



4- week graphic design workshop proposal

prepared for:
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unilag,
akoka, lagos
100213.

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<https://designeryusuf.github.io>

- Futura Md BT
- Century Gothic
- **INTRO**



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so, who is designer yusuf?

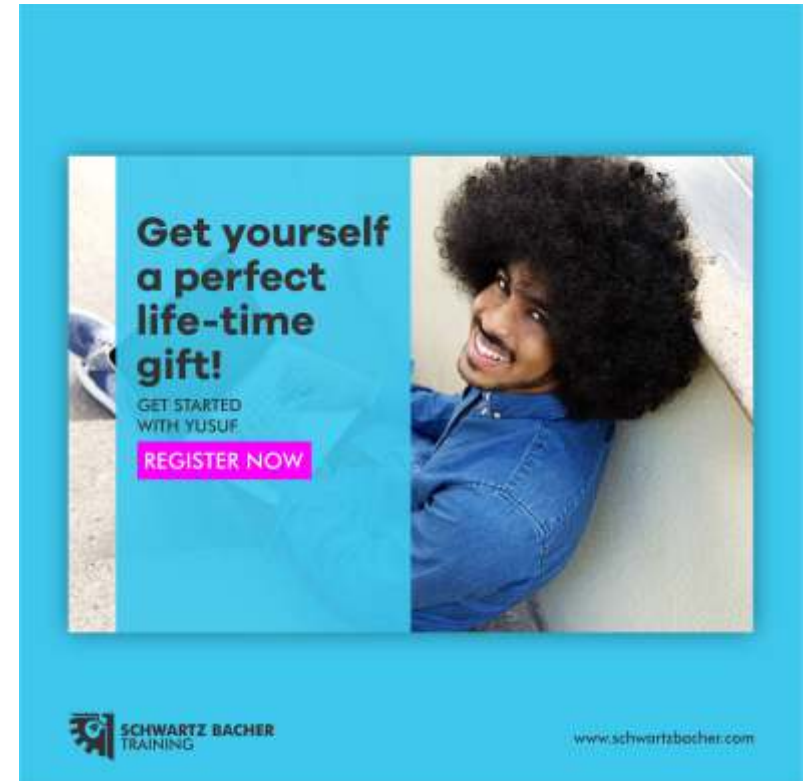
Yusuf Odukoya, A.K.A Designer Yusuf, is a multidisciplinary creative designer, illustrator, tutor, investor, and serial entrepreneur. He is the founder of **Schwartz Bacher Systems** (Est. 2014).

He was born and raised in Lagos, Nigeria. He studied Parasitology at the prestigious University of Lagos, where he earned a bachelor's degree in the year 2016.

He has been in the creative space for over 10 years, helping a lot of students and fresh graduates by providing them with creative design guidance and mentorship. He currently runs a premium training program called Schwartz Bacher Training, where he teaches Graphic Design, Web Development and Digital Marketing.

His last full-time employment was with **Ellae Creative Design Agency, Lekki Phase 1**, where he worked as a Graphic Designer & Facilitator from June - November, 2018.

He has invested a large chunk of his life in creative research. As a freelancer, he has worked with both small and medium scale enterprises and organizations from the United Kingdom, United States, Germany and Kenya.



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the project

Project Overview

Chapel Press, UNILAG, is looking to organize a 4-week intermediate-level graphic design masterclass with the goal of equipping it's church members with essential creative design skills.

The trainees mainly comprise students, the working class, and university staff who are members of the church.

Requirements

The ideal trainee must fulfill **all** the following criteria;

1. He/She must own a laptop, or at least, have an unrestricted access to one.
2. He/She must be computer literate.
3. He/She must be free of Attention Deficit Disorder or any other related learning disorder.

Recommendations

1. Trainees are highly encouraged to arrive at the training workshop as early as possible.
2. A mouse is more ergonomically suited for graphic design than the on-board laptop trackpad. So, having a mouse is recommended, but not compulsory.



the process

Introduction

First and foremost, I would like to take a moment to give a brief introduction of myself as the instructor and facilitator of the workshop. ETA ~ 5 mins.

Installation of Software

Prior to the start of the workshop, trainees would have the recommended design software (CorelDRAW X7) installed on their machines by me. Trainees with low-end devices would have to settle for a lower CorelDRAW version (X6). ETA ~ 30 mins.

Discussion of Course Outline

The course outline & my expectations from the trainees by the end of the workshop would be briefly discussed. ETA ~ 15 mins.

Workshop

Workshop starts proper as we treat each topic one after the other. It is going to be an 100% hands-on masterclass. Practical assignments would also be given out to the trainees at the conclusion of each class.

Trainees shall be implored to submit their assignments via email by Wednesdays. Their submissions would be carefully assessed by me and Improvements would be sent out personally to each Trainee by Fridays. This would enable me track participants' individual progress.

Common problems/challenges would be addressed via the Whatsapp group created for this purpose.

costs

Since I do not have the exact data of how many trainees would be in attendance, I would employ a dynamic approach towards concluding your costs of acquiring my services. To this effect, I would charge per head.

Normally, my Accelerated (4-week) Graphic Design Course costs 30, 000 NGN per head. However, for the sake of this program, I would be charging much more lower than the normal fee**

- ** A minimum of 10 participants is required for a deal to take place.
- ** In the event that the participants are not up to 10 in number, a payment for 10 participants still needs to be agreed upon.

My logistics, food, & broadband subscription, as well as software installation and activation for my trainees would all be taken care of by me. What this implies is that you do not have to pay for all that. However, 70% of the total fee must be paid prior to the commencement of the workshop.

Please, kindly consult the pricing table on the next page.

Pricing Tables

The image displays two pricing cards side-by-side. The left card is for an 'Individual' and the right card is for a 'Group of 10'. Both cards specify a 'DURATION: 4 WEEKS'. Each card shows a crossed-out original price and a discounted price. Below the prices, there is a list of four features: Progress Tracking, Software Installation, Free Resources, and Weekly Assessments, each with a green checkmark. At the bottom of each card is a 'Get Started!' button.

Package	Duration	Original Price	Discounted Price	Features
Individual	4 Weeks	N 30,000	N 15,000	Progress Tracking ✓ Software Installation ✓ Free Resources ✓ Weekly Assessments ✓
Group of 10	4 Weeks	N 300,000	N 150,000	Progress Tracking ✓ Software Installation ✓ Free Resources ✓ Weekly Assessments ✓

conclusion

I am highly enthusiastic about the prospects of working with your chapel in a bid to empower some of its members with on-demand graphic design skills. By the end of this training, trainees would be able to design e-flyers, flyers, business cards, logos and other printables.

Graphic design is currently in hot demand across several industries; in today's world of social media marketing, the need for companies and organizations to employ graphic designers is on the rise. That being said, the future is still very bright for graphic designers because their creativity and outputs can not be recreated by any means of Artificial Intelligence.

As a matter of fact, hardly would you ever see a graphic designer complain of unemployment.

What does all this mean? It means that learning graphic design can prove to become the biggest self-investment in the lives of many youth.

The church has taken a huge step towards enriching the lives of its members, and I look forward to working with you on this apparently exciting project.

Please, forward any questions in regards to this proposal to my Whatsapp account.

Let's make history!!



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**Thank
You!**

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