

# WOMEN4IT

## 2020



### TRAINING ROADMAP

Graphic Designer

## About This Training Path

### Total Hours

160

### Training Objectives

The purpose of this training path is to introduce you to many of the key areas of graphic design, including illustration, idea development, typography, poster design, logo design and branding. You will learn practical, transferable skills that can help you start your career in graphic design for example, how to use common graphic design software applications such as Adobe InDesign, Photoshop and Illustrator. You will also find out how to quickly create and publish images for social media, blogs, ads and more.

### Upon successful completion of the training you will be able to:

- Understand visual relationships that can help you communicate a direct and coherent message.
- Know more about the elements and principles of design.
- Have a deep understanding of typography, colour theory, photos, layout, blocking and other design theory and skills.
- Understand and learn the essential tools and capabilities of Adobe Photoshop (Learn photo editing and manipulation).
- Understand and learn the essential tools and capabilities of Adobe Illustrator.
- Create logos and branding packages for potential clients.
- Understand solid logo design and ad design principles to create compelling campaigns and logos.
- Work through an event flyer design to understand strong type hierarchy, balance and overall design layout.
- Understand and learn the essential tools and capabilities of Adobe InDesign.
- Create graphic posts for social media.
- Come up with different ideas for social media graphics.

## Success Criteria

You are assessed continuously throughout the training, earning badges for every module you successfully complete. You must achieve all badges to successfully complete the training. A minimum attendance rate of 75% is required.

## Accreditation

You may qualify, in full or in part, for credits towards future training courses or certification by an awarding body. Your mentor will explain these options to you before you begin.

## Your Training Roadmap

Your trainer may conduct a pre-assessment exercise with you to determine your knowledge of the subject and your comfort level with technology. This may be in the form of a short online test, a paper survey or informal interview, either 1 to 1 or in a group with your fellow learners. A digital skills introductory course may be recommended for you to help you progress through the training roadmap.

### UNIT 1

#### What is Graphic Design, learning the Elements and Principles of Design.

### Learning Objectives

- Be familiar with the idea of concepts, ideas and thoughts. Understand the visual relationships that can help you communicate a direct and coherent message.
- Know about the elements and principles of design.
- Gain a deep understanding of typography, colour theory, photos, layout, blocking and other design theory and skills

## UNIT 2

### Introduction to Adobe Photoshop. Photoshop Editing and Manipulation.

#### Learning Objectives

- Understand and be familiar with the essential tools and capabilities of Adobe Photoshop.
- Perform photo editing and photo manipulation using Adobe Photoshop.
- Know about non-destructive editing techniques in Adobe Photoshop.

## UNIT 3

### Logo designing and Adobe Illustrator.

#### Learning Objectives

- Understand and learn the essential tools and capabilities of Adobe Illustrator - understand advantages of the vector graphic.
- Create logos and branding packages for potential clients.
- Master the pen tool, shape builder tool and other essential vector design tools in Adobe Illustrator.
- Understand solid logo design and ad design principles to create compelling campaigns and logos.
- Work through the entire package design process.
- Work through an event flyer design to understand strong type hierarchy, balance and overall design layout.

## UNIT 4

### Adobe InDesign.

#### Learning Objectives

- Understand and learn the essential tools and capabilities of Adobe InDesign.

- Know how to create editorial spreads and magazine layouts using Adobe InDesign.

## UNIT 5

### Graphic Design and Social Media

#### Learning Objectives

- Create graphics posts for social media.
- Use graphic templates to speed up the process and resize the same for any social media network.
- Come up with different ideas for social media graphics
- Learn to schedule posts on Facebook, Twitter and popular platforms in one go.

## UNIT 6

### Graphic Design and Social Media

#### Learning Objectives

- Create a brochure pulling together all skills from Photoshop, Illustrator and InDesign