

**EA MM002 Graphic Design Course**  
***[2-days Program]***

Excel Academy's graphic design course will first start with the Adobe Photoshop aspect. Our Photoshop training will begin with the basic uses of the software and will slowly introduce the more advanced features that the software has to offer. By attending this Photoshop training, you will be able to enhance your images of your posters, flyers, online banners and others. In other words, after this part of the course you will be able to leave and edit your own images to your own liking.

Moving on, our training will commence with Adobe Illustrator aspect. Our Illustrator training will introduce the powerful pen tool, which is able to transform existing shapes, add colour to existing drawn objects, apply layer effects to artwork, and many more. This training will benefit where you will be able to design your own logo, creating templates for social media poster/ flyers and others. In short, the set of tools provided by illustrator will provide everything you need to produce extraordinary graphics for print, the web and others.

After completing this workshop, you'll know how to:

- Develop display ad campaigns
- Promote your company by managing brand colors
- Create online banners in various sizes and formats
- Design print materials like business cards, flyers, etc.
- Learn industry insider graphic design terms
- Communicate better with ad agencies and design teams

## DAY 1 – Adobe Photoshop

TIME	PARTICULAR	REMARKS
9.00 am to 1.00pm	<ul style="list-style-type: none"> <li>• Digital Advertising Principles of design</li> <li>• Design Elements</li> <li>• Introduction to Adobe Photoshop</li> <li>• Eraser Tool – separate object and background</li> <li>• Layer effects</li> <li>• Image manipulation</li> <li>• Color correction</li> <li>• Typography</li> </ul>	<p>Participants will learn how:</p> <ul style="list-style-type: none"> <li>• To cut off a subject from its background.</li> <li>• Cut the images to the desired size</li> <li>• Create posters, flyers, and online banners</li> <li>• Combine images to create a collage</li> <li>• Add text over images</li> </ul>
1.00pm to 2.00pm	Lunch Break	
2.00pm to 6.00pm	<ul style="list-style-type: none"> <li>• Creating Posters for FB and IG</li> <li>• Creating Banners for FB</li> <li>• Preparing Photoshop files for animated poster</li> </ul>	

## DAY 2 – Adobe Illustrator

TIME	PARTICULAR	REMARKS
9.00 am to 1.00pm	<ul style="list-style-type: none"> <li>• Introduction to Adobe Illustrator</li> <li>• Drawing with shape</li> <li>• Tracing with Pen tool</li> <li>• Layer Effects</li> <li>• Apply gradients, warp effects, blends, and other styles to shapes in Illustrator</li> <li>• Typography techniques</li> </ul>	<p>Participants will learn how:</p> <ul style="list-style-type: none"> <li>• Designing Logo</li> <li>• Creating vector illustrations</li> <li>• Creating template for FB and IG poster/Flyers</li> <li>• Creating Poster for print and web</li> <li>• Add text over images</li> </ul>
1.00pm to 2.00pm	Lunch Break	
2.00pm to 6.00pm	<ul style="list-style-type: none"> <li>• Creating Posters for web and print</li> <li>• Creating Logos</li> <li>• Preparing Illustrator files for animated poster</li> </ul>	

## **Trainer Profile**

- **Ismawi Ismail**

Over more than 7 years of industry experience and education base knowledge (lecturer at Limkokwing/KRU Academy/SG Academy), Ismawi Ismail is more than qualified trainer with expertise in software dedicated for animation & multimedia project. He hold a degree in Animation from Limkokwing University and actively coaching students regarding animation & multimedia related software base knowledge.



### **Expertise:**

#### Type of work

- Software trainer for animation & multimedia
  - Adobe Illustrator/Photoshop/Premiere Pro/After Effect/Flash
  - Creative apps for mobile photography and videography
  - Toon Boom
- Drawing Lecturer for foundation level and animation production
- Consulting, coaching and mentoring

### **Past Workshop**

- Animation workshop at Batam High School
- Animation workshop at Bali International School
- Illustrator Basic workshop
- Creative Resume Masterclass – IPT Personal Branding
- Animatic & Storyboard Masterclass for KV Teachers
- Video Production – adobe premiere and mobile apps

## **Course Fee**

*Request for Quotation for In-House Programme*

## **Certificate**

Upon successful completion of this program, you will receive a Certificate of Attendance.

Certificates are distributed on the final day of the program.

## **Payment mode:**

Please make payment to:

**IKLIM PRIMA SDN BHD**

**Company Registration No: 1021120-M**

**BANK: MAYBANK**

**BANK ACCOUNT NO: 5124 8244 0204**

### **1. BANK IN CHEQUE**

Bank in and then scan the Bank-in slip and email to us before the course commence to confirm your seat.

OR Courier your cheque payment to our Finance HQ

\*Note that we DO NOT take any payment during the event.

### **2. BANK IN CASH**

You can also pay by cash through bank-in our company bank.

### **3. INTERBANK TRANSFER**

You can also opt to use GIRO transfer.