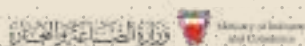
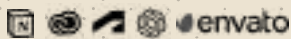


# Graphic Art & Design Course

▲ Leveraging  
Artificial Intelligence

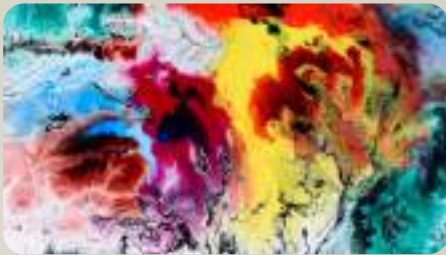


# ▶ Introduction

Get ready to explore the dynamic world of graphic design with our comprehensive course. Over the next few months, we'll guide you through practical and innovative lessons, helping you become a skilled graphic designer in today's digital age.

With expert instructors and a hands-on approach, this course covers more than just the basics. You'll master the art and science of graphic design, learning industry-standard software like Photoshop and Illustrator while discovering how to integrate artificial intelligence to enhance your creative work.

Whether you dream of designing for social media, launching your own brand, or pursuing a professional career, this course will provide the tools and knowledge you need to succeed.



## Why Graphic Design is the Skill of the Future

As visual communication dominates the digital landscape, the demand for skilled graphic designers has never been higher. Our course prepares you to create stunning, engaging visuals that captivate audiences and effectively communicate brand messages.

- Master design principles to create visually impactful graphics.
- Leverage AI tools for enhanced creativity and streamlined workflow.
- Design logos, branding materials, and marketing assets for diverse platforms.
- Master Photoshop and Illustrator for professional-quality design work.
- Build a compelling portfolio showcasing your skills and unique style.
- Develop a career path and pursue your passion in the design industry.



# Our Values

## Learner-Centric Approach

Our **prime focus** remains steadfastly on our learners, making them the nucleus of our mission.

## Meaningful Contribution

We strive to **shape the future** significantly by nurturing the bright minds that will lead tomorrow.

## Embrace Ambition

We foster grand thinking, encouraging our students to not just dream, but **dream big**.

## AI-Driven Innovation

We empower our students to pioneer change **using AI tools**, fostering creativity and innovation across all disciplines.



## ▶ Is this program suitable for you?

- Anyone age 18 or older wanting to learn new skills.
- Professionals aiming to reskill and remain competitive.
- Students finishing school or university to excel in their field.
- Small business owners enhancing their media presence.
- Large business owners and managers training their teams.

## ▶ Some prerequisites

- Motivation and rigour.
- Basic computer skills
- Laptop
- Autonomy



# The takeaways of this program

- 01** Learn to create harmonious color palettes and use typography to convey brand personality.
- 02** Master the fundamentals of balance, contrast, hierarchy, and unity for visually compelling designs.
- 03** Create memorable logos and develop cohesive brand identities that resonate with target audiences.
- 04** Gain proficiency in industry-standard software, unlocking a world of creative possibilities.
- 05** Leverage AI to streamline your workflow, explore creative variations, and enhance your designs.
- 06** Build a captivating portfolio showcasing your skills and creativity to attract clients and employers.

**THEORY  
FOUNDATION  
ESSENTIALS**



**MODULE 1**

**AI TOOLS  
TECHNOLOGY  
AND PROMPTS**



**MODULE 2 & 3**

**INDUSTRY  
STANDARDS  
"SOFTWARE"**



**MODULE 4 - 9**

**BUILDING  
PORTFOLIO  
AND CAREER**



**MODULE 10 & 11**

## Module 1

# DESIGN FOUNDATIONS - VISUAL LANGUAGE

This module introduces fundamental design principles, history, and key concepts, exploring the visual language of graphic design. Students will create a visual research project analyzing the evolution of a specific design style, examining its influence on contemporary design.

### ▶ **PROJECT: DESIGN HISTORY EXPLORATION**

Research a chosen design style (Art Deco, Bauhaus, Swiss Style, etc.). Create a visual presentation showcasing its evolution, key characteristics, and influential figures.

### ▶ **WHAT YOU WILL LEARN:**

- The history and significance of graphic design as a discipline.
- Key design principles: balance, contrast, hierarchy, unity, etc.
- Different design styles and movements throughout history.
- How to analyze and interpret visual communication.
- Industry trends and future directions in graphic design.

▶ Skills: Research Analysis Visual Communication



## Module 2

# AI & DESIGN - PROMPT POWER

This module introduces AI tools and their potential in graphic design, focusing on prompt engineering. Students will experiment with AI-powered tools like Designs.ai to generate creative assets based on specific prompts.

### ▶ **PROJECT: AI-GENERATED DESIGN EXPLORATION**

Experiment with different prompts to create logos, illustrations, and social media graphics. Analyze and compare the AI-generated results, exploring the strengths and limitations of AI design tools.

### ▶ **WHAT YOU WILL LEARN:**

- Introduction to AI and its applications in graphic design.
- Understanding how to craft effective prompts for AI design tools.
- Exploring the capabilities and limitations of AI-generated design.
- Ethical considerations and potential biases in AI design.

▶ Skills: AI Literacy Creative Exploration Prompt Engineering



## Module 3

# AI DESIGN - SMART LOGO

This module explores AI-driven logo design using tools like Looka and Designs.ai, focusing on creating a unique brand identity. Students will develop a logo for a fictional company, exploring different design styles and using AI to generate variations.

### ▶ **PROJECT: AI-GENERATED DESIGN EXPLORATION**

Conceptualize a brand identity for a fictional company. Use Looka and [Designs.ai](#) to generate logo concepts based on brand attributes. Refine the chosen logo, ensuring visual appeal and brand alignment

### ▶ **WHAT YOU WILL LEARN:**

- How to use AI tools for generating logo concepts and variations.
- Key considerations for effective logo design: simplicity, memorability, scalability.
- Understanding brand identity and aligning logo design with brand values.
- Refining and finalizing a logo for professional use.

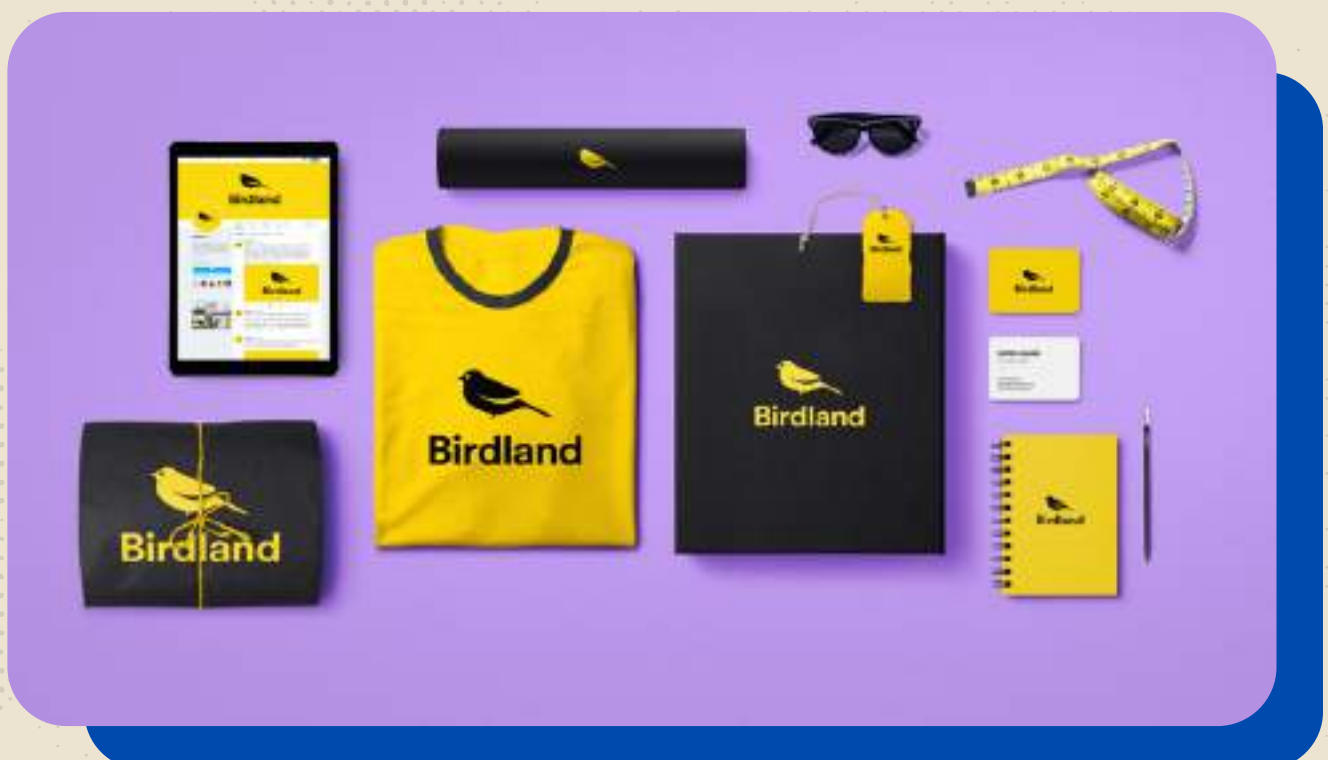
▶ Skills:

AI-Assisted Design

Brand Identity

Logo Design

 Looka





## Module 4

# PHOTOSHOP FUNDAMENTALS - PIXEL POWER

This module introduces Adobe Photoshop and its core functionalities for image editing. Students will learn basic techniques, exploring layers, color adjustments, and simple retouching for a strong foundation.

### ► **PROJECT: SOCIAL MEDIA ART ENHANCEMENT**

Choose a pre-existing social media graphic or create a simple design. Use Photoshop to enhance the graphic with color correction, text effects, and basic image adjustments.

### ► **WHAT YOU WILL LEARN:**

- Navigating Photoshop interface and understanding key tools.
- Applying basic image adjustments: brightness, contrast, saturation.
- Working with layers and masks for non-destructive editing.
- Incorporating text elements and applying basic effects.
- Saving and exporting images for various digital platforms.

► Skills: Photoshop Basics Image Adjustment Layer Management



## Module 5

# ILLUSTRATOR FUNDAMENTALS - VECTOR VISION

This module introduces Adobe Illustrator and its vector-based tools for creating scalable graphics. Students will explore shape creation, paths, and typography, applying them to a simple design project.

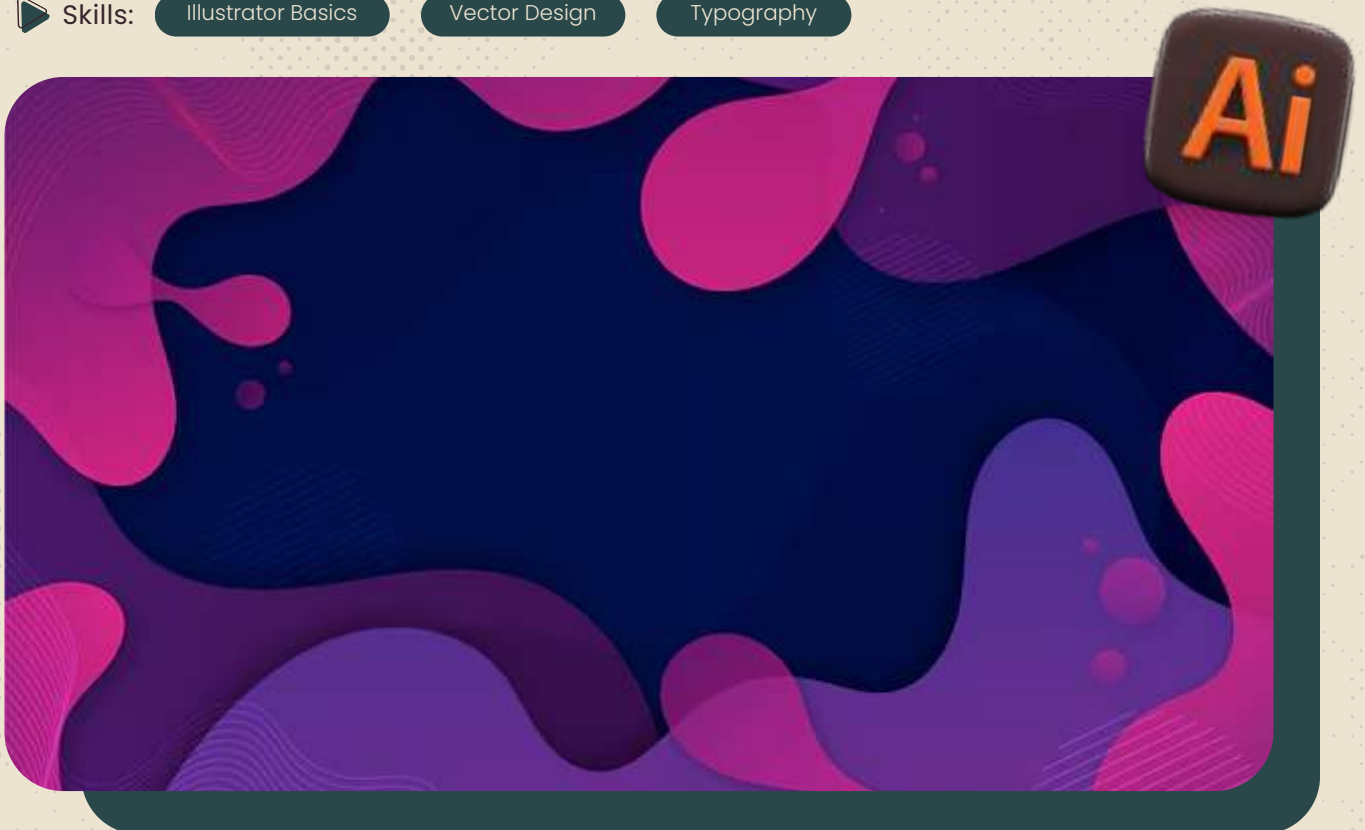
### ► PROJECT: T-SHIRT GRAPHIC DESIGN

Design a simple graphic for a T-shirt using Illustrator's vector tools. Explore basic shapes, paths, and text tools to create a visually appealing design. Experiment with color palettes and export the design ready for printing.

### ► WHAT YOU WILL LEARN:

- Understanding vector graphics and their advantages over raster graphics.
- Creating and manipulating basic shapes and paths in Illustrator.
- Working with text, fonts, and typography for design purposes.
- Applying colors, gradients, and patterns to vector graphics.
- Exporting files in appropriate formats for print and web applications.

► Skills: Illustrator Basics Vector Design Typography



## Module 6

# PHOTOSHOP IN ACTION - POSTER POWER

This module dives deeper into Photoshop, exploring advanced techniques for creating impactful visuals. Students will learn to work with masks, blending modes, and special effects to design a professional poster.

### ► PROJECT: EVENT POSTER DESIGN

Design a visually compelling poster for a fictional event, concert, or campaign. Use image compositing, text effects, and creative color grading to achieve a striking design. Apply advanced masking techniques to isolate and manipulate image elements.

### ► WHAT YOU WILL LEARN:

- Advanced masking techniques for precise image selection.
- Working with blending modes to create unique visual effects.
- Applying textures, gradients, and filters to enhance designs.
- Utilizing typography effectively for impactful communication.
- Preparing files for high-quality printing and online distribution.

► Skills: Photoshop Advanced | Image Compositing | Visual Communication



## Module 7

# ILLUSTRATOR IN ACTION - DIGITAL CANVAS

This module expands on Illustrator skills, exploring techniques for creating detailed digital illustrations and vector-based artwork. Students will experiment with brushes, gradients, and advanced path manipulation.

### ► **PROJECT: DIGITAL ILLUSTRATION CREATION**

Create a detailed digital illustration using Illustrator's various tools. Use brushes, gradients, and advanced path manipulation for intricate details and textures. Explore different illustration styles and apply them to the chosen subject.

### ► **WHAT YOU WILL LEARN:**

- Using Illustrator's brush library and creating custom brushes.
- Applying gradients and color blends for realistic shading and textures.
- Creating intricate shapes and illustrations with the Pen tool and Pathfinder.
- Working with layers and groups to organize complex illustrations.
- Utilizing transparency and blending modes for visual depth and effects.

► Skills: Layers Digital Illustration Brushes Gradients Paths Pathfinder



## Module 8

# CREATIVE ADVERTISING - VISUAL PERSUASION

This module explores the principles of visual advertising and applies them to both print and digital media. Students will design engaging advertisements that effectively communicate brand messages.

### ► **PROJECT: ADVERTISING DESIGN CHALLENGE**

Design print and digital advertisements for a chosen product or service. Consider target audience, brand positioning, and visual communication strategies. Implement AI tools to enhance efficiency and explore creative possibilities.

### ► **WHAT YOU WILL LEARN:**

- Principles of effective advertising design and visual communication.
- Identifying target audiences and tailoring design to their preferences.
- Understanding brand positioning and visual branding strategies.
- Creating compelling visuals and impactful messaging.
- Utilizing AI tools for enhanced creative output and efficiency.

► Skills: Advertising Concepts Visual Communication Target Audience



## Module 9

# DESIGN FOR PRINT & WEB - MULTI-PLATFORM

This module focuses on designing for both print and web platforms, exploring specific considerations and techniques for each medium. Students will use Photoshop, Illustrator, and InDesign to create visually cohesive designs.

### ► **PROJECT: COFFEE SHOP BRANDING & MOCKUPS**

Develop a complete branding suite for a fictional coffee shop, including a logo, color palette, and typography. Create mockups of various marketing materials: menus, social media posts, web banners, and packaging using provided templates. Learn to adapt designs for both print and web platforms, ensuring visual consistency.

### ► **WHAT YOU WILL LEARN:**

- Working with Adobe InDesign for layout and typography.
- Understanding print resolution, color profiles, and file formats.
- Designing for web platforms, considering responsive design principles.
- Creating realistic product mockups using Photoshop and pre-designed templates.
- Ensuring visual consistency across different platforms and mediums.

► Skills: Print Design Web Design InDesign Basics Mockup Creation



## Module 10

# PORTFOLIO BUILDING - SHOW YOUR WORK

This module guides students in compiling and refining their projects into a compelling professional portfolio showcasing their skills and creative vision.

### ▶ **PROJECT: DESIGN PORTFOLIO DEVELOPMENT**

Select and curate projects that best represent their skills and style. Develop a visually appealing portfolio website using platforms like Behance or Dribbble. Write compelling project descriptions and case studies that highlight their design process and outcomes.

### ▶ **WHAT YOU WILL LEARN:**

- Principles of effective portfolio design and presentation.
- Strategies for showcasing projects and highlighting key skills.
- Crafting compelling project descriptions and case studies.
- Utilizing online platforms to create a professional online presence.
- Presenting a portfolio effectively to potential clients or employers.

▶ Skills: Portfolio Curation Presentation Online Presence



## Module 11

# CAREER PATH & DEVELOPMENT - CREATIVE JOURNEY

This module provides guidance on career pathways, job search strategies, and professional development in the graphic design industry.

### ▶ **PROJECT: DESIGN PORTFOLIO DEVELOPMENT**

Identify career goals and explore various job roles in graphic design. Research companies and organizations that align with their interests. Develop a tailored resume and cover letter, highlighting relevant skills and experience. Practice interview techniques and prepare for networking events.

### ▶ **WHAT YOU WILL LEARN:**

- Different career paths in the graphic design industry.
- Effective strategies for job searching and networking.
- Crafting compelling resumes and cover letters.
- Developing interview skills and confidence.
- Building a professional online presence and personal brand.

▶ Skills: Career Planning Networking Self-Promotion







GRAPHIC DESIGN

# CREATE BAHRAIN

TEACH BAHRAIN

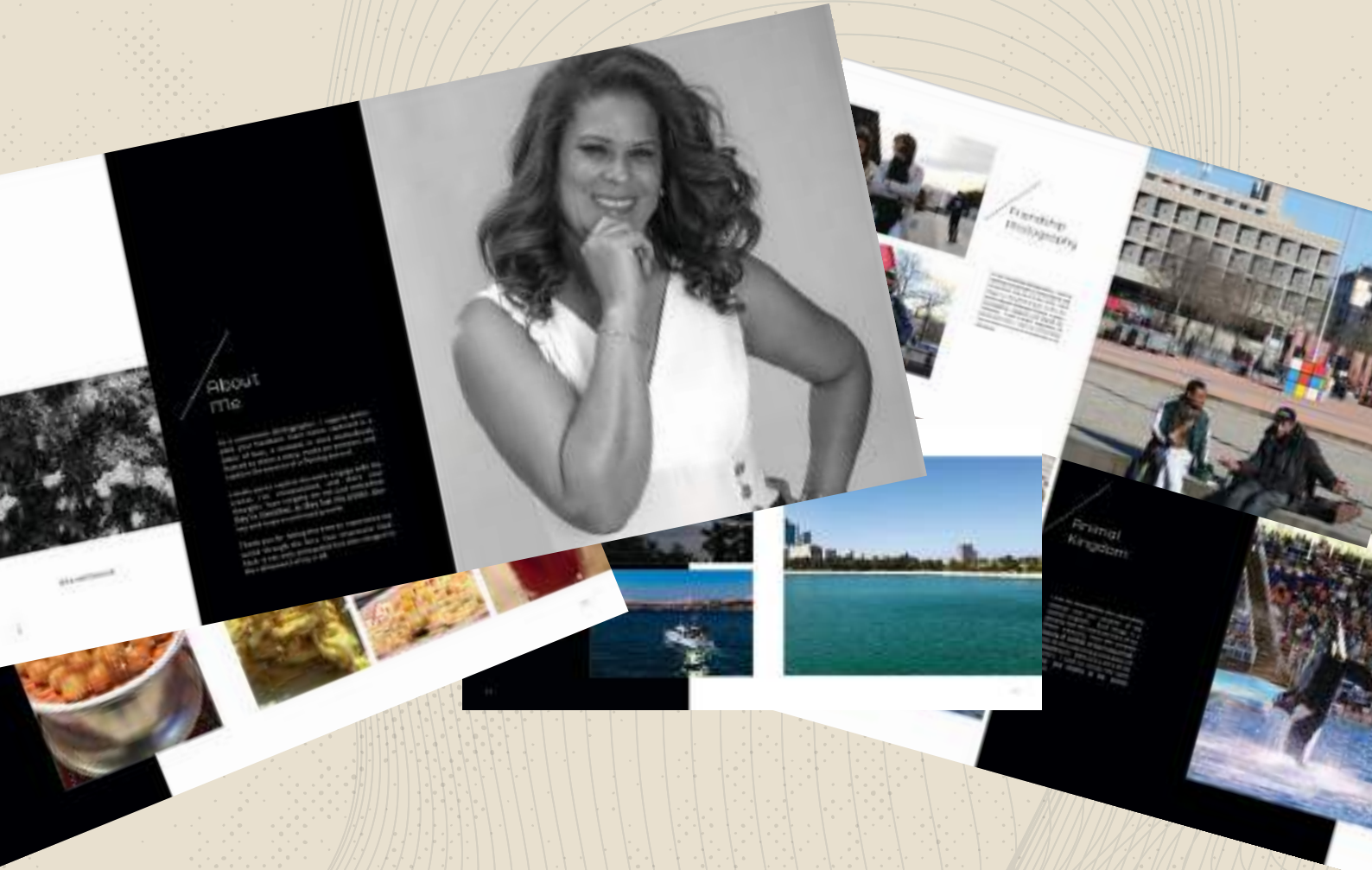


# Your Portfolio Journey

Remember, your portfolio symbolizes your dedication, resilience, and creativity. We at Create Bahrain eagerly await the extraordinary story you'll weave. Your portfolio is more than a collection—it's your launchpad for global influence. Join us in this memorable journey!



Webpage with  
[www.createbahrain.com](http://www.createbahrain.com)



## Local Certificate Recognition

This certificate, while validating your skills and efforts, also amplifies your career prospects, giving you a competitive edge in the local job market. Let's reach for excellence together with Create Bahrain.



How can you attend the courses?



# DELIVERY METHODS



## ONE-ON-ONE PRIVATE CLASSES

Tailored instruction that meets your unique learning curve.



## GROUP CLASSES

Collaborative and interactive, harnessing the power of collective intelligence.



## WORKSHOPS & SEMINARS

Intensive sessions focusing on specific skills or projects.

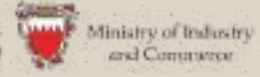
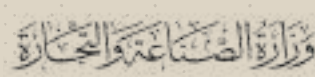


## FAST CRASH COURSES

Condensed learning for professionals on the move, delivering essential skills swiftly and effectively.



## OUR CREDENTIALS



## OUR CLIENTS



ARCAPITA

'TORAY'



MyCafé

CL

Mesk Holdings



مدرسة ابن خلدون الوطنية  
Ibn Khuldoon National School



وزارة شؤون البلديات والزراعة  
Ministry of Municipalities Affairs  
and Agriculture

**M** **Marilia L M**  
3 reviews

★★★★★ 2 months ago

Amazing experience at Create Bahrain. Attended a private course to learn Sketchup and it was the best investment I've done on myself. Definitely recommended

**P** **Pauline Marcombe**  
2 reviews

★★★★★ a month ago

Highly recommend!

← **Jasmine McDuffe**  
2 reviews

★★★★★ 3 months ago

I am thankful for Mr.Stoyan. He took the time to assist me with my music videos, which goes towards what we are building in my music career. He even taught my videographer a lot of industry standard practices so our videos can be professional. He avails himself when needed and I recommend any videographer or photographer in Bahrain to take his class. He is a patient teacher and he will get you to your desires goals.

**Jumana Alderazi**  
9 reviews

★★★★★ 3 months ago

I attended the Revit rendering workshop and was able to learn new techniques.

**Kenneth Cosare**  
2 reviews

★★★★★ 3 months ago

It's been wonderful in these past few months of being in photography class of our instructor, Mr. Stoyan. I was able to learn a lot of things that helped me grow in being a good photographer. Create Bahrain is a recommended one 🙌👍

**M** **Mohamed Al Khaja**  
2 reviews · 1 photo

★★★★★ 3 months ago

As part of the Revit Workshop, it helped me learn so much about how to create visualization in Enscape and other plug-ins, our instructor Fatima was so helpful in allowing us to explore our projects

← **Fahad Al Mannaiei**  
1 review

★★★★★ 3 months ago

I have approached Create Bahrain for a Web Development Course so i can improve my skills in that field.

I can pretty much say that their courses are very comprehensive, professional and very flexible as you have the ability to focus on more important topics to make sure you have the best understanding of the desired subjects.

Highly recommended for anyone who is looking for professional staff to help you improve your skills in what interests you.

**W** **Waleed Saeed**  
2 reviews

★★★★★ 3 months ago

I enjoyed my time with createbahrain the instructors are active and fun to be around

**L** **Laura P**  
4 reviews

★★★★★ 3 months ago

Very informative classes. The instructors are very knowledgeable and helpful. I have learnt so many mind blowing things about photography. The staff is always quick to response to questions. If you want to learn about photography, this is the place to go. Thank you Create Bahrain for making this a fun experience.

**S** **Shawn Valentino**  
6 reviews · 2 photos

★★★★★ 8 months ago

Amazing institute proper setting for learning with the best instructors you can find in Bahrain. Instructor Stoyan is the best instructor u can find for graphic design, videography and even photography. I have been to other academys and they were trash but nobody teaches like they do in CreateBahrain.

**Y** **Younis Shehab**  
1 review

★★★★★ 3 months ago

10/10 experience really enjoying the course and the atmosphere there would recommend

**MORE ON OUR SOCIAL**   



Do you have questions about our packages?

**Don't worry, we're here to help!**

Call us to discuss these packages!  
Chat with us on [WhatsApp](#).

 **3349 3981**



[createbahrain.com](http://createbahrain.com)



CR: 126965-1

© 2024 © First Teach Bahrain WLL