

Graphic Design

Program/Course Outline
www.createbahrain.com



Course Overview

- At CreateBahrain Academy, you'll graduate with a solid understanding of creative problem solving, design theory and modern designing software. Essential skills for any creative career.
- We move fast and mentor students to work like professional designers, following clear processes and meeting tight deadlines.
- Learn in varied ways from experienced teachers. We keep our lectures short and sweet, saving plenty of time to put your new skills into practice and develop your design eye.
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- Our innovative approach helps students achieve amazing results in a seriously short amount of time—completely transforming their careers.
- Enjoy engaging demonstrations, dynamic discussions, industry lectures and group workshops on everything from typography to user experience (UX).



As this is a concentration course, it would be helpful, though not required that students have a knowledge of the elements and principles of design.

Course #1

Design Foundation

Develop an appreciation and understanding of what makes good design – beyond just the aesthetics. You'll learn how to recognize and apply fundamental design principles in your own creative work.

What you will learn?

- Design thinking techniques to develop creative design outcomes to prototype, test, evaluate and implement into professional visual outcomes.
- Industry-standard software like Adobe InDesign to create production-ready design using short-cuts, paragraph and character styles and other industry standard techniques.
- Create Effective visual communication using the design principles: alignment, repetition, contrast, hierarchy and balance. Apply visual design fundamentals: grids, typography and color theory.
- Industry standard brief processes to ensure all client requirements, project objectives and deadlines are met.
- Visual language techniques to communicate with a particular target demographic.
- Idea generation techniques such as brainstorming, word association, define, describe visualize and scamper to create visuals that answer the brief.
- Research Methods, competitor research analysis, mood boards and thumbnails to plan a creative project.

Design Thinking and Design Principles

Module 1

Level: **Beginner**

Duration: **10 Sessions**

Fees of the Course: **175BHD**

Learning content and units:

- Unit 1 – Design Thinking;
- Unit 2 – InDesign Essentials;
- Unit 3 – File Management;
- Unit 4 – Design Principles;
- Unit 5 – Brief Process in Graphic Design;



Color Theory, Typography and Grids

Module 2

Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175BHD

Learning content and units:

- Unit 1 – Grids;
- Unit 2 – Typography;
- Unit 3 – Typesetting;
- Unit 4 – Color Theory



Mood Board & Visual Ideas

Module 3

Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175BHD

Learning content and units:

- Unit 1 – Design History;
- Unit 2 – Basic Idea Generation;
- Unit 3 – Mood Boards;
- Unit 4 – Visual Language;



Printing, Designing and Advertisement

Module 4

Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175BHD

Learning content and units:

- Unit 1 – Print Production;
- Unit 2 – Exercise Design Thinking;
- Unit 3 – Design Product Advertisement;
- Unit 4 – Design Recruitment Advertisement;



Modern and Promotional Poster

Module 5

Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175BHD

Learning content and units:

- Unit 1 – Modern Gallery Invitation;
- Unit 2 – Film Poster ;
- Unit 3 – Promotional Postcard;
- Unit 4 – History Exhibition Posters and Research Projects;



Course #2

Design Application

Develop the technical and conceptual skills required to execute your ideas and apply them to areas of design such as branding, packaging, publishing and campaigns.

What you will learn?

- Develop an understanding of brand strategy, brand values and brand ideas. Learn the attributes necessary to build a unique value proposition and idea
- Apply a unique value proposition and idea to create a brand identity, encompassing elements such as logo, brand colors, typography, illustration, photography, graphic elements and tone of voice.
- How to use industry-standard tools such as Adobe Illustrator to manipulate and create vector graphic elements, icons, logos and custom typography
- How to use industry-standard tools like Adobe Photoshop to create and manipulate images using layers, masks, layer effects and color correction tools.
- Collaborate and work in teams to explore idea generation techniques, using human centered approach: empathies and understand your user, define the problem, iterate lots of ideas quickly, prototype and test.
- Develop comprehensive presentation to clearly articulate your ideas and sell them in to a client or Creative Director, articulate and defend your design decisions.
- Design packaging and apply to three-dimensional products for a specific demographic, enticing the target market to purchase.

Branding and, Presentation Skills

Module 6

Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175BHD

Learning content and units:

- Unit 1 – Advanced Idea Generation;
- Unit 2 – Branding and Designing;
- Unit 3 – Defining and Generating Brand Identity;
- Unit 4 – Presentation Skills and Online platforms;



Adobe Illustrator & Photoshop Essentials

Module 7

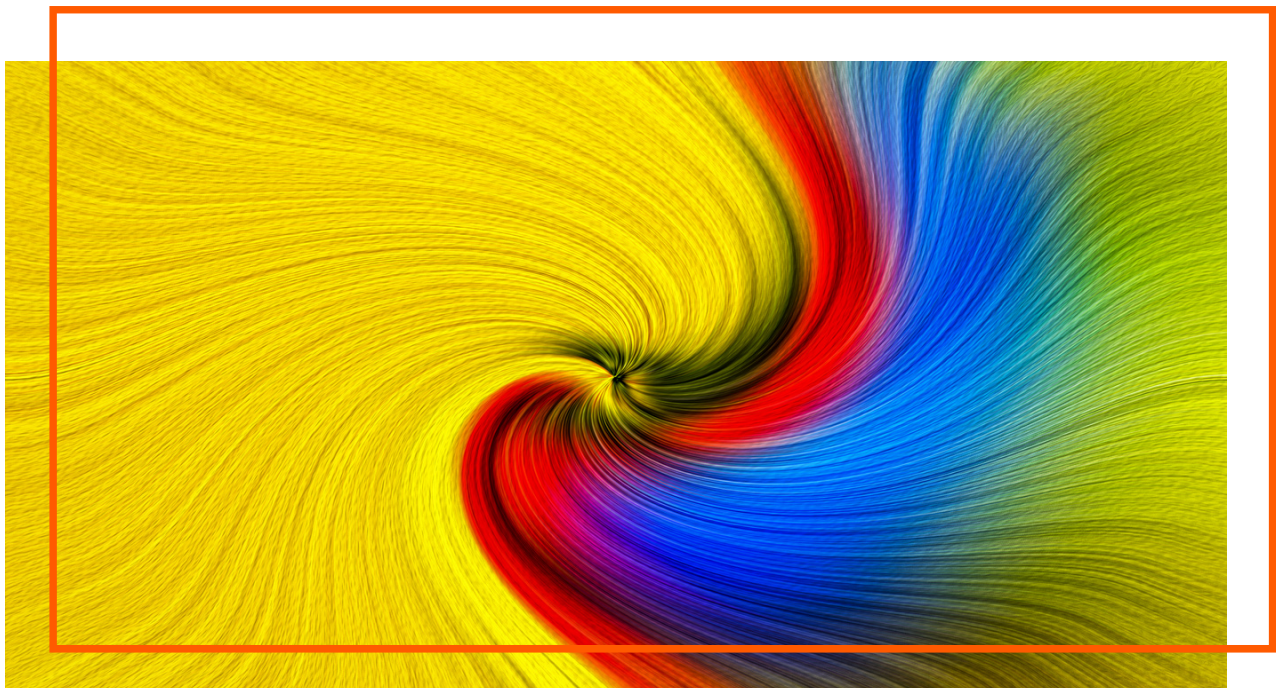
Level: Beginner

Duration: 12 Sessions

Fees of the Course: 210BHD

Learning content and units:

- Unit 1 – Adobe Illustrator Essentials;
- Unit 2 – Graphic Elements;
- Unit 3 –Photoshop Essentials;
- Unit 4 – Publishing Work ;
- Unit 5 – Finished Art;



Packaging and Tech Packs And Pre-Production

Module 8

Level: Beginner

Duration: 12 Sessions

Fees of the Course: 210BHD

Learning content and units:

- Unit 1 – Packaging;
- Unit 2 – Product Branding;
- Unit 3 – Icon Design;
- Unit 4 – Brand Identity Start-UP;



Annual Report Book and Magazine Covers

Module 9

Level: Beginner

Duration: 12 Sessions

Fees of the Course: 210BHD

Learning content and units:

- Unit 1 – Festival Flayer Design;
- Unit 2 – Annual Report Book;
- Unit 3 – Magazine Cover;
- Unit 4 – Handmade Project;
- Unit 5 – Travel Magazine;



Fees of the Course: 175BHD

- Unit 1 – Brand Identity Corporate;
- Unit 2 – Film Brochure;
- Unit 3 – Packaging;
- Unit 4 – Event Campaign Branding;



Course #3

Design for Digital

Apply your conceptual problem solving skills and learn industry-standard tools and techniques to design useful, functional and enjoyable digital experiences.

What you will learn?

- Develop and understanding of the elements of user experience design (UX) and apply creative problem solving, innovation and design thinking methods.
- Conduct user and competitor research, identify trends and insights to develop a user persona.
- Develop an understanding of smart goals and create business and user goals for a digital product.
- Explore card sorting as means of organizing, deriving possible taxonomies, information architecture, work flows, menu structures and site maps.
- Develop user journey scenarios that explore potential user interactions with a website or product.
- Use industry-standard tools such as Figma to create wireframes and explore user interface (UI) kits.
- Learn to design effective User Interfaces (UI) that are demographically appropriate and functional. Learn how to create key tasks can be completed easily and logically.
- Understand the changing nature of digital, technical and practical considerations such as responsive design, flexible content, non-linear design and designing for touch and interaction.
- Create clickable prototypes using industry-standard prototyping tools like InVision that will support usability and conduct usability testing.
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User Experience (UX) and his Journey on Devices

Module 11

Level: **Beginner**

Duration: **14 Sessions**

Fees of the Course: **245BHD**

Learning content and units:

- Unit 1 – UX Overview;
- Unit 2 – User Personas;
- Unit 3 – Smart Goals;
- Unit 4 – Card Sorting;
- Unit 5 – User Journey;



Wireframing and Prototypings

Module 12

Level: Beginner

Duration: 20 Sessions

Fees of the Course: 350BHD

Learning content and units:

- Unit 1 – Adobe XD and Figma Essentials;
- Unit 2 – Wireframing;
- Unit 3 – Digital Prototyping;
- Unit 4 – User Interface Design;
- Unit 5 – User Interface Design;
- Unit 6 – Designing for Apps



Website Utilities Design and Corporate Profile

Module 13

Level: **Beginner**

Duration: 20 **Sessions**

Fees of the Course: 350**BHD**

Learning content and units:

- Unit 1 – Financial Digital Advertisement;
- Unit 2 – UX Project;
- Unit 3 – Utilities Website Design;
- Unit 4 – Digital Corporate Profile;
- Unit 5 – Event Campaign Digital ;



Course #4

Design for Career

Be confident and job-ready. Prepare yourself for employment-learn about the industry and create your polished portfolio. Briefs will be selected and refined with expert instruction, ready to wow future clients and employees.

What you will learn?

- Develop a personal identity and brand that reflects your vision as a designer and can be applied to all aspects of your professional self.
- Refine briefs to a professional standard with a high level of refinement and attention to detail.
- Display a professional level of art direction with photography and mock-ups to create realistic projects.
- Develop a print or interactive portfolio and a portfolio website of work. This suite will display your range of industry-relevant briefs to showcase your skills and interests as a designer.
- Display an in-depth knowledge of the design process, design thinking, idea generation and problem solving relating to client brief. Be prepared and confident to articulate your design solutions.
- Present your portfolio in an interview style review.



Portfolio and professional approach in Design

Module 14

Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175 BHD

Learning content and units:

- Unit 1 – Financial Digital Advertisement;
- Unit 2 – UX Project;
- Unit 3 – Utilities Website Design;



Online Presentations and Interactive Design

Module 15

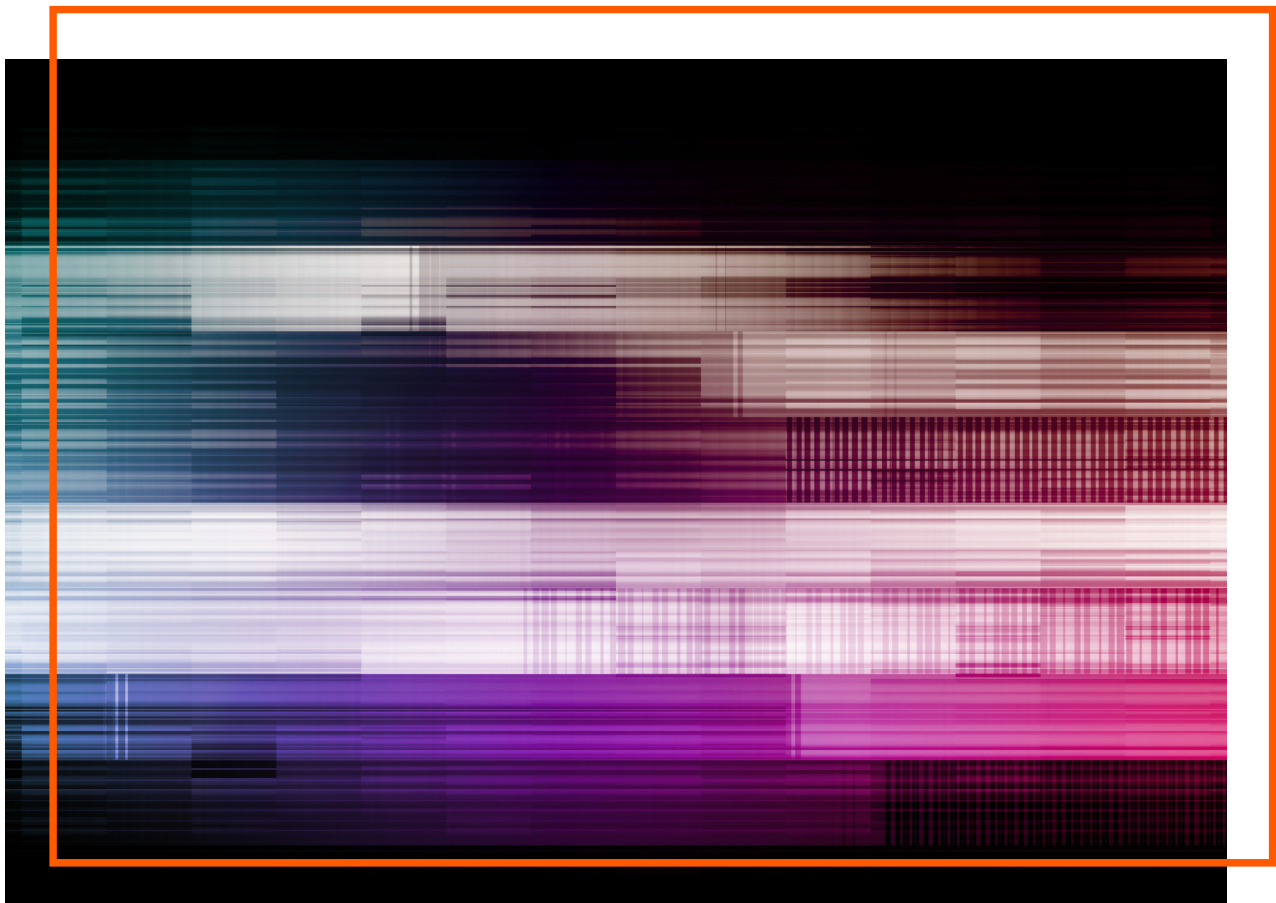
Level: Beginner

Duration: 10 Sessions

Fees of the Course: 175BHD

Learning content and units:

- Unit 1 – Advanced Presentation Skills;
- Unit 2 – Interactive Portfolio;
- Unit 3 – Online Portfolio Platforms;



Online Presentations and Interactive Design

Module 16

Level: **Beginner**

Duration: 10 **Sessions**

Fees of the Course: 175**BHD**

Learning content and units:

- Unit 1 – Freelancing and Networking;
- Unit 2 – Getting a Design Job;
- Unit 3 – Portfolio Design and Printing;
- Unit 4 – Online Platforms and Copyrights





Fashion

Design

www.createbahrain.com



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