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Visual Design

This workshop is for anyone who wants to create eye-catching visuals that make an impact - whether you're a professional in marketing, communications, or content creation, or simply someone looking to improve your design skills.

You'll work with popular tools like Adobe Photoshop and Illustrator to create visuals such as social media graphics, posters, ads, infographics and banners.

By the end of the workshop, you'll be able to design visuals that grab attention, clearly communicate your message, and strengthen your brand or personal projects. You'll gain practical skills that can be applied immediately to make your visual communication more engaging and effective.

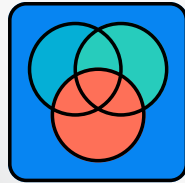


Learning **OUTCOME**

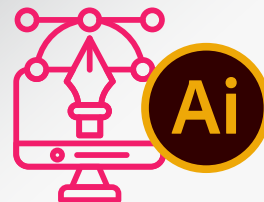


By the end of this course,
you will be able to:

Analyze and apply the core principles of visual communication, color theory, and typography to solve complex design challenges effectively.



Produce original, scalable vector graphics (such as logos, icons, and infographics) for any media using advanced techniques in Adobe Illustrator.



Enhance and professionally retouch raster-based images and photos using non-destructive editing and masking methods in Adobe Photoshop.

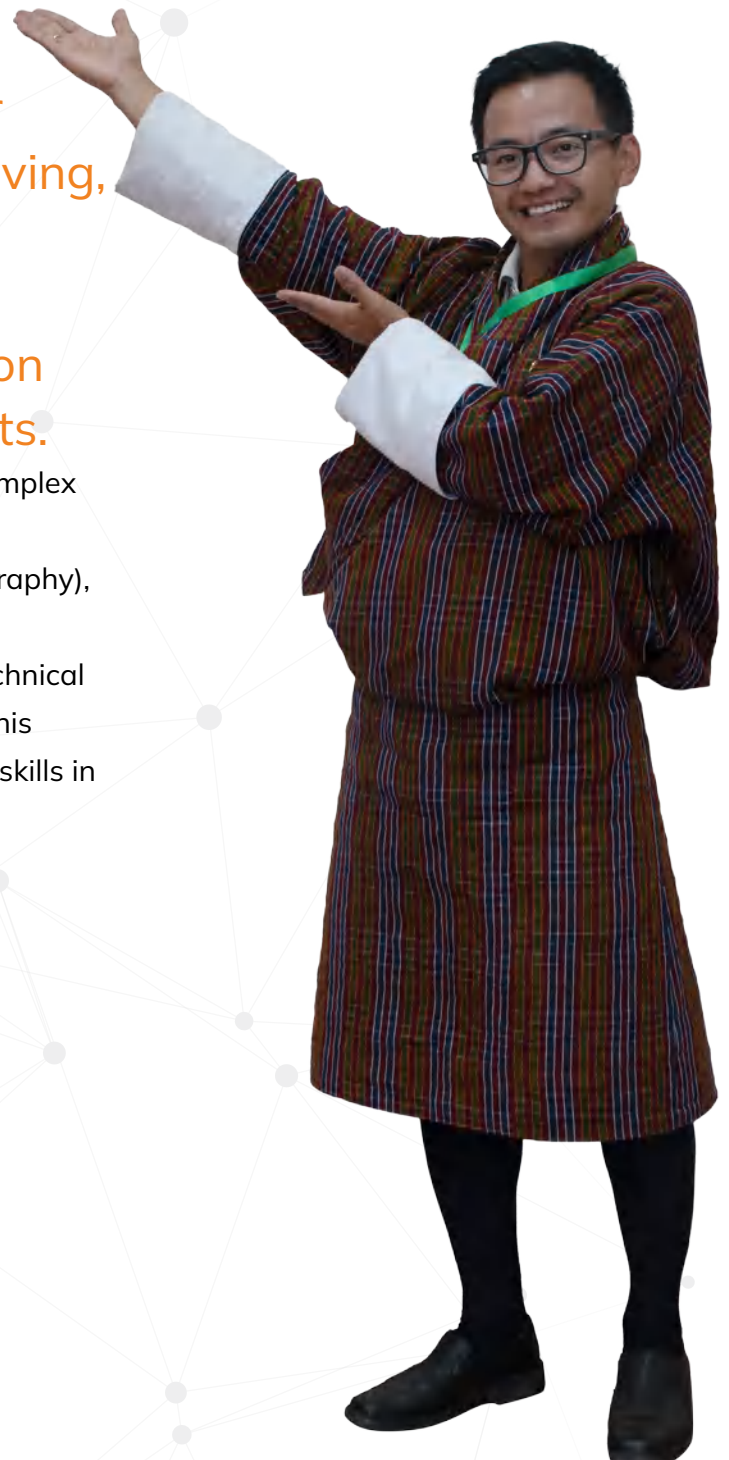


Develop an efficient, industry-standard creative workflow by seamlessly integrating assets between Illustrator and Photoshop for final, flawless output (print and digital).

Course **OBJECTIVE**

The objective of this program is to equip learners with the essential visual analytical and critical thinking skills for effective design problem-solving, informed creative decision-making, and professional-quality execution across various visual contexts.

By enhancing learners' abilities to evaluate complex communication challenges, synthesize visual information (including layout, color, and typography), and articulate well-founded design solutions grounded in both theoretical principles and technical mastery of Adobe Photoshop and Illustrator, this program prepares participants to apply these skills in both creative and professional settings.



Course STRUCTURE



1

Foundational Design Thinking & Analysis

Master the critical analysis of design briefs and learn to apply core principles of hierarchy, color theory, and typography to form well-reasoned visual strategies.

2

Introduction to the Creative Workflow

Establish an efficient, professional workflow. Understand the distinction between Raster (Photoshop) and Vector (Illustrator) and master the essential practice of non-destructive editing using Layers and Masks.

3

Image Editing and Retouching (Adobe Photoshop)

Focus on pixel mastery: perform precision selection, advanced retouching, and use Adjustment Layers for professional photo correction. Learn to seamlessly composite multiple images into unified visuals.

4

Creating Vector Graphics (Adobe Illustrator)

Master scalable design by using the Pen Tool and shape tools to create professional logos and brand assets. Apply advanced typography techniques to ensure all vector art is ready for any output size.

5

Integration, Production & Delivery

Bridge the two programs to create a seamless workflow. Master file preparation for both print (bleeds and color modes) and digital (optimization) to deliver professional, final assets.

Why This PROGRAM?

This program is specifically designed to bridge the gap between abstract design theory and concrete, marketable technical execution. Unlike courses that focus solely on software tricks, this workshop is built around critical visual thinking, teaching you not just how to use the tools, but why a particular design decision is the most effective solution for a given problem.

You will gain comprehensive, dual proficiency in Adobe Photoshop and Illustrator, the two non-negotiable industry standards. This combined mastery is essential for professional versatility, allowing you to fluidly create high-quality, scalable brand identities in Illustrator while executing flawless, realistic imagery in Photoshop.

By the end of this course, you will possess a confident, efficient, and industry-ready workflow, empowering you to move from conceptual analysis to delivering polished, print- and web-ready assets that clearly communicate your intended message and elevate your creative career prospects.



Things To **KNOW**

Prerequisite:



- A basic understanding of key design terms (e.g., contrast, resolution, JPEG/PNG) is helpful, though not strictly required, as core principles will be covered in depth

Workshop Details:



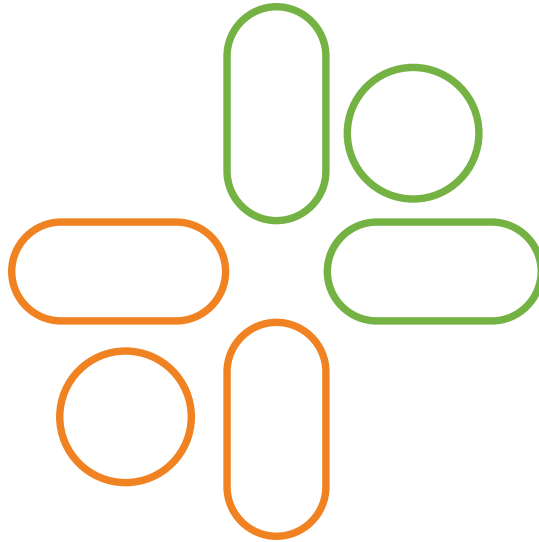
- Duration: 3 days
(8 hours per day, 24 hours total)
- Delivery Mode: In-Person, Hands-on Workshop

Minimum Computer Specifications:



- Windows 10 / 11 Operating System or later version **(MAC OS is also supported)**
- Adobe Photoshop and Adobe Illustrator CS or above
- Minimum 8 GB of RAM (Memory)
(16 GB is strongly recommended)
- Connection to Internet with Wi-Fi access





Capable. Elevated. Thriving.



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