

INTRODUCTION TO

**GRAPHIC DESIGN  
SPECIALTY**

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S.N	COURSE	LESSONS	DURATION	PRICE ₦
1	Computer Maintenance & Repairs	10	3 Weeks	8,000.00
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6	Network Administration	10	3 Weeks	8,000.00
7	Programming	10	3 Weeks	8,000.00
8	Software Development	10	3 Weeks	8,000.00
9	System Administration	9	3 Weeks	8,000.00
10	Web Development	10	3 Weeks	8,000.00
11	Computer/IT Training	11	3 Weeks	8,000.00
12	UX/UI Design	9	3 Weeks	8,000.00
13	Business Analysis	10	3 Weeks	8,000.00
14	Hardware Engineering	10	3 Weeks	8,000.00
15	Mobile Application Development	9	3 Weeks	8,000.00
16	Graphic Design	11	3 Weeks	8,000.00
17	Data Entry Specialty	9	3 Weeks	8,000.00
18	Photography & Videography	10	3 Weeks	8,000.00
19	Artificial Intelligence & Machine Learning	12	3 Weeks	8,000.00
20	Product Management	9	3 Weeks	8,000.00

Quote of  
the Day

**Avoid  
intoxication in all  
its forms and the  
desire to please  
anyone through  
spending.**

INTRODUCTION TO

**GRAPHIC DESIGN  
SPECIALTY**





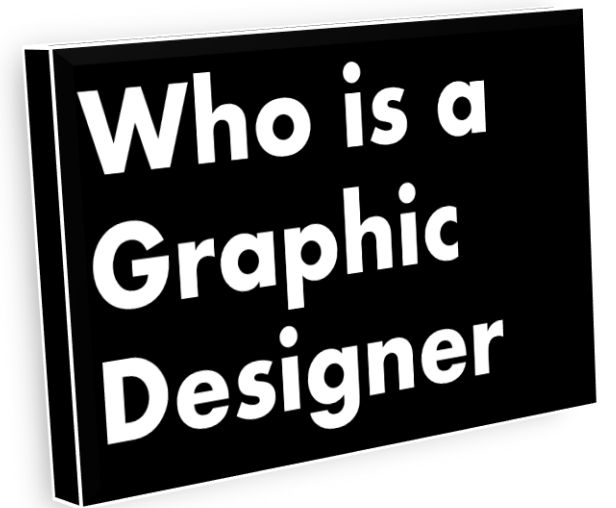
## Who is a Graphic Designer

A graphic designer is a professional who uses visual elements, typography, and layout techniques to create and manipulate images and text in order to communicate messages effectively. Graphic designers combine creativity, artistic skills, and technical expertise to design and produce various visual materials for a wide range of purposes.

Graphic designers work on projects such as

1. logo design & branding,
2. packaging design, & print advertisements,
3. website design & digital marketing materials,
4. social media graphics, and more.

They often collaborate with clients, marketing teams, or art directors to understand the objectives and requirements of a project and then use their design skills to create visually appealing and impactful solutions.



# **SOFTWARE USE BY GRAPHIC DESIGNERS**



**CorelDRAW**

**1. CorelDRAW:**

CorelDRAW is a versatile vector graphics editor that allows graphic designers to create illustrations, logos, and various design elements. It offers a wide range of tools and effects for precise control over designs.

**2. Adobe Creative Cloud:**

Adobe Creative Cloud is a suite of professional design software widely used by graphic designers. It includes applications such as Adobe Photoshop (for image editing and manipulation), Adobe Illustrator (for vector graphics and illustrations), Adobe InDesign (for page layout and print design), Adobe XD (for UI/UX design and prototyping), and Adobe Premiere Pro (for video editing and motion graphics).



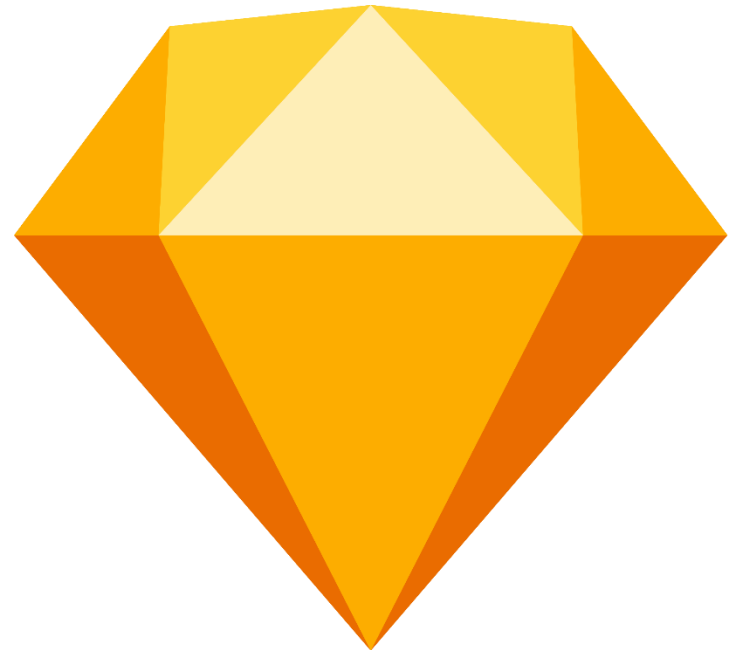
### 3. **Affinity Designer:**

Affinity Designer is a powerful vector design software that offers a comprehensive set of tools for creating illustrations, icons, branding elements, and UI designs. It provides a modern and intuitive interface with excellent performance.



### 4. **Sketch:**

Sketch is a popular vector-based design tool specifically designed for UI/UX design. It offers a streamlined interface and a range of features for creating digital designs, wireframes, and prototypes.





## 5. **Canva:**

Canva is a user-friendly online design platform that caters to both professional designers and non-designers. It offers a wide range of pre-designed templates and tools for creating social media graphics, presentations, posters, and other design materials.



## 6. **Procreate:**

Procreate is a digital painting and illustration app designed for iPad. It provides a rich set of brushes, layers, and advanced tools, making it a popular choice for digital artists and illustrators.

## 7. 3D Software:

For designers working on 3D modeling and visualization, software applications such as Autodesk 3ds Max, Cinema 4D, or Blender are commonly used. These tools enable the creation of 3D models, animations, and visual effects.



## 8. Web Design Tools:

Graphic designers involved in web design often use software like Adobe Dreamweaver, Sublime Text, or Visual Studio Code for coding and front-end development. Additionally, they may utilize content management systems (CMS) such as WordPress or website builders like Webflow or Wix to create and manage websites.

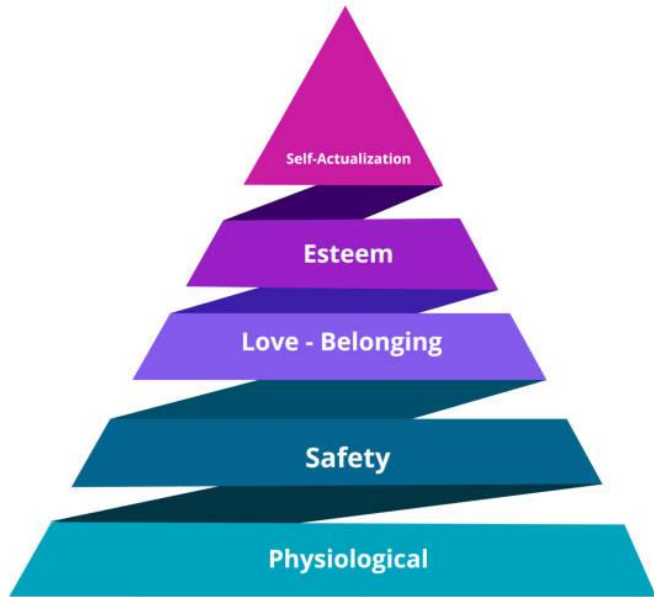


# **GRAPHIC DESIGN PRINCIPLES**





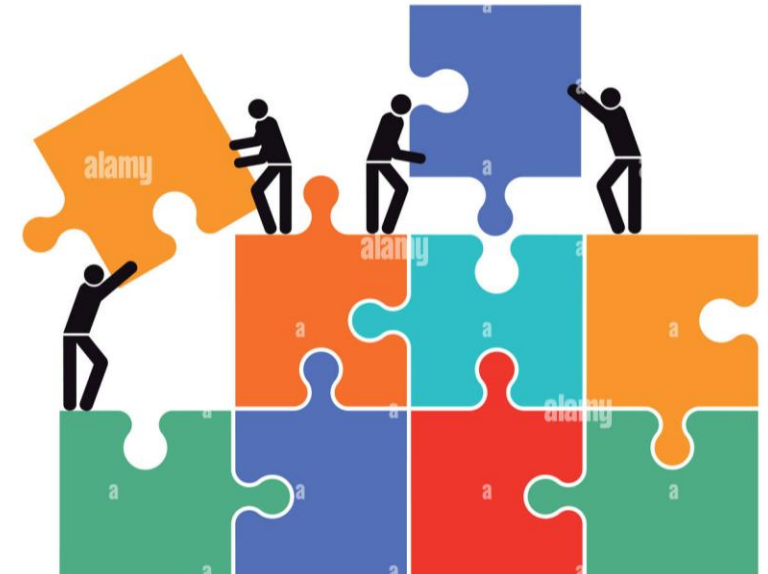
**1. Balance:** Achieving visual equilibrium in the design by distributing elements evenly throughout the composition. Balance can be symmetrical (equal weight on both sides) or asymmetrical (unequal but visually balanced).



Maslow's Hierarchy of Needs

**2. Hierarchy:** Organizing elements within the design to establish a clear order of importance. Hierarchy helps guide the viewer's attention and emphasizes key elements such as headlines, subheadings, and call-to-action buttons.

**3. Alignment:** Ensuring that elements are visually aligned with each other to create a cohesive and organized layout. Proper alignment enhances readability and clarity within the design.

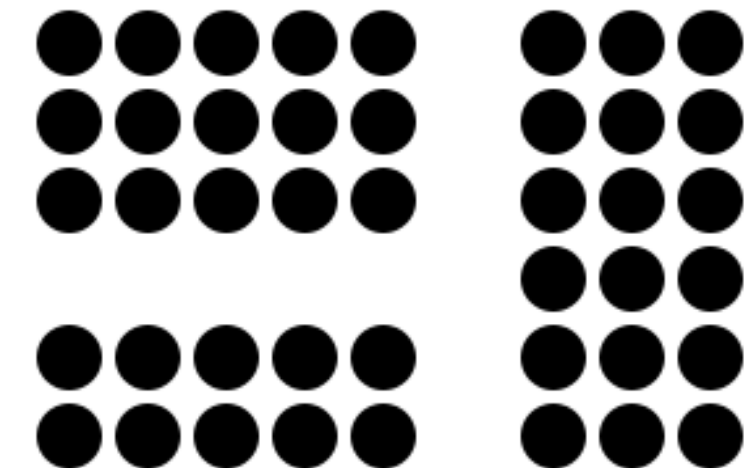


**4. Contrast:** Using differences in color, size, shape, texture, or value to create visual interest and highlight important elements. Contrast helps draw attention to focal points and improves readability.





5. **Repetition:** Consistently using recurring elements, such as colors, shapes, or typography styles, throughout the design to create unity and reinforce the overall visual theme.



6. **Proximity:** Grouping related elements together to establish visual relationships and improve organization. Proximity helps reduce clutter and makes the content more digestible for the viewer.



The background of the image is a soft-focus, close-up photograph of pink and purple flowers, likely peonies, with delicate petals and green leaves. The colors range from light pink to deep magenta. A white rectangular box with a thin blue border is centered on the image, containing the main text.

**ORGANIZATIONS  
THAT EMPLOY  
GRAPHIC DESIGNERS**



## 1. Advertising Agencies:

Advertising agencies rely heavily on graphic designers to create visually appealing and persuasive advertisements for their clients. Graphic designers in advertising agencies work on projects such as print ads, digital banners, social media graphics, and other promotional materials.

## 2. Design Studios:

Design studios specialize in providing design services to clients, including branding, print design, web design, and more. Graphic designers in design studios work on diverse projects and collaborate with a team of designers, art directors, and clients.

### 3. **Marketing and Communications Departments:**

Many companies have in-house marketing and communications departments that employ graphic designers. These designers create marketing materials, brochures, newsletters, presentations, and other visual assets to support the company's branding and communication efforts.

### 4. **Publishing Houses:**

Publishers, including book publishers and magazines, employ graphic designers to create book covers, layout interior pages, design magazine spreads, and other visual elements for publications.





## 5. **Corporate Organizations:**

Large corporations often have dedicated design teams or creative departments that employ graphic designers. These designers work on internal communications, corporate branding, packaging design, and other design needs of the organization.

## 6. **Nonprofit Organizations:**

Nonprofits and charitable organizations require graphic designers to create visually engaging materials for fundraising campaigns, events, awareness campaigns, and other promotional activities.

## 7. **Educational Institutions:**

Universities, colleges, and schools employ graphic designers to design marketing materials, brochures, newsletters, and signage for campus events and programs.



## 8. Web Design and Development Agencies:

Web design and development agencies hire graphic designers to create website layouts, user interfaces, and other visual assets for web projects. They collaborate closely with web developers and UX/UI designers to create cohesive and engaging web experiences.

## 9. Film and Animation Studios:

Graphic designers with expertise in motion graphics and animation are employed by film and animation studios to create title sequences, visual effects, and other graphical elements for movies, TV shows, and commercials.



**INTRODUCTION TO**  
*Canva*

Canva is a popular online graphic design platform that allows users to create a wide range of visual content, including presentations, posters, social media graphics, invitations, and much more. It provides a user-friendly interface with drag-and-drop functionality, making it accessible to users with varying levels of design experience.

Canva offers a vast library of templates, stock photos, illustrations, icons, and fonts that users can utilize to customize their designs. Additionally, it provides tools for photo editing, cropping, resizing, and adding filters, enabling users to create professional-looking designs quickly and easily.

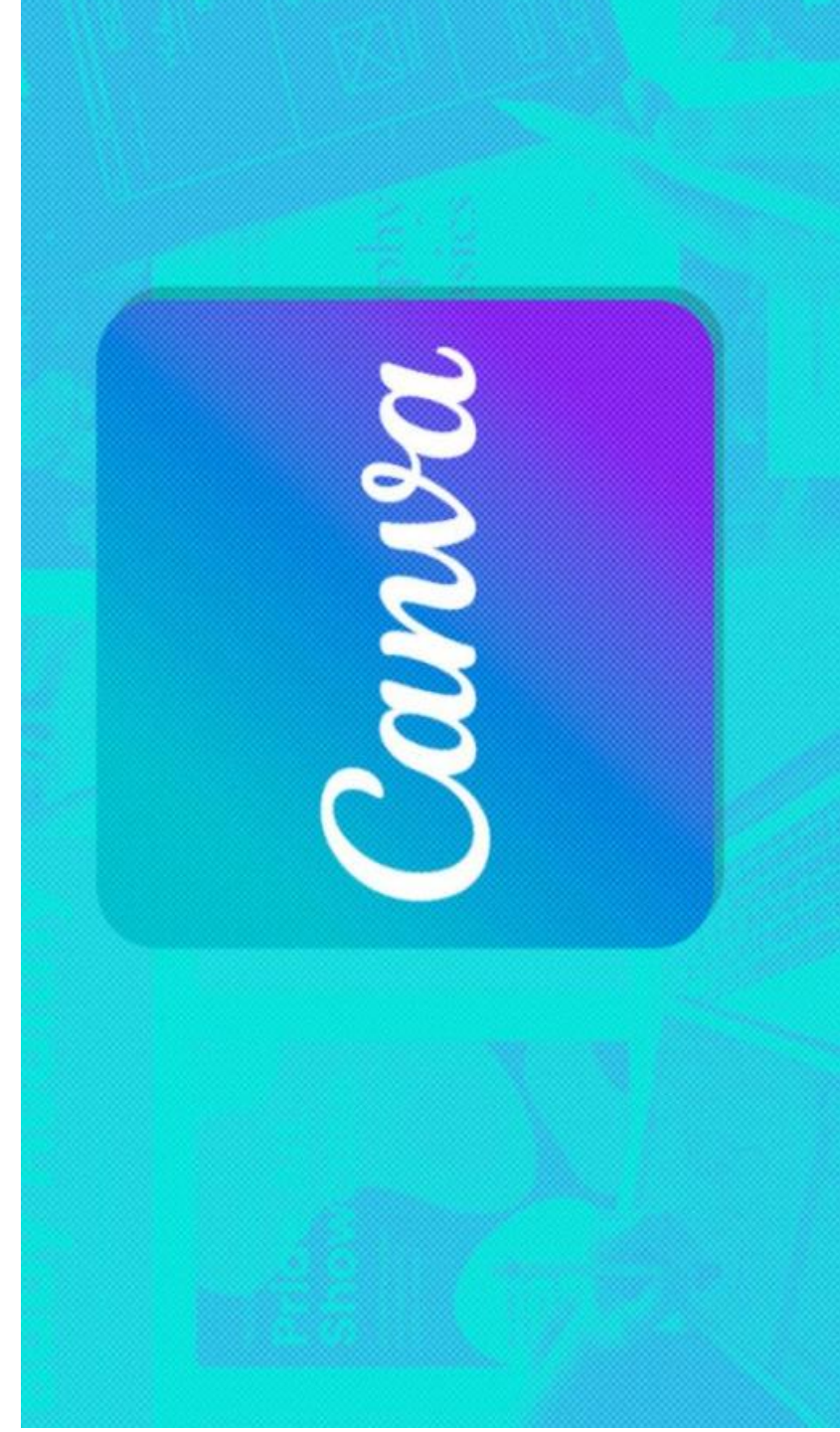




The platform caters to individuals, businesses, educators, and non-profit organizations, providing both free and paid subscription options with access to additional features and resources. Canva has gained widespread popularity due to its intuitive design tools and the ability to create high-quality visuals without the need for extensive design skills or software expertise.

# FEATURES OF CANVA:

1. **Templates:** Canva provides thousands of customizable templates for different types of designs, such as social media graphics, presentations, posters, flyers, invitations, and more. These templates serve as a starting point for users to create their own designs quickly.
2. **Drag-and-Drop Interface:** Canva's user-friendly interface allows users to easily drag and drop elements onto their designs, making it simple to customize layouts, add text, images, shapes, and other elements.
3. **Stock Library:** Canva offers a vast library of stock photos, illustrations, icons, and graphics that users can use to enhance their designs. These assets are available for free or can be accessed through Canva's premium subscription plans.





## FEATURES OF CANVA:

- 4. *Stock Library:*** Canva offers a vast library of stock photos, illustrations, icons, and graphics that users can use to enhance their designs. These assets are available for free or can be accessed through Canva's premium subscription plans.
- 5. *Text Tools:*** Canva provides a variety of text tools, including a wide selection of fonts, text styles, and formatting options. Users can easily add and customize text to their designs, adjust size, color, alignment, spacing, and more.
- 6. *Photo Editing:*** Canva includes basic photo editing tools that allow users to crop, resize, rotate, and adjust the brightness, contrast, saturation, and other aspects of their images directly within the platform.

# FEATURES OF CANVA:

- 6. Collaboration:** Canva enables collaboration among team members by allowing multiple users to work on the same design simultaneously. Users can share designs with others, leave comments, and collaborate in real-time.
- 7. Brand Kit:** Canva's Brand Kit feature allows users to save their brand colors, fonts, and logos for easy access. This ensures consistency across all designs and makes it simple to apply branding elements to new projects.
- 8. Publishing and Sharing:** Once a design is complete, users can easily download it in various file formats, including JPG, PNG, PDF, and more. Canva also provides options to share designs directly to social media platforms or via email.





## FEATURES OF CANVA:

- 9. Animations:** Canva recently introduced animation features, allowing users to create animated graphics and presentations to bring their designs to life.
- 10. Integration:** Canva integrates with various third-party platforms and tools, such as Dropbox, Google Drive, and Mailchimp, to streamline workflows and enhance productivity.

These are just some of the many features offered by Canva, making it a versatile tool for creating a wide range of visual content for personal, professional, and educational purposes.





# INTRODUCTION TO postermywall

PosterMyWall is another online design platform that specializes in creating posters, flyers, banners, social media graphics, and other promotional materials. Some of its features includes:

1. **Templates:** Like Canva, PosterMyWall offers a vast library of customizable templates for various types of designs, including posters, flyers, banners, social media graphics, invitations, and more. These templates cover a wide range of themes and industries.
2. **Customization:** PosterMyWall allows users to customize templates with their own text, images, logos, and branding elements. Users can easily adjust colors, fonts, layouts, and other design elements to create personalized and professional-looking designs.





- 3. *Stock Library:*** PosterMyWall provides access to a large library of stock photos, illustrations, backgrounds, and graphics that users can use to enhance their designs. Users can search for specific images or browse through categories to find suitable assets for their projects.
- 4. *Text Tools:*** PosterMyWall offers a variety of text tools and options for adding and customizing text in designs. Users can choose from different fonts, styles, sizes, colors, and effects to create visually appealing text elements.
- 5. *Photo Editing:*** Similar to Canva, PosterMyWall includes basic photo editing tools that allow users to edit and enhance their images directly within the platform. Users can crop, resize, rotate, adjust brightness, contrast, and apply filters to their photos.

6. ***Collaboration:*** PosterMyWall enables collaboration among team members by allowing multiple users to work on the same design simultaneously. Users can share designs with others, leave comments, and collaborate in real-time.
7. ***Download and Sharing:*** Once a design is complete, users can download it in various file formats, including JPG, PNG, PDF, and more. PosterMyWall also provides options to share designs directly to social media platforms or via email.
8. ***Print Services:*** PosterMyWall offers print services, allowing users to order printed copies of their designs, such as posters, flyers, banners, and more. Users can choose from different printing options and have their designs delivered to their doorstep.



# Q & A SECTION

