



REAL WORLD
TECHNOLOGY TRAINING & SOLUTIONS
"Training You Can Really Use"

Graphic Design Using Adobe® Photoshop®

Duration: 5 Days

Method: Instructor-Led Training (ILT) | Live Online Training

***Certification:** Adobe Certified Professional (ACP) in Visual Design Using Adobe Photoshop*

Course Description

This course introduces participants to the fundamentals of graphic design, including its history, principles, and the roles of designers. Participants will explore design elements like balance, contrast, colour theory, and typography, while gaining practical skills in Adobe Photoshop for creating and manipulating images. The curriculum covers effective image sourcing, social media graphics, video editing, and efficient file management. At the end of the course, participants will be equipped to create impactful visual content across various platforms.

Target Audience

This course is designed for beginners and intermediate learners who are interested in graphic design. It is ideal for:

- Aspiring graphic designers looking to build a solid foundation in design principles and software.
- Marketing and communications professionals seeking to improve their visual content creation skills.
- Persons in creative fields who want to incorporate graphic design into their projects.
- Hobbyists and enthusiasts who wish to learn graphic design for personal or freelance projects.

Prerequisites

To attend this course, candidates must have:

- Basic Computer Skills such as how to launch an application, browse to locate and open files, and can navigate to on-screen elements using a mouse or other navigational devices.



Microsoft Partner

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Course Objectives

Upon successful completion of this course, attendees will be able to:

- Understand the fundamentals of graphic design.
- Master the elements of design.
- Classify and analyse images and graphics.
- Apply colour theory.
- Develop skills in shape fundamentals.
- Enhance their typography skills.
- Implement effective image search techniques.
- Set project requirements for design work.
- Navigate Adobe Photoshop.
- Create and manipulate raster images.
- Adjust, repair and refine images with advanced techniques.
- Effectively manage selections and layers.
- Utilize vector image tools.
- Apply advanced layer techniques.
- Understand branding principles.
- Design social media graphics.
- Edit videos and understand digital formats.
- Manage files in a production workflow.
- Automate design tasks.

Course Topics

Module 1: What is Graphic Design?

- Course Introduction
- Historical Overview of Graphic Design
- What Do Graphic Designers Actually Do?
- Design Process
- Online and Adobe Products Overview and Uses

Module 2: Elements of Design

- Overview of Design Principles
- Balance and Alignment
- Proximity and Space
- Repetition and Consistency
- Contrast and Colour

Module 3: Classifications of Images and Graphics

- Pixels, Resolution, Aliasing and Anti-Aliasing
- Images and Graphic Files Overview
- Bitmap/Raster Images
- Vector Images



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Course Topics *Continued*

Module 4: Colour Theory

- Understanding Colour Theory
- Comparing RGB and CMYK Colours
- Colour Terms
- The Colour Wheel
- Pantone Colours
- Hex Colours
- Mixing Colour: Paint, Print and Screen

Module 5: Shape Fundamentals

- Introduction to Shape
- Graphic Shapes
- Visual Contrast
- Marks, Icons, and Symbols
- Negative/Positive, Figure/Ground
- Rhythm and Pattern

Module 6: Typography (Fonts)

- Introduction to Typography
- The Anatomy of Letters
- Words and Spacing
- Type Size: The Point System
- Typesetting Text
- Typefaces, Fonts and Type Families
- Typeface Categories
- Denotation and Connotation in Type
- Letterforms
- Typographic Composition

Module 7: Techniques for Searching and Sourcing Online Images

- Image Search Methods and Best Practices
- Finding and Sourcing Images Online
- Effective Online Image Search Strategies

Module 8: Setting Project Requirements

- Identify Purpose, Audience, and Audience Needs
- Adhere to Copyright Rules for Artwork, Graphics, and Graphics Use
- Determine and Evaluate Project Management Tasks and Responsibilities

Module 9: Getting Started with Photoshop

- Organize Photoshop Assets by Using Adobe Bridge
- Organize the Photoshop Workspace
- Customize the Photoshop Workspace

Module 10: Creating Raster Images

- Manage Image Elements and Formats
- Apply Design Principles, Elements, and Graphic Composition
- Work with Digital Devices
- Draw with Brushes
- Create Gradients
- Apply Tool Presets

Module 11: Adjusting Images

- Modify Images
- Repair Images
- Implement Colour Management

Module 12: Managing Selections and Layers

- Use Selection Tools
- Manage Layers





Course Topics *Continued*

Module 13: Refining Images

- Adjust Layers
- Apply Camera Raw
- Refine Images by Using Advanced Tools

Module 14: Applying Vector Image Tools

- Create Images with Vector Paths
- Apply the Shape Drawing Tools
- Work with Type
- Apply Type Special Effects

Module 15: Applying Advanced Layer Techniques

- Modify Images with Masks
- Apply Special Effects by Using Filters
- Apply Special Effects to Layers
- Apply Smart Objects for Non-Destructive Editing

Module 16: Branding

- Branding Basics
- Brand Kits and Guidelines
- Business Stationery
- Brand Mock-Ups (T-Shirts, etc.)

Module 17: Social Media Graphics

- Facebook Graphics
- Instagram Graphics
- YouTube Graphics
- Twitter Graphics

Module 18: Video Editing and Digital Formats

- MP4 vs. GIFs
- YouTube Videos
- TikTok and Story Videos
- Edit Video
- Add Graphics, Titles, and Animation to Video

Module 19: Managing Files in a Production Workflow

- Import, Export, and Organize Files
- Save Images for the Web
- Save Images for Print
- Format Images for Other Programs

Module 20: Automating Tasks

- Create and Apply Actions
- Batch Process Files with Photoshop and Adobe Bridge

ACTIVITIES INCLUDED

