

BDA COURSE SYNOPSIS

1. Graphic Design Mastery Course

Course Title: Graphic Design Mastery Course

Course Overview:

This is an intensive and comprehensive program designed to elevate participants' graphic design skills to a mastery level. This course covers advanced design principles, techniques, and tools, providing a deep dive into both the theoretical and practical aspects of graphic design. Participants will engage in challenging projects, receive personalized feedback, and refine their design expertise to achieve mastery in this dynamic and evolving field.

Course Objective:

To offer a transformative journey for participants aiming to achieve mastery in the dynamic and competitive field of graphic design. Through advanced principles, specialized techniques, and real-world applications, participants will elevate their skills through theoretical and hands-on learning.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 6 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

2. Design Thinking Process

Course Title: Design Thinking Process

Course Overview:

This course is an immersive exploration into the principles and methodologies of design thinking—an innovative problem-solving approach that places empathy, creativity, and iterative ideation at its core. This program delves into the various stages of the design thinking process, equipping participants with the mindset and tools needed to tackle complex challenges and generate innovative solutions across diverse industries.

Course Objective:

To empower participants to embrace a human-centric and innovative approach to problem-solving. By mastering the principles of design thinking and its application across industries, participants will enhance their ability to generate creative solutions, foster collaboration, and address complex challenges with understanding and ingenuity.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 2 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

3. Adobe Photoshop Crash Course

Course Title: Adobe Photoshop Crash Course

Course Overview:

This course is an intensive program designed to equip participants with fundamental skills and knowledge to navigate Adobe Photoshop efficiently. This hands-on course is tailored for beginners and individuals looking to enhance their graphic design skill using Adobe Photoshop.

Course Objective:

To provide a comprehensive learning experience, empowering participants to confidently utilize Adobe Photoshop for various creative design solutions.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 6 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

4. Managing Negative Criticism

Course Title: Managing Negative Criticism

Course Overview:

This course is designed to equip individuals with the skills and strategies necessary to effectively handle and navigate criticism in both personal and professional settings. Recognizing that criticism is an inevitable part of life, this course focuses on fostering resilience, self-reflection, and constructive response mechanisms to turn negative feedback into opportunities for growth.

Course Objective:

To help participants develop the skills and mindset necessary to transform criticism into a catalyst for personal and professional advancement.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

5. Building a Design Portfolio

Course Title: Building a Design Portfolio

Course Overview:

This course is designed for aspiring and practicing graphic designers seeking to create a compelling and professional portfolio that showcases their skills and creativity. Participants will explore the key principles of portfolio development, learn effective strategies for presenting their work, and gain insights into tailoring portfolios to specific career goals.

Course Objective:

To empower participants to go beyond showcasing technical skills, encouraging them to craft a visual narrative that reflects their unique design strength. Participants will emerge with a polished portfolio that serves as a powerful tool for professional growth and success in the ever-evolving world of design.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

6. Colour Crack Code

Course Title: Colour Crack Code

Course Overview:

This course offers an immersive exploration into the world of colour theory and its practical application in design. This dynamic program delves into the psychology, principles, and techniques of utilizing colour effectively, empowering participants to decode the mysteries of colour and apply them strategically across various design disciplines. From creating harmonious palettes to conveying emotions through colour, participants will gain a comprehensive understanding of colour's role in design.

Course Objective:

To equip participants with the knowledge and skills to employ colour as a powerful design tool. By mastering the principles of colour theory and understanding its nuanced applications, participants will emerge with the ability to infuse their design projects with a heightened sense of visual appeal, emotion, and strategic intent.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

7. The Business of Graphic Design

Course Title: The Business of Graphic Design

Course Overview:

This is a comprehensive course tailored for graphic designers seeking to bridge the gap between creative expertise and entrepreneurial success. This program goes beyond design skills, delving into the practical aspects of running a successful graphic design business. Participants will gain insights into client management, project pricing, legal considerations, branding, and marketing strategies, ensuring a holistic understanding of the dynamic business landscape for graphic designers.

Course Objectives:

To equip participants with the essential skills and knowledge needed to navigate the complex intersection of creativity and commerce in the graphic design industry. This course empowers graphic designers to not only create visually compelling work but also to thrive as entrepreneurs, ensuring a sustainable and prosperous journey in the dynamic world of graphic design businesses.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 4 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

8. Understanding Client's Brief

Course Title: Understanding Client's Brief

Course Overview:

This is a specialized course designed for professionals in the design industry, focusing on the crucial skill of interpreting and comprehending client requirements effectively. This course delves into the art of deciphering client briefs, extracting key information, and translating it into actionable design concepts. Participants will enhance their communication skills, fostering stronger client-designer relationships and ensuring the delivery of projects that align with client expectations.

Course Objectives:

To equip design professionals with the skills needed to navigate the critical phase of client interaction. This course serves as a cornerstone for building enduring client-designer partnerships and achieving excellence in the dynamic field of design.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 2 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

9. Career Paths in Graphic Design

Course Title: Career Paths in Graphic Design

Course Overview:

This course is a comprehensive exploration designed for individuals aspiring to navigate the diverse landscape of graphic design careers. This program provides insights into various professional avenues within the field, covering roles such as freelance design, in-house design, agency work, and specialized niches. Participants will gain a deep understanding of the skills, challenges, and opportunities associated with different career paths, empowering them to make informed decisions about their professional journey in graphic design.

Course Objectives:

To inform participants about the vast array of opportunities in graphic design and equip them with the knowledge and skills needed to navigate and excel in their chosen career paths.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

10. Principles of Graphic Design

Course Title: Principles of Graphic Design

Course Overview:

This course is a foundational exploration into the core principles that underpin effective graphic design. This program provides a comprehensive understanding of design theory, visual communication, and the principles that govern successful graphic compositions. Participants will delve into the principles of balance, contrast, unity, hierarchy, and more, gaining the essential knowledge to create visually compelling and communicative designs.

Course Objectives:

To offer cornerstone knowledge for individuals seeking to build a strong foundation in graphic design. This course lays the groundwork for further exploration and specialization within the dynamic and creative field of graphic design.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 2 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

11. Elements of Graphic Design

Course Title: Elements of Graphic Design

Course Overview:

This offers a comprehensive exploration into the fundamental building blocks that constitute impactful visual communication. This program delves into key design elements such as line, shape, form, texture, and space, providing participants with a nuanced understanding of how these elements interact to create compelling and effective graphic designs. Through practical exercises and theoretical insights, participants will develop a heightened awareness of design elements and their application in diverse visual contexts.

Course Objectives:

To provide a comprehensive foundation for individuals looking to deepen their understanding and mastery of the essential components of visual communication. This course sets the stage for further exploration and innovation within the dynamic and evolving field of graphic design.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 2 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

12. Graphic Design (Crash Course) for Content Creators

Course Title: Graphic Design (Crash Course) for Content Creators

Course Overview:

This is an intensive program tailored for content creators seeking to enhance their visual storytelling and communication skills. This crash course provides a comprehensive exploration of graphic design principles, equipping participants with the essential tools to create visually engaging and compelling content. From conceptualization to execution, this course empowers content creators to elevate their visual narratives through effective graphic design techniques.

Course Objectives:

To empower participants with the essential graphic design skills needed to enhance their content creation endeavours. Through a focused and practical approach, this crash course equips content creators with the tools to produce visually compelling and impactful designs, elevating the quality and effectiveness of their content across various platforms.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

13. Graphic Design (Crash Course) for Writers & Editors

Course Title: Graphic Design (Crash Course) for Writers & Editors

Course Overview:

This is a focused and intensive program designed for writers and editors seeking to enhance their visual communication skills. This crash course provides a comprehensive exploration of graphic design principles tailored to the specific needs of those in the writing and editing fields. Participants will learn how to integrate effective graphic design techniques into their work, creating visually appealing and impactful content.

Course Objectives:

To equip participants with the essential graphic design skills needed to enhance the visual appeal and impact of their written content. Participants will leave with practical skills to seamlessly integrate graphic design into their writing and editing processes, elevating the overall quality and effectiveness of their content.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

14. Graphic Design (Crash Course) for Entrepreneurs (SMEs)

Course Title: Graphic Design (Crash Course) for Entrepreneurs (SMEs)

Course Overview:

This is a dynamic and condensed program tailored to equip small and medium-sized business owners with essential graphic design skills. This crash course empowers entrepreneurs to create professional and visually compelling graphics for their businesses, fostering effective communication and brand representation. Participants will gain practical knowledge in design principles and practical sessions, enabling them to enhance their visual presence in the competitive business landscape.

Course Objectives:

To empower business owners with the practical graphic design skills needed to elevate their brand communication. By merging design principles with entrepreneurial objectives, participants will leave with the tools to enhance their visual presence and effectively communicate with their target audience.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 3 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

15. Project Presentation Guide for Graphic Designers

Course Title: Project Presentation Guide for Graphic Designers

Course Overview:

This is a specialized course designed to equip graphic designers with the skills and strategies needed to deliver impactful and compelling project presentations. This program focuses on enhancing the communication aspect of design work, ensuring that designers effectively convey their ideas, insights, and creative concepts to clients, stakeholders, and team members.

Course Objectives:

To equip graphic designers with the skills needed to deliver compelling and effective project presentations. This course empowers graphic designers to excel not only in the creative aspects of their work but also in the crucial skill of presenting and communicating their ideas with impact.

Mode of Teaching:

- i. Live session
- ii. Pre-recorded tutorial videos
- iii. Class activities

Course Duration: 2 weeks

Assessment and Certification:

Participants meeting the course requirements will receive a certificate of completion. They must have actively participated in the modules, and class activities.

Prerequisites:

There are no specific prerequisites for this course. It is suitable for individuals at various levels of experience and from diverse professional backgrounds.

Course Fee:

BEZALEL DESIGN ACADEMY COURSES

1. Graphic Design Mastery Course

Master the nitty gritty of graphic design with us. In this course, you will be taught the basic principles of graphic design, elements of graphic design, colour and Adobe Photoshop with class activities and webinars.

2. Design Thinking Process

Discover the creative genius in you as we take you through the design thinking process. The design thinking process is an iterative process that will help you come up with innovative design solutions.

3. Adobe Photoshop Crash Course

Adobe Photoshop is one of the leading and generally accepted design software across the globe. This course will offer you a deep understanding of the software and hands-on practical exercises towards mastery.

4. Managing Negative Criticism

Taking feedback/criticism from clients, colleagues or bosses is a key contributor to your growth as a creative. However, it could be positive or negative. This course will help you master how to manage negative feedback.

5. Building a Design Portfolio

Your expertise as a creative is not in the words of mouth, but rather a testament of your previous works. This course would provide a vivid understanding of a design portfolio and help you develop one.

6. Colour Crack Code

Colour determines your expert rate. It has dealt with creatives as a mystic design element, a hard code to crack. Our tutors will unravel the keys to this mysterious colour code and provide hands-on tips for colour mastery.

7. The Business of Graphic Design

Graphic design is a career designed to pay bills. This course will expose you to the key financial components of graphic design. Our tutors will take you through practical lessons on how to start earning as a graphic designer.

8. Understanding Client's Brief

Every client is unique; but more importantly, their problems. In this course, our tutors will reveal the secrets to gathering accurate client's brief, understanding and interpreting them accurately.

9. Career Paths in Graphic Design

Life is beautiful because of the diversity in it. In this course, you will be exposed to different opportunities in graphic design. We will go a step further to help you identify your unique strength.

10. Principles of Graphic Design

Every great design exhibits proper adherence to design guidelines. In this course, you will learn the basic guidelines of graphic design such as hierarchy, contrast, balance and lots more with class activities.

11. Elements of Graphic Design

Elements of design can be related to cooking ingredients that sum up a good meal. In this course, you will learn the various elements of design and be guided on how to use them in your design task.

12. Graphic Design (Crash Course) for Content Creators

This course is uniquely tailored to Content Creators. In this course, you will learn and master the key components of graphic design that are peculiar to your niche and enhance your output as a Content Creator.

13. Graphic Design (Crash Course) for Writers & Editors

This course is uniquely tailored to Writers and Editors. In this course, you will learn and master the key components of graphic design that are peculiar to your niche and enhance your output as a Writer and Editor.

14. Graphic Design (Crash Course) for Entrepreneurs (SMEs)

This course is uniquely tailored to Entrepreneurs. In this course, you will learn and master the key components of graphic design that will help increase your brand's visibility and increase your income.

15. Project Presentation Guide for Graphic Designers

Your creative ability is most appreciated when it is well communicated. In this course, our tutors would reveal the secrets to an excellent project presentation enough to wow your clients and make them pay you well.

