AI-Powered Graphic Design Course

A comprehensive, hands-on curriculum that takes you from design fundamentals to professional-grade AI-integrated workflows — across Photoshop, Illustrator, CorelDRAW, Canva, and cutting-edge AI tools.

12 MODULES | BEGINNER TO PROFESSIONAL | PORTFOLIO-READY



Course Overview

Your Complete Design Journey

This course is structured into 12 focused modules, each building on the last — from foundational theory to professional software mastery and real-world AI integration. Here's what you'll cover:

01

Foundations

Graphic design principles, elements, and an introduction to AI in design thinking.

02

Software Mastery

Deep dives into Photoshop, Illustrator, CorelDRAW, and Canva — the industry's go-to toolkit.

03

AI Integration

Dedicated module on AI tools for image generation, branding, mockups, and prompt writing.

04

Real-World Projects

Capstone projects in branding, social media, print media, and a final portfolio build.

Module 1

Introduction to Graphic Design

What You'll Learn

- What graphic design is and why it matters
- Core principles and elements of design
- Types of graphic design across industries
- Career scope and opportunities
- First look at AI's role in modern design

Why Start Here?

Every great designer builds on a strong conceptual foundation. This module demystifies what graphic design really is — not just making things look pretty, but solving visual communication problems. You'll explore the seven elements of design (line, shape, color, texture, space, form, and typography) and the core principles that govern how they work together. You'll also survey the broad landscape of design careers — from UI/UX to motion graphics — and get your first introduction to how AI is reshaping the industry.

Module 2

Design Fundamentals

The building blocks every designer must master before touching software. These principles apply universally — whether you're designing a logo, a billboard, or a social media post.



Color Theory

Understand the color wheel, harmonies, temperature, and psychological impact of color in branding and communication.



Typography Basics

Master font classification, pairing, hierarchy, spacing, and how type choices define a brand's personality.



Layout & Composition

Apply grids, white space, and visual flow to create designs that guide the viewer's eye with intention and clarity.



Visual Communication & Branding

Learn how design conveys meaning beyond words, and get introduced to branding basics including consistency and identity.

Module 3

Adobe Photoshop

Photoshop remains the world's most powerful raster editing tool. This module covers everything from the basics of the interface to advanced retouching — plus Photoshop's latest generative AI features.

Interface & Navigation

Get comfortable with panels, workspaces, tools, and keyboard shortcuts that speed up your workflow.

Layers, Masks & Blending

The heart of Photoshop. Learn non-destructive editing techniques used by professionals every day.

Retouching & Color Correction

Remove backgrounds, retouch portraits, and apply color grading for social media-ready results.

AI Features in Photoshop

Explore Generative Fill, Neural Filters, and AI-powered content-aware tools that dramatically accelerate editing.



Module 4

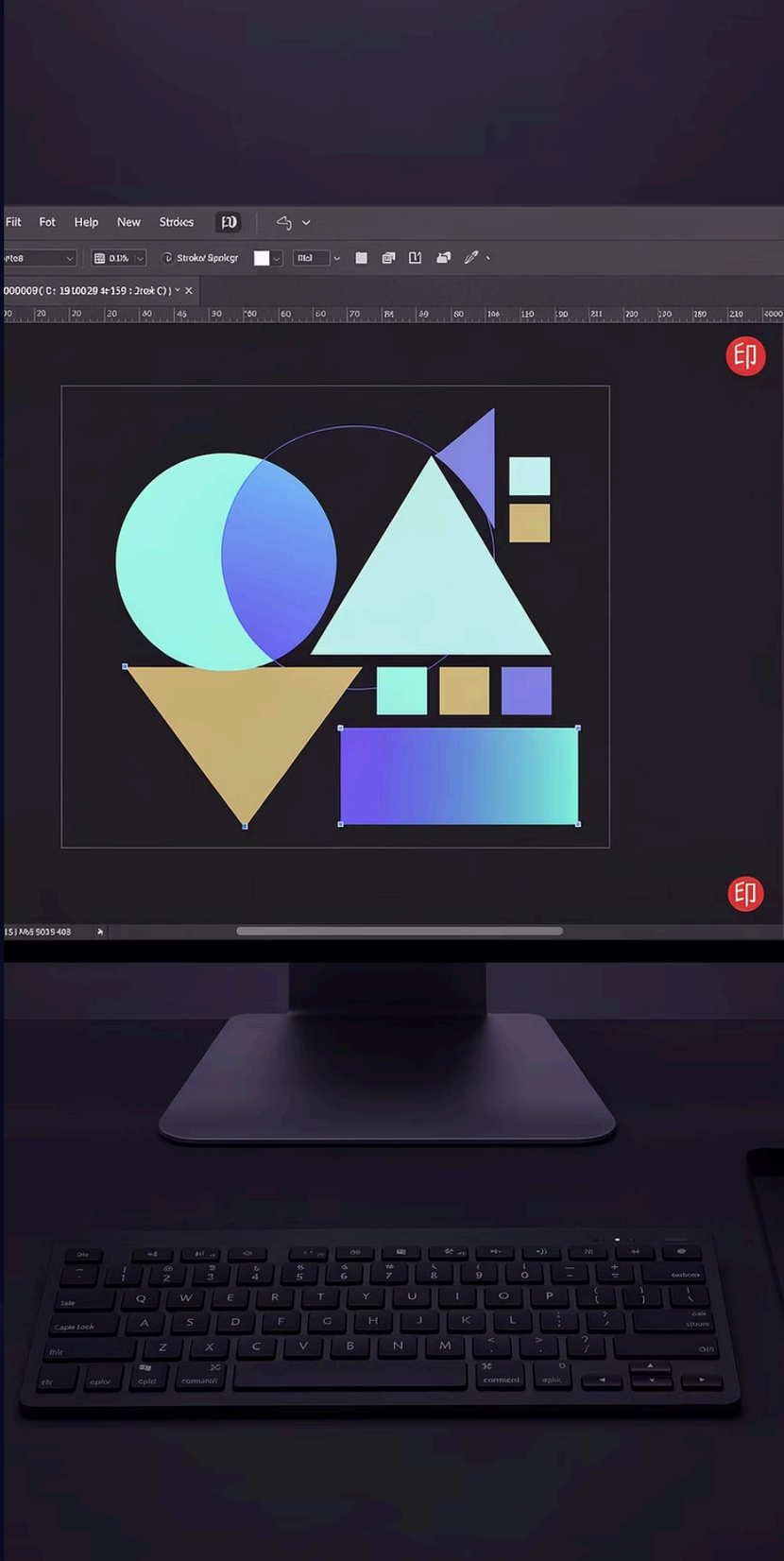
Adobe Illustrator

Illustrator is the industry standard for vector design — from logos and icons to complex illustrations. Unlike raster images, vectors scale infinitely without losing quality, making them essential for professional print and screen work.

You'll progress from navigating the interface and understanding vector fundamentals to mastering the Pen Tool, creating custom paths, and designing polished logos and icons. The module culminates in AI-assisted vector workflows that help you ideate and iterate faster than ever before.

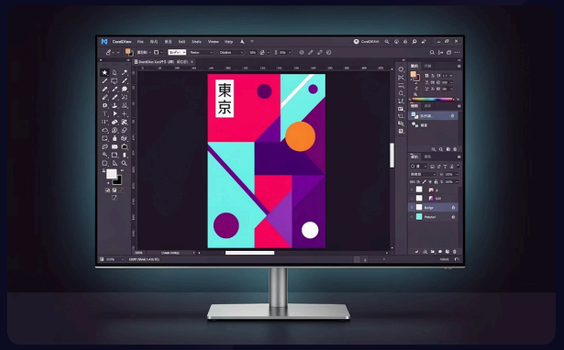
Module Topics

- Illustrator Interface & Vector Basics
- Shapes, Pen Tool & Paths
- Logo Design Principles
- Icon Design for Digital Use
- Illustrations & Creative Artwork
- AI-Assisted Vector Design Tools



Module 5 & 6

CorelDRAW & Canva





CorelDRAW for Print Design

CorelDRAW is the preferred tool for print professionals. You'll design flyers, posters, banners, visiting cards, and brochures — and learn how to set up print-ready files with correct bleed, resolution, and color profiles. The module also covers AI-supported design workflows that streamline repetitive production tasks.

Canva for Modern Designers

Canva has evolved into a powerful platform for rapid content creation. You'll learn template-based designing, social media creatives, presentation design, and how to build and maintain a Brand Kit for consistency. Canva's growing suite of AI tools — from Magic Design to AI image generation — will be explored in depth.

Module 7

AI Tools for Graphic Design

The most forward-looking module in the course. AI is not replacing designers — it's supercharging them. This module gives you hands-on experience with the tools reshaping the industry.

AI Image Generation

Midjourney, Adobe Firefly, DALL·E — learn to generate stunning visuals from text prompts for client presentations and concept exploration.

AI Background & Asset Tools

Remove backgrounds, upscale images, and generate mockups in seconds using AI-powered tools like Remove.bg and Smart Mockups.

AI for Branding & Palettes

Use AI to generate logo ideas, color palettes, and typography pairings tailored to a specific brand brief or mood.

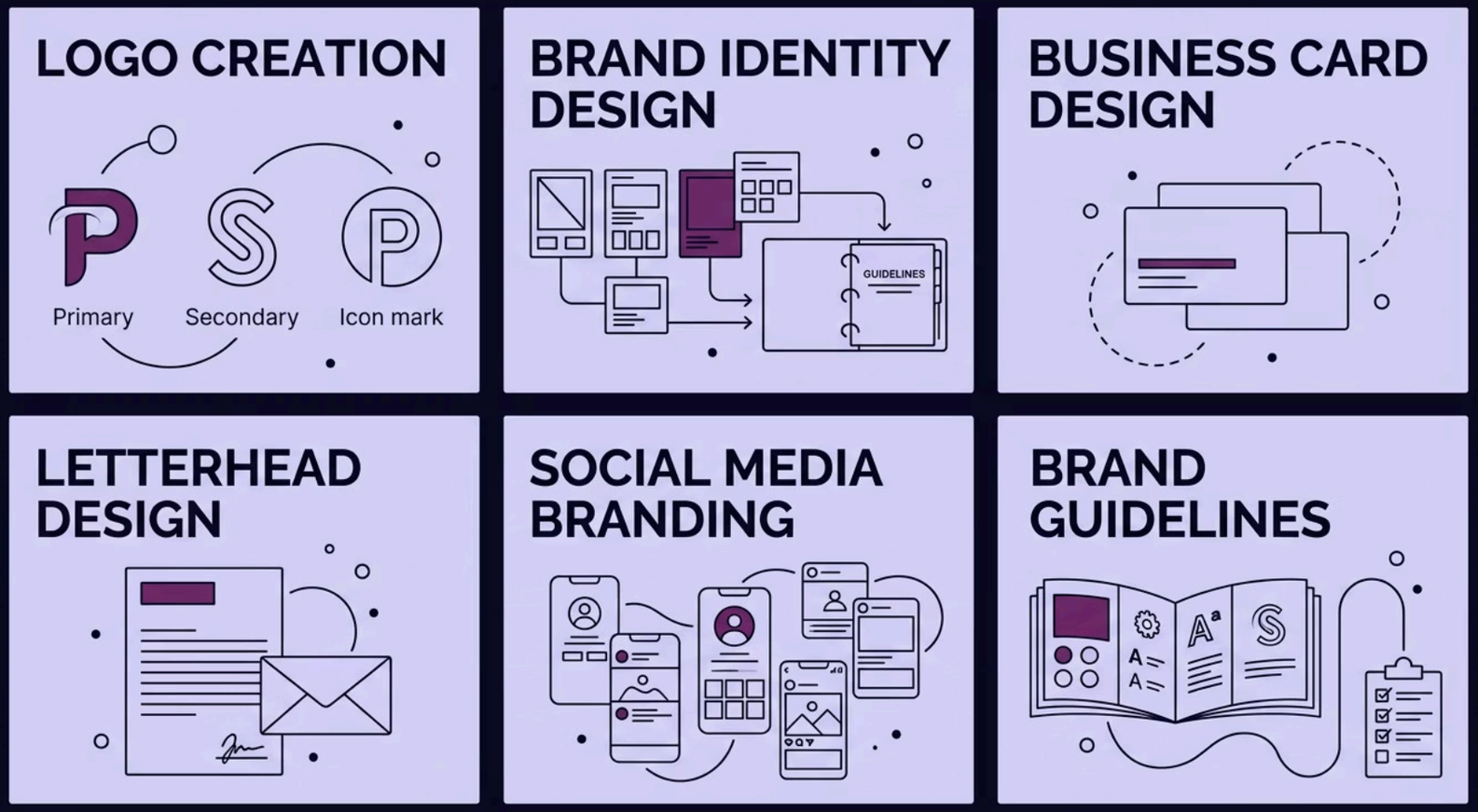
AI Prompt Writing

Learn the art and science of writing effective design prompts — the key skill for unlocking consistent, high-quality AI output.

Module 8

Branding & Visual Identity

Branding is more than a logo — it's the complete visual language of an organization. This module teaches you to think and design like a brand strategist.



By the end of this module, you'll be able to deliver a full brand identity package to a client — from the initial logo concept through to a comprehensive brand guidelines document that ensures visual consistency across every touchpoint.

Module 9

Social Media Design

Platform-Specific Design

Every social platform has unique size requirements, audience expectations, and content behaviors. This module trains you to design with platform intent — not just aesthetics. You'll master the specs and creative strategies for Instagram, Facebook, YouTube, and short-form video content.

- Instagram Post & Story Design
- Facebook Cover & Ad Creatives
- YouTube Thumbnail Design
- Reel Cover & Short-Form Assets

Designing for Engagement

Great social media design doesn't just look good — it stops the scroll. You'll learn the psychology of visual engagement: contrast, hierarchy, focal points, and calls to action that drive clicks and shares.

You'll also tackle advertising banner design — creating assets that communicate value quickly and compellingly within the constraints of paid media formats.

Module 10

Print Media Design

Print design demands a different level of technical precision. This module builds your expertise in creating designs that look as stunning on paper as they do on screen.

1

Flyer & Poster Design

Learn how to create high-impact single-page promotional materials with strong hierarchy and visual appeal.

2

Brochure & Pamphlet Design

Master multi-panel layouts with proper fold marks, consistent text flow, and compelling content structure.

3

Magazine Layout Basics

Explore editorial grid systems, pull quotes, image placement, and typographic rhythms used in professional publications.

4

Print Specs: Size, Resolution & Bleed

Understand the critical technical requirements — DPI, CMYK color mode, bleed areas, and slug setup — for print-ready file delivery.

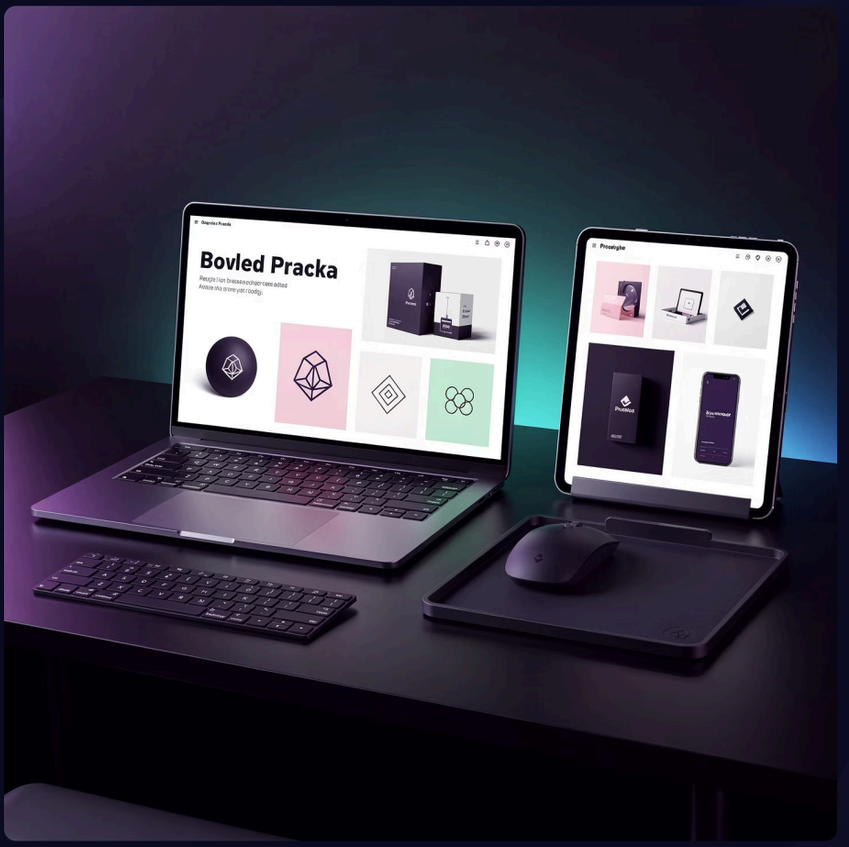
Module 11

Portfolio Development

Your Portfolio Is Your Resume

In graphic design, your portfolio speaks louder than any credential. This module helps you curate, present, and publish your best work in a way that attracts clients and employers.

- Selecting your strongest, most diverse pieces
- Crafting case studies that explain your process
- Setting up profiles on Behance and Dribbble
- Designing a standout personal resume
- Developing client presentation skills



A well-built portfolio doesn't just show what you made — it shows how you think. You'll learn to write compelling project descriptions, present your design rationale, and tailor your portfolio to different client types or job roles.

Module 12

Practical Projects

The final module is where everything comes together. You'll complete six real-world projects that mirror actual client work — building the portfolio pieces that prove your skills to the world.

Logo Design Project

Design a complete logo suite for a fictional or real brand, from concept sketches to final vector files.

Social Media Campaign

Create a cohesive multi-platform visual campaign with consistent branding across Instagram, Facebook, and YouTube.

Flyer & Brochure Project

Produce print-ready marketing collateral with proper bleeds, typography, and production specifications.

Brand Identity Project

Deliver a full brand identity system: logo, color palette, typography, business card, and brand guidelines document.

AI-Based Creative Design

Use AI tools to generate, refine, and present a complete design concept — demonstrating prompt writing and AI workflow skills.

Final Portfolio Project

Compile and present your complete portfolio on Behance or Dribbble, ready to share with clients or potential employers.

Why This Course Stands Apart

This isn't just a software tutorial series — it's a complete design education that prepares you for the modern creative industry, where AI fluency is as important as Photoshop proficiency.

12

Comprehensive Modules

From first principles to final portfolio — every essential topic is covered in structured depth.

6

Capstone Projects

Real-world deliverables that build a portfolio employers and clients will take seriously.

5

Industry Tools

Photoshop, Illustrator, CorelDRAW, Canva, plus a dedicated AI tools module.

1

Integrated AI Focus

AI is woven throughout every module — not treated as an afterthought, but as a core design skill.

Ready to start your design journey? Whether you're a complete beginner or a practicing designer looking to level up with AI, this course gives you the tools, techniques, and projects to build a career-defining portfolio.