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| Week | Topic | Feedback |
| 1 | Overview of common design software tools..  Introduction to Adobe Creative Suite, with a focus on Photoshop and Illustrator.  Basic tools in Photoshop including smart objects, pixels, layers, shapes, and text.  Practical usage of brush and type tools.  Application of filters for layer adjustments. | 1. How well did you understand the basic Photoshop concepts? 2. How comfortable are you with using the fundamental tools for photo editing in Photoshop? 3. How well can you demonstrate your ability to make precise adjustments using layers in Photoshop? 4. How well did you understand the concept of non-destructive editing in Photoshop? 5. How proficient are you in creating and organizing layers in Photoshop for efficient editing? |
| 2 | Utilization of the pen tool and layer masks.  Creation of background textures for enhanced design.  Manipulation of text styles and shapes.  Initial steps in poster design. | 1. How can you use the pen tool to draw precise shapes and lines for your poster design? 2. What's the purpose of layer masks, and how can they help you create cool background textures for your poster? 3. Why is it important to play around with different text styles and shapes when designing a poster? 4. How can you choose or create background textures that make your poster look more interesting? 5. What are the first things you should do when starting to design a poster, and why are they important? |
| 3 | Seek inspiration for poster design.  Conduct research and development for design concepts.  Implement mockups for presentation purposes.  Design typographical and conceptual posters.  Craft themed posters such as robotic-themed designs.  Techniques for effective poster presentation.  Assignment: Create a basic poster design incorporating learned principles. | 1. How can you seek inspiration for your poster design, especially when faced with creative blocks? 2. How might research and development aid in generating effective design concepts for posters?How do mockups assist in presenting and refining your poster design ideas? 3. How can you effectively incorporate design elements or techniques to convey a specific theme, such as a robotic theme, in your poster? |
| 4 | Techniques for manipulating images to craft movie posters. Designing posters with complex themes like formula car posters. Assignment: Submit an advanced poster design incorporating manipulation techniques learned. | 1. How can you use image manipulation techniques to create visually compelling movie posters? 2. How do you approach designing posters with complex themes, like formula car posters, while maintaining clarity and impact? 3. How might you apply the manipulation techniques learned to enhance the visual appeal and thematic coherence of your advanced poster design? 4. How can you ensure that your advanced poster design effectively communicates its message and captures the viewer's attention? |
| 5 | Crafting graphics suitable for various social media platforms. Techniques for effective social media content presentation. | 1. How do you create graphics that fit well on different social media platforms, considering their specific size and format needs? 2. How can you use techniques to make social media content more engaging and interesting for your audience? 3. How do you maintain a consistent brand message while adapting graphics for different social media platforms? |
| 6 | Familiarize with Adobe Illustrator interface and tools. Practical exercises with the pen tool, shape builder tool, and text tool. Creating basic shapes and gradients using Illustrator. | 1. How well did you understand the introduction to Illustrator concepts? 2. How well are you comfortable with navigating through Illustrator's menus and tools now? 3. Have well have you Understand the fundamental principles of vector graphics? 4. How well did you absorb the information about Illustrator's navigation tools? 5. How well can you differentiate between raster and vector graphics in Illustrator? |
| 7 | Explore text and typography in Illustrator. Manipulate text using Illustrator's tools.  Understand typography principles.  Creating text-based designs. Introduction to InPage -Overview of InPage interface  Creating documents for print and digital media. | 1. How well did you understand the basic text tools available in Illustrator? 2. How well have you effectively used Illustrator tools to apply various text effects to your designs? 3. How well did you understand the concept of kerning and leading in typography? 4. How well can you discuss the role of hierarchy in typography and how it applies to your designs? 5. How well did you utilize Illustrator's paragraph styles for consistent formatting? |
| 8 | Creation of intricate illustrations like environments or characters based on individual preferences. | 1. How do you make intricate illustrations, like environments or characters, according to someone's likes? 2. How can you include personal preferences in the details of the illustrations? 3. How do you make sure the illustrations match the style and mood the person wants? |
| 9 | Understand the process of creating a logo.  Hands-on session on designing a logo.  Work on a branding project from inception to completion. Implement the designed logo into a complete branding identity. | 1. How do you begin the process of creating a logo, from gathering initial ideas to sketching out concepts? 2. How can you actively participate in a hands-on session to design a logo, incorporating feedback and revisions as needed? 3. How do you work on a branding project from start to finish, integrating the designed logo into a cohesive brand identity across various materials and platforms? |
| 10 | Introduction to Corel Draw.  Interface and basic tools.  Creating vector FRE. | 1. How do you get started with Corel Draw, understanding its interface and locating essential tools for graphic creation? 2. How can you create a vector graphic in Corel Draw, utilizing basic shapes and drawing tools to design your artwork?How do you ensure the quality and scalability of your vector graphic when saving it for use across various platforms? 3. How can you efficiently use Corel Draw to design vector graphics, ensuring smooth workflow and effective utilization of its features? |
| 11 | Gain an understanding of freelancing principles and opportunities. Explore various freelancing platforms and marketplaces.  Strategies for building a strong freelancer profile.  Develop effective communication skills with clients. | 1. How well did you understand the concept of freelancing and its basic principles? 2. How much did you understand the importance of effective communication in freelancing, especially when interacting with potential clients. 3. How well do you understand the role of a freelancer's portfolio in attracting potential clients? 4. How well can you engage in effective communication with clients, considering your current skills? |
| 12 | Develop and curate a diverse range of work for your design portfolio.  Learn effective strategies for selecting and organizing portfolio pieces.  Build and optimize an online portfolio to showcase design skills. Enhance presentation and showcasing skills for potential clients or employers. | 1. How well can you describe the purpose of creating a design portfolio and its importance in showcasing your skills? 2. How well do you understand the process of developing and curating a design portfolio with a diverse range of work? 3. How well have you optimized your online portfolio to make it visually appealing? 4. How well do you understand the role of a design portfolio in making a positive impression on potential clients or employers? 5. How well did you understand the significance of enhancing your presentation and showcasing skills for making a lasting impression? |