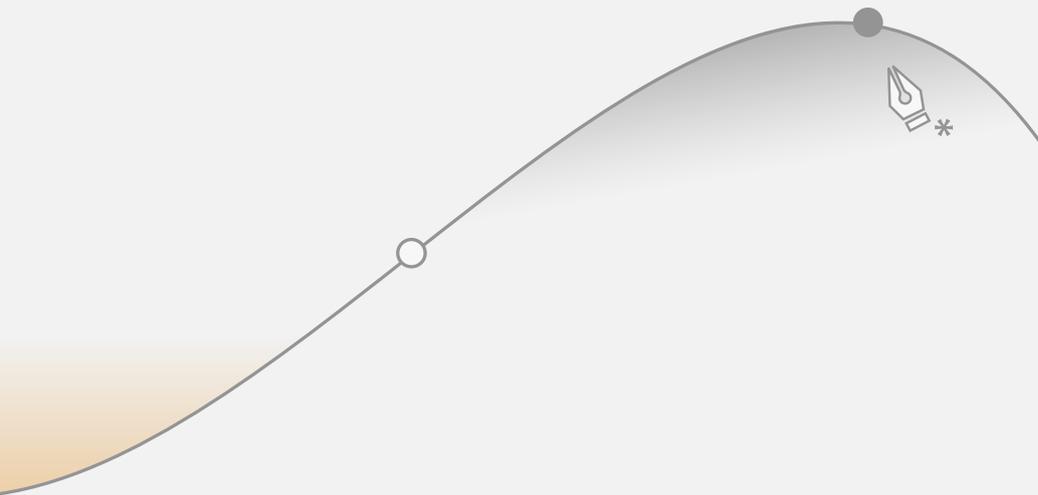


BEGINNER GRAPHIC DESIGN



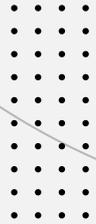
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Duration: 40 Hours



Price: 140.00€



Tools Used: Adobe Illustrator & Photoshop



Learning Style: 70% Practice | 30% Theory



Final Assessment: Portfolio Project + Mock Interview

INTRODUCTION & DESIGN FOUNDATIONS (8 HOURS)

WHAT IS GRAPHIC DESIGN? & PRINCIPLES OF DESIGN (4 HOURS)

Topics Covered:

- Understanding what Graphic Design is
- Exploring career paths in design (freelance, corporate, agency)
- Basic Design Principles: Balance, Contrast, Alignment, Repetition, Hierarchy

Practical Activities:

- Redesign an existing bad flyer or business card
- Create a simple, balanced social media post

COLOR THEORY & TYPOGRAPHY BASICS (4 HOURS)

Topics Covered:

- Color Wheel & Harmonies (Analogous, Complementary, Triadic)
- Color Psychology in Branding
- Typography Basics: Serif vs Sans Serif, Readability, Font Pairing

Practical Activities:

- Choose a color palette for a brand and apply it to a logo
- Design a typography-based poster



MASTERING ADOBE ILLUSTRATOR & PHOTOSHOP (8 HOURS)

ADOBE ILLUSTRATOR ESSENTIALS (4 HOURS)

Topics Covered:

- Vector Graphics vs Raster Graphics
- Essential tools: Selection, Pen Tool, Shape Tool, Pathfinder
- Creating basic logos, icons, and vector illustrations

Practical Activities:

- Trace a simple object using the Pen Tool
- Design a minimalist icon set

ADOBE PHOTOSHOP BASICS (4 HOURS)

Topics Covered:

- Understanding Layers & Masks
- Photo Editing & Retouching Basics
- Blending Modes & Adjustment Layers

Practical Activities:

- Retouch a portrait photo
- Create a surreal image composite

BRANDING, PACKAGING & DIGITAL DESIGN (8 HOURS)

BRANDING & IDENTITY DESIGN (4 HOURS)

Topics Covered:

- What makes a strong brand identity?
- Creating logos, color schemes & typography for branding
- Applying branding across print & digital media

Practical Activities:

- Design a brand identity (logo, business card, social media post)

PACKAGING & PRODUCT DESIGN (4 HOURS)

Topics Covered:

- Packaging Design Basics
- Understanding die lines & print specifications
- Mocking up product designs

Practical Activities:

- Create packaging for a food or beverage brand
- Mockup packaging in Photoshop

ADVANCED DIGITAL TECHNIQUES & WEB DESIGN (8 HOURS)

ADVANCED PHOTOSHOP & ILLUSTRATOR TECHNIQUES (4 HOURS)

Topics Covered:

- Advanced Selections & Layer Masks
- Text Effects & Creative Typography in Photoshop
- Gradient, Mesh Tool & Blending in Illustrator

Practical Activities:

- Design a movie poster using blending & typography

WEBSITE & UI DESIGN BASICS (4 HOURS)

Topics Covered:

- Principles of Website Layout & UI/UX Basics
- Designing website mockups in Adobe XD or Photoshop

Practical Activities:

- Create a homepage design for a fictional website

PORTFOLIO BUILDING & CAREER PREPARATION (8 HOURS)

PORTFOLIO CREATION & MOCK INTERVIEW PREP (4 HOURS)

Topics Covered:

- Building a professional design portfolio
- Freelance & job market insights
- Pricing & contracts for designers

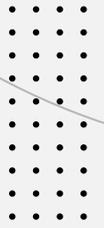
Practical Activities:

- Assemble a final portfolio with at least 5 projects
- Participate in a mock job interview & resume critique session

FINAL PROJECT PRESENTATION & CERTIFICATION (4 HOURS)

Final Hands-on Activity:

- Present a final project (Brand Identity, Website Mockup, or Poster Series)
- Receive detailed feedback from the instructor
- Certificates awarded based on completion criteria:
 - 80% Attendance
 - Final Project Submission (20% of grade)

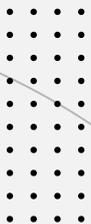


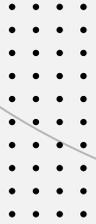
WHO IS IT FOR?

- Beginners passionate about design
- Entrepreneurs & business owners wanting to create their own branding
- Freelancers & job seekers wanting to enter the creative industry

CERTIFICATION & COMPLETION CRITERIA

- 80% Attendance
- Final Project Submission (Portfolio & Branding Project - 20%)
- Active participation in hands-on exercises & critiques





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2025