




ISTITUTO  
MARANGONI  
MIAMI



# PHOTOSHOP FOR SOCIAL MEDIA

WITH ILARIA BOCHICCHIO

**ISTITUTO MARANGONI MIAMI**  
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ADMISSIONS GUIDANCE  
ACADEMIC YEAR 2025/26

## PHOTOSHOP LAB FOR SOCIAL MEDIA SUCCESS

In this hands-on lab, students will have the opportunity to craft a final brand campaign designed specifically for social media. The lab is built to accommodate all skill levels, so whether you're just starting out or already proficient in Photoshop, you'll be guided through creating impactful, visually appealing content.

### PHOTOSHOP LAB SPECIFICS

- Date:** May 12, 2025
- Duration:** 8 weeks, 1 hour per week
- When:** Thursday 5 to 6 PM
- Price:** \$500 for students | \$700 for externals

### WHAT WILL YOU LEARN

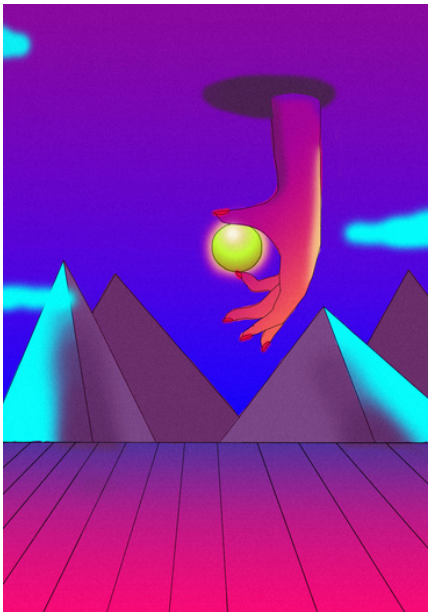
**Basic Photoshop Tools and Techniques:** For beginners, we will start by covering the essential tools and features of Photoshop, focusing on layering, masking, text formatting, and image editing.

**Advanced Techniques:** For more experienced users, we'll dive into more advanced features such as retouching, creating compositions, working with smart objects, and mastering typography.

**Social Media Design:** Learn how to tailor your design specifically for social media formats, keeping in mind the best practices for visuals, brand consistency, and audience engagement.

**Campaign Strategy:** We will also cover the strategic side of building a brand campaign, including creating a cohesive narrative, selecting the right visual assets, and optimizing for specific platforms like Instagram.

**Final Outcome:** At the end of the lab, each student will have completed a brand campaign that includes multiple social media posts, stories, or advertisements designed with a clear brand message. This will not only showcase your newfound Photoshop skills but also demonstrate your understanding of the social media landscape and marketing campaign strategies.



### TAKE THE NEXT STEP

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