COURSE SYLLABUS

Graphic Design Certificate

Begin your journey as a professional graphic designer by learning the essential skills and tools used by industry experts. Gain hands-on experience in Adobe Photoshop, InDesign, and Illustrator, and create a stunning portfolio to showcase your talent to potential employers or clients.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/certificates/graphic-design



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Course Outline

This package includes these courses

- Adobe InDesign Bootcamp (18 Hours)
- Adobe Photoshop Bootcamp (18 Hours)
- Adobe Illustrator Bootcamp (18 Hours)
- Graphic Design Portfolio Bootcamp (30 Hours)
- Graphic Design Capstone Project (Guided Self-Paced) (18 Hours)

Attend the AI for Graphic Design class for free as part of this certificate. Choose your date after you register for the program.

AI for Graphic Design

Adobe InDesign Bootcamp

- Create layouts with text, color, and graphics
- Import and style text and graphics
- Create and apply color
- Create short or long documents such as brochures, advertisements, magazines, and books
- Prepare your files for final output: printing or PDF
- Create and edit paragraph/character styles to easily format and change text throughout a design
- Use master pages to control the layout of multi-page documents
- Work with anchored objects, tables, libraries, find/change, and more

Adobe Photoshop Bootcamp

- Learn to retouch photos and create graphics
- Improve your images by adjusting color, brightness, and contrast
- Use selections to work with specific parts of an image

- Prepare images for digital, web, video, or print
- Make updates easier by using adjustment layers
- Remove backgrounds with layer masks
- Sharpen photos
- Create visual effects with filters, shadows, blend modes, and much more

Adobe Illustrator Bootcamp

Learn how to create and edit vector graphics using Adobe Illustrator, from basic shapes to advanced design techniques.

- Create a variety of graphics, including logos, icons, patterns, packaging, and typography
- Use the Pen tool to create vector drawings, with our tracing templates to help you master this drawing tool
- Learn to work with shapes, brushes, and painting tools
- Create colorful vector graphics using gradients and blends
- Create patterns for use in graphic and fashion design
- Make graphics for packaging
- Save files for web or print

Graphic Design Portfolio Bootcamp

Build a strong foundation in graphic design while working on real-world projects to expand your portfolio.

- Learn about the elements of design
- Develop and expand your graphic design portfolio
- Learn how to discuss your work and incorporate and evaluate critiques
- Broaden your understanding of graphic design concepts and processes, both formal and conceptual
- Upload your work to Adobe Portfolio (included with your Creative Cloud membership) to create your portfolio website

Graphic Design Capstone Project (Guided Self-Paced)

Throughout this program, you will complete a capstone project to showcase in your portfolio:

- Create a complete brand identity by researching, conceptualizing, and designing visual assets—including a logo, moodboard, and supporting materials—that reflect a clear brand strategy and aesthetic.
- Apply the visual identity across various contexts such as packaging, signage, and digital platforms, while producing polished graphic design pieces that show consistency and creativity.
- Document and present your work in a professional portfolio and final presentation, showcasing your creative process, technical skills, and the tools used to bring your branding concept to life.
- Work on your capstone project both in and outside of class, using scheduled mentoring sessions to review your progress, ask questions, and get personalized feedback from your instructor.