Graphic Design Essentials
Course Guide
# Course overview

<table>
<thead>
<tr>
<th>Total price</th>
<th>18,500 baht</th>
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<tbody>
<tr>
<td>Duration</td>
<td>4 weeks (24 hours)</td>
</tr>
<tr>
<td>Schedule</td>
<td>2 lessons per week, 3 hours per lesson</td>
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<tr>
<td>Type of class</td>
<td>In-person live group class</td>
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<tr>
<td>Level</td>
<td>Beginners</td>
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<tr>
<td>Language</td>
<td>English</td>
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<tr>
<td>Class size</td>
<td>Maximum 8 students</td>
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<tr>
<td>Software</td>
<td>Adobe Photoshop, Adobe Illustrator</td>
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<tr>
<td>Topics</td>
<td>Visual identity design and branding, typography, colour principles, layout design and composition, and digital vs. traditional marketing</td>
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**How to apply**

Email info@webcoursesbangkok.academy to find out the next available course date.
“I feel comfortable with Illustrator to build logos, brochures and even infographics! I’m more than happy!”

Teresa Ortigao, Google review 5 stars
Be inspired to get creative in ways you never expected.

The world of graphic design can feel large and overwhelming. Knowing how and where to take your first steps with design can be challenging.

This course is designed to take away any clouds of confusion and equip you with the creative and technical skills to rise to future design challenges.

The course will provide you with an understanding of key concepts and approaches in branding and design, and how they are applied to real-world projects. It is not just about creating decorative graphics, but understanding the purpose they serve and how they can effectively communicate an idea.

You will gain an understanding of design thinking techniques and get practical experience using Adobe Photoshop, Illustrator and InDesign.

Our team of experts designed the Graphic Design Essentials course to show you how to approach the visual aspects of your business through a creative lens. You will engage with industry professionals and like-minded creatives in a supportive and professional environment.
Create a workable logo & branding guide for your business
Hands-on training so you feel comfortable in the world of graphic design.

- Create a workable logo & branding guide for your real or dream business
- Apply your branding guide to marketing designs such as social media posts and brochures
- Be confident experimenting with Adobe Illustrator & Adobe Photoshop. Adobe Indesign is a bonus.

*We believe your success is our success*
Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn to create logos, business cards, brochures, posters, social media posts, and more. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.
# Course outline

## Week 1

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design</td>
<td>What is graphic design?</td>
<td>Introducing Adobe Illustrator: starting with the pen tool.</td>
</tr>
<tr>
<td>Essentials</td>
<td>The 8 different types</td>
<td></td>
</tr>
<tr>
<td>Essentials</td>
<td></td>
<td></td>
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</tbody>
</table>

## Week 2

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photoshop</td>
<td>Typography</td>
<td>Introducing Adobe Illustrator: continuing branding guide, working with fonts.</td>
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<tr>
<td>Workshop</td>
<td></td>
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</tr>
<tr>
<td>Illustrator</td>
<td>Using colour principles</td>
<td>Adobe Illustrator: creating a moodboard and brand colour palette selection. Finalise your page branding guide.</td>
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<tr>
<td>Essentials</td>
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### Week 3

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding Essentials</strong></td>
<td>Layout design and composition</td>
<td>Introducing Adobe Photoshop: image adjustments and selection tools.</td>
</tr>
<tr>
<td><strong>Photoshop / Illustrator Workshop</strong></td>
<td>Digital vs. traditional marketing</td>
<td>Adobe Photoshop: apply your branding guide to social media graphics. Working with layers, combining images and text. Saving and exporting.</td>
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### Week 4

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
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</thead>
<tbody>
<tr>
<td><strong>InDesign Essentials</strong></td>
<td>Social media branding: getting creative with content</td>
<td>Making gifs, graphics for video, exporting for various platforms, combining .ai .psd with phone image editing apps</td>
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<tr>
<td><strong>InDesign Workshop</strong></td>
<td>Branding for digital products: ebooks, audiobooks, podcasts, e-services, music, apps and more</td>
<td>Finalise all projects and export in appropriate formats.</td>
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Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

**Personalised learning system**
We design our courses using the 4MAT Model, which approaches learning in a holistic way combining the left-brain and right-brain, so you will learn topics and skills in a unique way that enables you to use them in the real-world with confidence.

**Practical**
We show you how to use industry-specific tools and programs, so you get lots and lots of practice and feel confident to use them independently.

**Real-world applications**
Our industry expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences.

**Friendly**
Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.
Here’s what you’ll be able to do after the course

**Logo design**
Create a unique and memorable logo design that cuts through the clutter of your industry to reach customers.

**Branding**
Develop a full branding strategy and gain a deep understanding of typography, colour theory, and imagery.

**Edit photos**
Learn to edit and adjust images, and apply these techniques to social media graphics and web-based advertising.
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Refer-a-Friend
Invite your friends and receive a 500 baht discount per referral - or, book as a group and receive special pricing!

Payment terms
Total price 18,500 baht
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
- PayPal
- Credit Card (+3% charges)
- Bank transfer
- Monthly installments (with 0% interest)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
Address: Web Consulting Bangkok Co., Ltd (Branch 1)
1028/5 1st Floor, Pongamorn Building,
10120 Bangkok, Thailand
Phone: +(66) 2-6798607,
Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the

Ministry of Education Thailand

50+

Courses

in graphic design, web design, web development, photography, videography & online marketing
We look forward to adding you to this number

9,000+
Graduates

100+
Privately trained companies

300,000+
Hours of learning delivered
Web Courses Bangkok Academy is located in the heart of Bangkok’s business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

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Webcoursesbangkok.com