

Graphic Design Course – Beginner Level

Target Audience

- Beginners & Aspiring Designers (People with little or no prior experience who want to learn the fundamentals.)
- Students finishing school and considering design careers
- Individuals changing careers
- Hobbyists who want creative skills
- College Students & Recent Graduates
- Entrepreneurs & Small Business Owners
- Young learners wanting to explore creativity early.

Course Schedule and Format

- Total Duration: 8 weeks (can be adjusted to 6)
- Schedule: 1–2 sessions per week
- Session length: 1.5 hour per session
- Platform: Google meet (for live sessions)
- Includes weekly assignments and a final project
- Investment: 100\$/ person

Certificates are given by the EdTech syndicate

By the end of the course, students will be able to:

- Understand and apply fundamental design principles
- Use color and typography effectively
- Design layouts for print and digital media
- Use Adobe tools (Photoshop/Illustrator) confidently
- Create logos, posters, social media graphics, and branding materials
- Complete a personal portfolio-ready design project

Course Syllabus and Plan

This beginner course introduces students to the foundations of graphic design. Learners will understand design principles, color, typography, layout, and essential tools. The course is project-based, allowing students to create real-world designs and build a mini portfolio.

Course 1: Introduction to Graphic Design

Week 1

- What is graphic design?
- Types of graphic design
- Understanding the design process
- Tools overview (Photoshop, Illustrator)

Assignment: Create a simple personal intro graphic.

Course 2: Design Principles

Week 2

- Balance, hierarchy, contrast
- Alignment, repetition, proximity
- White space
- How principles improve communication

Assignment: Recreate and improve a poorly designed poster.

Course 3: Color Theory

Week 3

- Color wheel: primary, secondary, tertiary
- Color psychology
- Choosing color palettes
- Complementary & analogous colors
- Using color in branding and marketing

Assignment: Create a 3-color brand palette + mood board.

Course 4: Typography Basics

Week 4

- Serif vs. sans serif vs. display fonts
- Font pairing rules
- Text hierarchy
- Readability and spacing
- Where to find fonts legally

Assignment: Create a magazine-style typography layout.

Course 5: Images, Shapes, and Composition

Week 5

- Composition: rule of thirds (golden rule), grids
- Using images effectively
- Icons and shape language
- Visual storytelling

Assignment: Create a poster using images + text + icons.

Course 6: Branding Essentials

Week 6

- What makes a good logo?
- Brand identity and messaging
- Creating simple logo concepts
- Consistency & brand guidelines

Assignment: Design a simple logo + mini brand guideline.

Course 7: Digital Tools & Practical Projects

Week 7

- Adobe illustrator full setup
- Working with layers (Photoshop/Illustrator basics)
- Exporting designs for print/web
- Understanding file formats (PNG, JPG, PDF)

Assignment: Create 3 social media posts for a brand.

Course 8: Final Project + Portfolio

Week 8

Students choose ONE final project:

- Brand identity pack
- Poster series
- Social media campaign
- Logo & business card design

Includes:

- Feedback session
- Portfolio presentation
- Tips for freelancing and next steps