

GRAPHIC

DESIGN

COURSE



Photoshop & Illustrator

About Instructor

With over 7+ years of experience in the design industry, I've had the privilege of working with a wide range of clients, from startups to Fortune Over 100 companies. I've been in the trenches and I'm here to share not just the "how" but the "why" behind successful design. I'll provide you with practical, real-world knowledge that you can immediately apply to your own projects.

I'm not just here to teach you the tools of graphic design; I'm here to ignite your creative potential. As a passionate designer and educator, I believe that everyone has a unique voice waiting to be expressed. I'll be your guide and cheerleader, helping you master the fundamentals and discover your own signature style. **Let's make some amazing things together!**

Ravindu Dilshan Chathuranga

Senior Graphic Designer

7 Years+

Industrial Experience

Founder & CEO

RD Creation

**Senior
Graphic Designer**

at Asiri Health

Course Overview

Mastering Photoshop & Illustrator through Corporate Branding

Learn Photoshop & Illustrator the creative way! In this 8-week online course, you'll design a complete corporate brand identity for a company. From logos, business cards, and letterheads to posters, social media content, interior graphics, and merchandise, you'll gain hands-on experience with real-world projects.

By the end, you'll have a professional portfolio and the skills to take on freelance work or corporate design projects with confidence.

Software Required: Adobe Photoshop & Adobe Illustrator



Pre-Course Modules: Orientation Programs

These three orientation programs are designed to set the stage for your graphic design journey, covering essential mindsets, practical setups, and career insights before we dive deep into the software.

Orientation Program 1:

Understanding Graphic Design Principles

- Balance
- Unit
- Contrast
- Emphasis
- Repetition
- Pattern
- Rhythm
- Movement
- Proportion
- Harmony
- Variety
- Conclusion



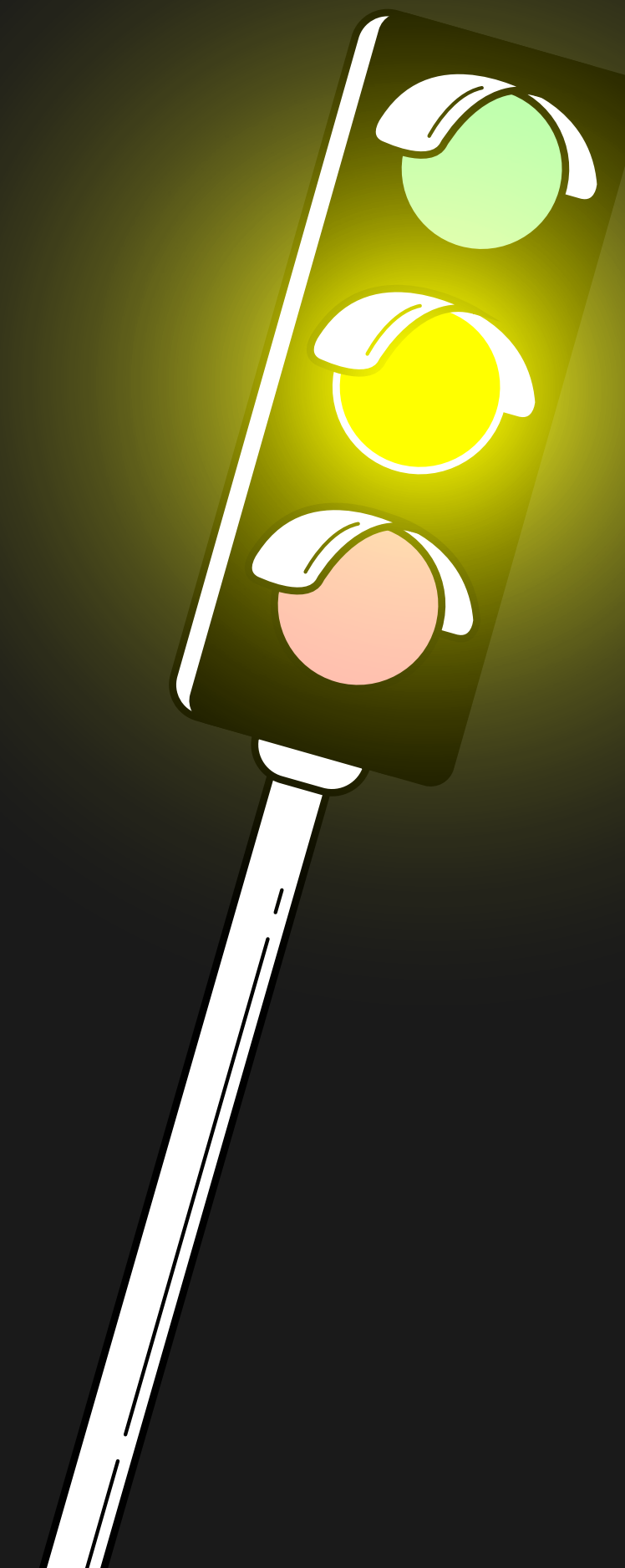
Orientation Program 2:

Adobe Photoshop Basic

Photoshop is all about working with images and pixels.

- Navigate the workspace and layers
- Crop, resize, and adjust images
- Use selection tools and masks
- Retouch photos with healing and clone tools
- Apply text, filters, and effects

Confidently edit and enhance photos, create simple posters, and prepare images for digital and print use.



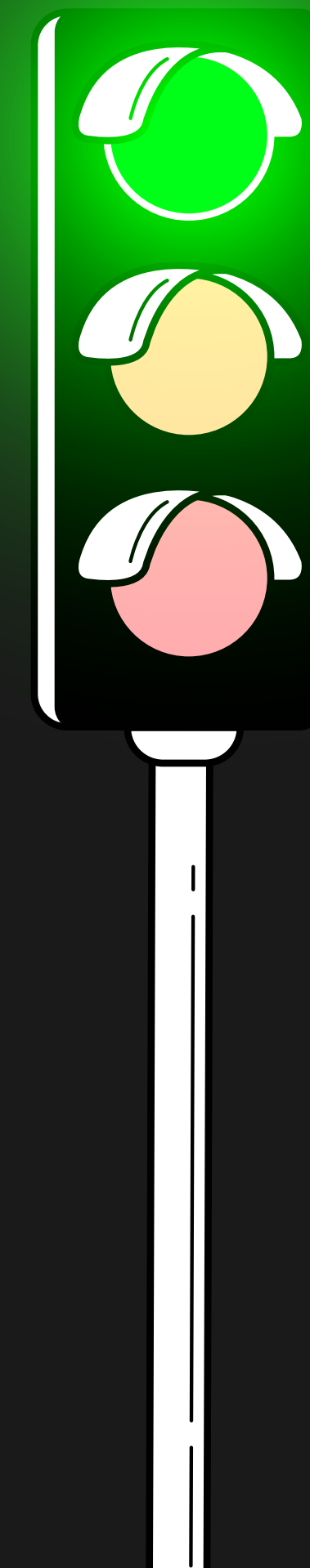
Orientation Program 3:

Adobe Illustrator Basic

Illustrator is focused on vector graphics (scalable designs that never lose quality).

- Use shapes, paths, and the pen tool
- Work with strokes, fills, and color palettes
- Combine shapes with pathfinder & shape builder
- Create and edit text with typography tools
- Design simple icons and logos

Confidently create vector logos, icons, and illustrations ready for branding and print.





Week 1: Branding Kick-off

Class 1 – Logo Design in Illustrator

- Client requirement gathering
- Logo types (iconic, wordmark, combination)
- Pen tool, shape builder, pathfinder.
- Start designing logo.

Class 2 – Logo Refinement & Variations

- Applying color theory + brand palette.
- Typography selection for corporate use.
- Export Logo formats.

Week 2: Stationery Design

Class 3 – Visiting Card Design

- Illustrator grids, bleed, alignment.
- Double-sided business card design.
- Export for print.

Class 4 – Letterhead & Company ID

- Mastering layout & margins in Illustrator.
- Designing letterhead + staff ID.
- Exporting print-ready PDFs.

Week 3: Photoshop Image Editing

Class 5 – Professional Photo Editing

- Cropping, retouching, adjustments.
- Using masks, blend modes, smart objects.
- Mini task: retouch employee portrait.

Class 6 – Background Removal & Compositing

- Selections, refine edge, shadows.
- Replace backgrounds with corporate look.
- Mini task: create staff ID photo edits.

Week 4: Marketing & Advertising

Class 7 – Poster Design (Photoshop)

- Layout principles, combining images & text.
- Using mockups for posters.
- Task: Corporate event poster.

Class 8 – Social Media Content (Photoshop):

- Setting up templates for LinkedIn, Instagram, Facebook.
- Using smart objects for repeat use.
- Task: Create 3 Social media posts.

Week 5: Interior & Environmental Branding

Class 9 – Wall Branding & Signage (Illustrator)

- Creating large-scale graphics.
- Vector patterns & abstract corporate designs.
- Task: Office wall mural design.

Class 10 – Interior Mockups (Photoshop)

- Apply designs to wall mockups.
- Office signage & glass branding effects.

Week 6: Merchandise

Class 11 – Corporate Merchandise (Illustrator)

- T-shirt, mug, pen, notebook branding.
- Using symbols for quick design.

Class 12 – Merchandise Mockups (Photoshop)

- Smart objects for realistic branding.
- Apply logo to T-shirts, mugs, bags.

Week 7: Advanced Composition & Campaigns

Class 13 – Corporate Brochure / Profile (Illustrator)

- Multi-page design setup.
- Paragraph styles, image placement.
- Task: Company profile 2–3 pages.

Class 14 – Advertising Campaign (Photoshop)

- Ad banner design (web + print).
- Color grading, blending stock images.
- Task: Tech product launch ad.

Week 8: Final Project & Presentation

Class 15 – Assembling the Brand Package

- Gather all outputs: logo, stationery, social media, posters, merchandise, interiors.
- File organization & export.

Class 16 – Final Presentations

- Students present branding package.
- Peer & instructor feedback.
- Wrap-up: Freelancing & career tips.



LET'S
START

Ravindu Dilshan Chathuranga

Senior Graphic Designer