Course Program

Season II

Who is this course for?

This course is for beginners to graphic design theory and for anyone who wants to learn the basic principles of color theory, typography, layout design, logo design, branding, and more as it relates to graphic design

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Class 2022

Welcome to the
Graphic Design Course

Prepared by
Joreld Dhamo

Level /
Beginner

What will I learn?

As graphic design has become part of our lives, demand for graphic designers is on the rise. In this course you will learn the fundamental principles of graphic design: layout design, typography, composition, color combos and logotype design, foundational skills that are common in all areas of graphic design practice. This course will walk you through.

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Some info about our instructor

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10+ years of experience. Founder at Para*ll*el Studio.

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Beginner

10+ years of experience. Founder at Para*ll*el Studio. Art Director at Gogėl Publicis.

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10+ years of experience. Founder at Parallel Studio. Art Director at Gogėl Publicis. Creative Director at TEDxTirana. Walker at Photowalk Albania.

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Here for the following 5 weeks.

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What is graphic design?

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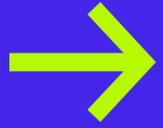
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What is graphic design?
Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, color and form.

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What does a graphic designer do?

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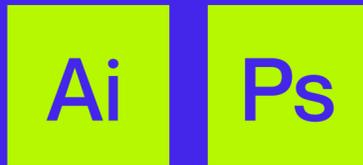
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What does a graphic designer do?

Seeks the best way of combining these elements to come up with the best solution to communicate the message loud and clear

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→

Our course
structure

Entry level **Ai** **Ps**

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Our course
structure

Ai   Ps

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |

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Our course
structure

Ai | Ps

3 x 2 hours

3 x 2 hours

3 x 2 hours

3 x 2 hours

3 x 2 hours

Week 1	Week 2	Week 3	Week 4	Week 5

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Our course
structure

Ai Ps

3 x 2 hours   3 x 2 hours   3 x 2 hours   3 x 2 hours   3 x 2 hours

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |

= 30 total hours.

Our course
structure

Ai | Ps

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |

→ Intro to Graphic Design
→ Design Basics
→ Hello Illustrator - Part 1

*The program might change depending on the group needs and progress

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Our course
structure

Ai Ps

| Week 1 | **Week 2** | Week 3 | Week 4 | Week 5 |

→ Hello Illustrator - Part 2

→ Interface Overview

→ Introduction To Typography

*The program might change depending on the group needs and progress

Our course
structure

Ai | Ps

| Week 1 | Week 2 | **Week 3** | Week 4 | Week 5 |

→ Colour Combos

→ Logotype Design

→ Brand Identity Fundamentals

*The program might change depending on the group needs and progress

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Our course
structure

Ai Ps

| Week 1 | Week 2 | Week 3 | **Week 4** | Week 5 |

→ First Branding Project

→ Layout Design

→ Preparing a Design Portfolio

*The program might change depending on the group needs and progress

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Our course structure

Ai | Ps

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |

→ Developing A Designers Eye
→ Hi Photoshop / Interface Overview
→ Packaging And Mockups
→ Photography In Design

*The program might change depending on the group needs and progress

Some interesting
data & statistics

20%
Theory

80%
Practice

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Some interesting
data & statistics

40+

Students so far

250+

Lecture hours taught

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"

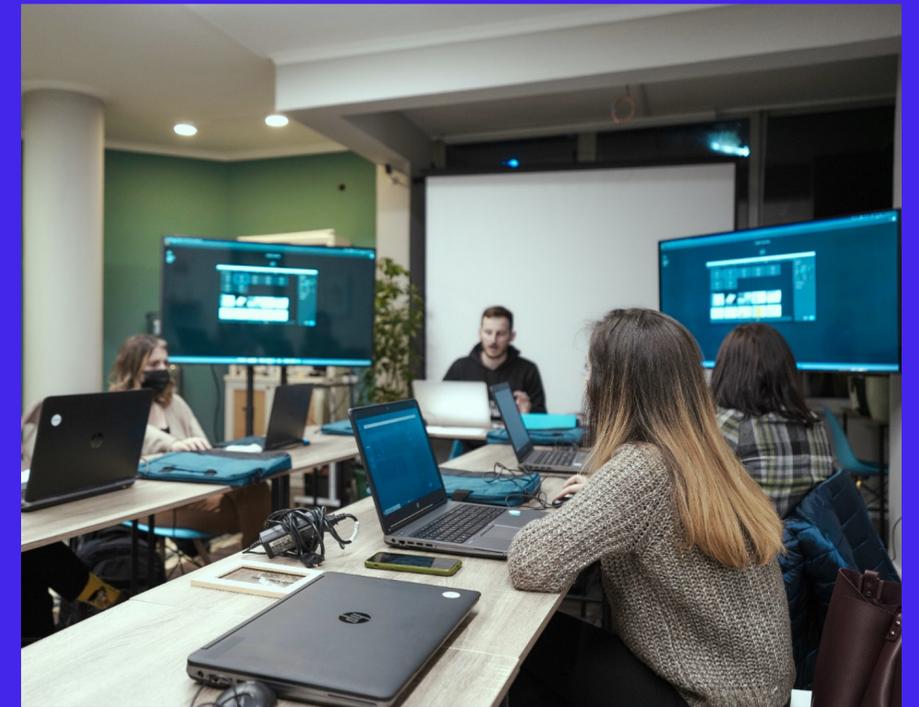**The course was organized in a way that covered both the theoretical and the practical aspect of Graphic Design**
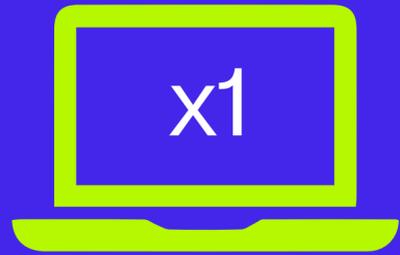
Elda Fejzo
Graduated in 2020

"

During the course, I had the opportunity to meet other inspiring graphic designers and share our work

Daniel Kosta
Graduated in 2021

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What do we provide to you

x1
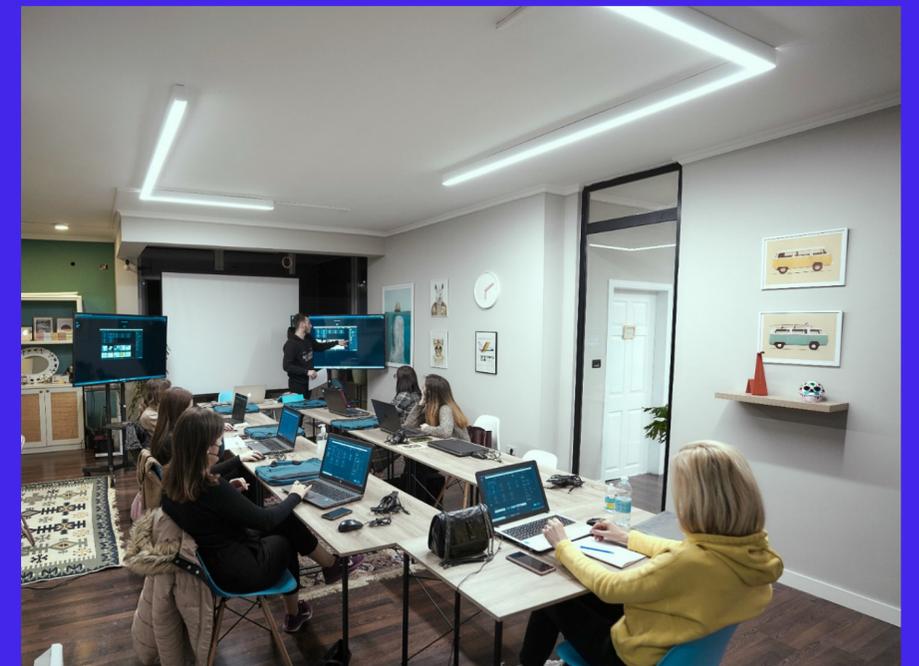
A personal laptop to
use during the course

55"

Large screen
HD flat tv set

Certificate on
course completion

* 80% course participation is needed to recieve certificate

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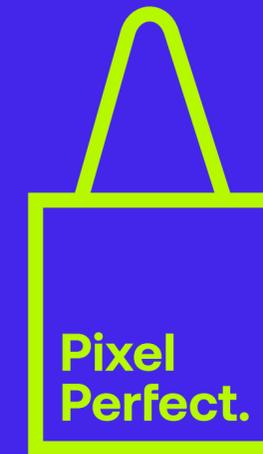# What do we provide to you

+ Unlimited filter coffee, water, cookies. 😍

Internship opportunities

* To be discussed with our partner companies

Centrally located and easily accesible training space

Pixel Perfect.

Free course eco-friendly tote bag

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Thank you for your interest
Feel free to get in touch.

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