desktop)**
Week 5 **Tuesday**	Frontend Development **Develop a full page Website with React**	Video Editing **Editing a Project from Start to Finish**
Week 5 **Wednesday**	Graphic Design **Brochure Design for a Fictitious Business**	Social Media Management **Campaign Building (Giveaway, Poll, Live, etc.) Running Ads**
Week 5 **Thursday**	Frontend Development **Concluding a full page Website with React and Deploying to Netlify**	UI/UX Design **Designing a four website screen (Mobile)**
Week 5 **Friday**	Video Editing **Concluding editing Project, Exporting and Uploding online Platforms**	Social Media Management **Analytics – Reach, Engagement, Insights**

Weekend course outline

DAYS	Saturdays 10AM – 4PM	Sundays 2PM –5PM
Week 1	**Digital Marketing** Intro to Funnels, Personas, Buyer Journeys	**Digital Marketing** Identify a Business + Build Funnel Stages
Week 2	**Digital Marketing** SEO Basics – Keywords, Meta Tags, Tools	**Digital Marketing** Blog Content + SEO Optimization Exercise
Week 3 **Wednesday**	**Digital Marketing** Email Marketing – Segments & Automation	**Digital Marketing** Design a Welcome Email Series (Mailchimp)
Week 4 **Thursday**	**Digital Marketing** Facebook Ads – Objectives, Setup, Targeting	**Digital Marketing** Launch a Simulated Ad + A/B Creatives
Week 5 **Friday**	**Digital Marketing** Google Analytics Basics + Tracking	**Digital Marketing** Build a KPI Report Dashboard

Weekend course outline

DAYS	Saturdays 10AM – 4PM	Sundays 2PM –5PM
Week 6	Digital Marketing **Plan a Mini Campaign Across Channels**	Digital Marketing **Final Presentation + Feedback + Career Options**