FROM CONCEPT TO CREATION
A COMPREHENSIVE GUIDE TO GRAPHIC DESIGN

Unleash your creativity and master the art of graphic design, learning industry-leading tools and techniques to create stunning visuals that captivate and communicate effectively

Course Duration

📁 **36 HOURS**

📋 **2 SESSIONS PER WEEK**

About The Instructor:
A Y A   K H A L E D

Aya Khaled **is a seasoned Art Director** and the founder of a thriving marketing agency.

With over **eight years of experience in graphic design,** she has honed her skills in creating impactful visual content that drives success for businesses and brands

Aya has designed more than 20 comprehensive graphic design courses, helping thousands of aspiring designers turn their passion into successful careers.

Her hands-on approach and deep industry knowledge ensure her students gain practical skills and confidence to excel in the competitive design world.

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YOU.

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Why do you need to attend this course?

You struggle to translate your vision into impactful visuals, making it difficult to represent your ideas or brand effectively.

f**or entrepreneurs,** a strong visual presence is key to brand success. Attending our course ensures you can create compelling logos, marketing materials, and social media content that resonate with their target audience. Outsourcing graphic design can be expensive and time-consuming.

Learning this skill allows you to handle tasks yourself, cutting costs and enabling quicker turnarounds.

Many individuals want to transition into a career or side hustle as a designer.

A structured course provides the knowledge, credentials, and portfolio needed to start earning from their skills.

How will this course transform you?

1. **Empowerment Through Confidence**
- By mastering design tools and principles, you gain the confidence to express your ideas visually. you no longer rely on others to create the visual identity you envision.

2. **Enhanced Creativity and Problem-Solving**
- The course trains you to think creatively and solve design challenges effectively. This transformation leads to better outcomes in business and personal projects.

3. **Professional Growth and Recognition**
- With a polished portfolio, you can attract better clients or land higher-paying jobs. Employers and customers recognize you as a skilled professional, enhancing your credibility.

4. **Improved Brand and Business Success**
- For business owners, the ability to create compelling visuals improves customer engagement, boosts marketing efforts, and strengthens brand identity, ultimately driving growth.

5. **Financial Independence**
- Learning graphic design opens up opportunities for freelancing or side income, giving you the freedom to earn by leveraging your skills.
  need to succeed.

About the course :

The course offers a comprehensive overview of strategies and techniques for successful design, grounded in professional foundations that enable designers to achieve outstanding results.

The course aims to enhance participants' graphic design skills by focusing on the following key elements:

1. Core Design Elements:

- Balance: How to achieve visual balance among design elements.
- Colors: Strategically using colors to convey the desired messages.
- Typography: Selecting fonts that enhance brand identity.
- Consistency: Creating cohesive and well-organized designs.

2. The Importance of Understanding and Creativity:

- Client Understanding: Clearly analyzing and understanding clients' needs and vision.
- Creative Techniques: Using innovative methods to craft designs that effectively convey the intended message.

3. Modern Design Techniques:

- Latest Tools: Familiarity with the most up-to-date tools and software used in graphic design.
- Innovative Approaches: Applying cutting-edge techniques to deliver effective, trend-aligned design solutions.

This course is specifically designed to equip you with the skills and knowledge needed to grow your business and achieve success in the field of graphic design.

What you will learn?

1. Design Principles and Foundations

2. Mastering Graphic Design Software

3. Color and Typography

4. Creative Branding

5. Web and Digital Design

6. Illustration and Iconography

7. Print and Digital Media Design

8. Advanced Design Techniques

9. Visual Communication

10. Portfolio Development

11. Trends and Innovations in Design

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Course Content

* ● **SESSION 1 :**
▷▶ **Introduction to Graphic Design**

● What is Graphic Design?
Graphic design is about visual communication using elements like images, text, and colors to convey messages.

● Role of a Graphic Designer
Designers create visuals for brands, advertisements, websites, packaging, etc., that communicate a message clearly and effectively.

● Design Elements
Line, Shape, Space, Texture, Color, Typography, and Imagery.

● How to Be a Great Designer?
Creativity, consistency, and understanding of design principles.

● Color Theory & Choosing Fonts

Primary, Secondary, and Tertiary Colors.
How to pair fonts to create balance and readability.

● **SESSION 2:**
▷▶ **Introduction to Photoshop**
● Photoshop Overview
Introduction to the interface, tools, and panels.

● Creating Simple Designs
Background design, cropping images, adding text.

● Tools to Learn:
Move Tool, Text Tool, Brush Tool, Selection Tool, Layers Panel.

● **SESSION 3:**
▷▶ **Photoshop Tools and Image Manipulation**
● Advanced Tools:
Clone Stamp, Healing Brush, Magic Wand.

● Basic Photo Manipulation
Adjusting brightness, contrast, color balance, and retouching images.

● Practical Work:
Manipulating an image (e.g., changing the background, adding effects).

Course Content

- **SESSION 4 & 5:**

▷▶ **Replicating Designs from Global Brands**
- Brand Analysis
Study and replicate designs of top brands (e.g., Coca-Cola, Nike).
- Key Focus:
Typography, Color Schemes, Logo Design.
- Replicating:
Create designs that match global brands in Photoshop.

- **SESSION 6:**

▷▶ **Advanced Photoshop Manipulation**
- Complex Image Manipulation
Combining multiple images, working with masks, and advanced blending techniques.
- Practical Work:
Create a complex composition (e.g., surreal or fantasy scenes).

- **SESSION 7:**

▷▶ **Photoshop vs Illustrator**
- Differences Between Photoshop and Illustrator
Photoshop: Raster-based, ideal for photo editing.
Illustrator: Vector-based, best for logos, icons, and illustrations.
- Tools in Illustrator:
Pen Tool, Shape Tool, Pathfinder, and Type Tool.
- Logo Types:
Wordmark, Lettermark, Icon-based, Combination Marks e.g., .

- **SESSION 8:**

▷▶ **Designing a Simple Logo**
- Logo Design Principles
Simplicity, scalability, and relevance.
- Practical Work:
Design a simple logo using Illustrator tools.
- Exporting:
Save the logo in different formats (AI, SVG, PNG).

Course Content

▷▶ **Creating a Complete Brand Identity**

● What is Brand Identity?
It includes your logo, color palette, typography, and other elements that make your brand recognizable.
● Steps to Create Brand Identity:
-Logo Refinement: Finalize the logo and create variations
● (full logo, icon-only, text-only).
-Color Palette: Choose primary, secondary, and accent colors. -Business Card & Letterhead: Design business cards and letterheads in Illustrator e.g.,.

● **SESSION 11 & 12:**

● Social Media Designs
● Practical Work:
Design posts and ads for different platforms, focusing on brand consistency.
● Social Media Ads
Use eye-catching visuals with clear call-to-actions (CTA). Design for different platforms like Instagram and Facebook.

● **Final Project:**

Logo, Brand Identity & Social Media

● **Design a Logo**

(full version and icon).

● **Create Brand Identity:**

Color palette, typography, and business card.

● **Social Media Designs:**

Posts & ads for Instagram andFacebook.