

BQ 025

**GRAPHIC
DESIGNING** (Advance)
2nd EDITION



**MASTER THE
ART OF IMPACT**

Duration 3 Months

● on-campus classes

www.banoqabil.org

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Course Title: Graphic Designing Advance	
Course Code:	BQ-001
Duration:	12 Weeks
Class Structure	
Total Hours:	48 Hours
Total Sessions:	24 Sessions (Two sessions per week or as per convenience)
Session Duration:	2 Hours

1. Course Overview

The Advanced Graphic Design course is designed to elevate learners from foundational design skills to professional, industry-ready expertise. Delivered over 12 weeks, this course focuses on advanced visual strategy, brand systems, UI/UX fundamentals, marketing campaign design, and AI-powered creative workflows.

Learners work on complex, real-world projects such as complete branding systems, multi-platform social media campaigns, UI mockups, pitch decks, and client-ready presentations. The course simulates agency and freelance environments through advanced briefs, critique sessions, revision cycles, and portfolio case studies.

Weekly soft skills sessions starting from Week 5 and expert guest speakers from the design industry prepare learners for high-value freelance work, agency roles, and professional client communication.

2. Course Objectives (Advance Level)

By the end of the course, students will be able to:

- Apply advanced graphic design principles for branding, marketing, and digital products
- Use professional tools (Adobe, Figma, Canva Pro, AI tools) at an advanced workflow level.
- Design cohesive brand systems, UI layouts, and campaign-based visual content.
- Develop a client-ready portfolio with strong case studies and presentation skills.

3. Learning Outcomes (Advance Level)

By the end of the course, students will be able to:

- Design complete branding systems including logos, guidelines, and marketing assets.
- Create advanced social media campaigns and visual marketing materials.
- Produce UI/UX mockups and interactive designs using Figma.
- Utilize AI tools responsibly to enhance speed, creativity, and productivity.
- Present and defend design decisions professionally using case studies.

4. Course Breakdown:

4.1. Theory Work 20%

Topics Include:

- a. Advanced design theory, visual strategy, and brand psychology
- b. Typography systems, advanced color usage, and grid mastery
- c. Design for marketing funnels and user experience
- d. Design ethics, accessibility, and audience-centric storytelling
- e. Soft skills: client handling, negotiation basics, revision management

4.2. Practical Work 80%

- a. Weekly advanced design briefs and critique sessions
- b. Complete branding system project
- c. Multi-platform social media campaign design
- d. UI/UX mockups and prototypes in Figma
- e. AI-assisted creative projects and design experiments
- f. Final advanced portfolio project with detailed case study
- g. Adobe Illustrator, Photoshop, InDesign
- h. Canva Pro
- i. Figma
- j. Looka / Branding AI tools
- k. Google Fonts, Unsplash, Pexels
- l. Adobe Illustrator Advanced Tutorials
- m. Adobe Photoshop Advanced Tutorials
- n. Figma Advanced Design Resources
- o. Canva Design School (Advanced)
- p. Behance Advanced Portfolio Examples
- q. Runway ML (Advanced Usage)
- r. Adobe Firefly (Generative Design)
- s. Midjourney (Advanced Prompting)

5. Assessment Criteria

- 5.1. Attendance & Participation: 15%**
- 5.2. Quiz: 20%**
- 5.3. Assignments & Projects: 25%**
- 5.4. Final Portfolio + Presentation: 40%**

Course Outline - Weekly Breakdown

A. Session Focus:

- a.** Mission, Vision & Values Alkhidmat Foundation Pakistan & Bano Qabil Pakistan
- b.** Course Structure, Rules, Regulations
- c.** Success Stories & Project Impact

5.2. Expectations from Students

Week-1: Advanced Foundations of Graphic Design

A. Session-1: Advanced Graphic Design Overview

- i. Evolution of Graphic Design in Digital & Branding Era
- ii. Difference Between Beginner, Advance & Professional Design
- iii. Role of Graphic Design in Marketing, Branding & UI

B. Session-2: Advanced Design Principles & Visual Strategy

- i. Advanced Visual Hierarchy & Composition Techniques
- ii. Design Consistency, White Space & Visual Flow
- iii. Case Studies & Real-World Brand Analysis

C. Assignment:

Redesign an existing poster or social media visual using advanced hierarchy and composition techniques

D. Quiz:

Advanced design principles, hierarchy, and visual flow

E. Tools Used:

Adobe Illustrator, Adobe Photoshop

F. Trainer Resource Links:

- i. <https://www.interaction-design.org/literature/topics/visual-hierarchy>

Week-2: Advanced Color Theory

A. Session-1: Color Psychology & Branding

- i. Advanced color psychology in marketing
- ii. Cultural impact of colors (local & global brands)
- iii. Brand color systems

B. Session-2: Color Systems & Application

- i. RGB, CMYK, HEX, Pantone
- ii. Color harmony & contrast for digital platforms
- iii. Real brand color analysis

C. Assignment:

Create a brand color palette with usage guidelines

D. Quiz:

Color theory & color systems

E. Tools Used:

Adobe Illustrator, Coolors

F. Trainer Resource Links:

- i. <https://www.smashingmagazine.com/2016/04/web-developer-guide-color/>

Week-3: Advanced Branding & Identity Design

A. Session-1: Brand Identity Systems

- i. Logo types & advanced logo construction
- ii. Brand voice & visual consistency
- iii. Brand guidelines overview

B. Session-2: Practical Brand Building

- i. Creating brand kits
- ii. Typography & color integration
- iii. Case study: Successful brand identities

C. Assignment:

Design a complete brand identity kit

D. Quiz:

Branding concepts & identity systems

E. Tools Used:

Adobe Illustrator, Canva Pro

F. Trainer Resource Links:

- i. <https://99designs.com/blog/branding/brand-identity/>

Week-4: Advanced Typography

A. Session-1: Typography Psychology

- i. Font anatomy & classification
- ii. Typography for branding & UI
- iii. Readability vs aesthetics

B. Session-2: Type Systems

- i. Pairing fonts professionally
- ii. Grid-based typography
- iii. Real-world typography examples

C. Assignment:

Create typography-based poster

D. Quiz:

Typography rules & font usage

E. Tools Used:

Adobe Illustrator, Google Fonts

F. Trainer Resource Links:

- i. <https://fonts.google.com/knowledge>

Week-5: Social Media Design / Soft Skills Session**A. Session-1: Advanced Social Media Creatives**

- i. Content strategy for visuals
- ii. Platform-wise design standards
- iii. Designing for engagement

B. Session-2: Soft Skills – Client Communication

- i. Understanding client briefs
- ii. Feedback handling
- iii. Time management basics

C. Assignment:

Design 5-post social media campaign

D. Quiz:

Social media design principles

E. Tools Used:

Canva Pro, Photoshop

F. Trainer Resource Links:

- i. <https://www.canva.com/social-media-design/>

Week-6: Data Visualization / Soft Skills Session**A. Session-1: Visual Storytelling with Data**

- i. Charts, infographics & dashboards
- ii. Data accuracy & clarity
- iii. Designing for presentations

B. Session-2: Soft Skills – Presentation Skills

- i. Visual storytelling
- ii. Client presentation techniques
- iii. Confidence building

C. Assignment:

Create an infographic using real data

D. Quiz:

Data visualization concepts

E. Tools Used:

Illustrator, Canva

F. Trainer Resource Links:

- i. <https://www.interaction-design.org/literature/topics/data-visualization>

Week-7: Advanced UI/UX for Designers / Soft Skills**A. Session-1: UI Design Principles**

- i. UI vs UX
- ii. User behavior & usability
- iii. Designing intuitive interfaces

B. Session-2: Soft Skills – Team Collaboration

- i. Working with developers
- ii. Design handoff basics
- iii. Version control concepts

C. Assignment:

Design a mobile app UI screen

D. Quiz:

UI/UX basics

E. Tools Used:

Figma

F. Trainer Resource Links:

- i. <https://www.figma.com/resources/learn-design/>

Week-8: Mockups & Advanced Design Presentation**A. Session-1: Mockup Creation**

- i. Product & branding mockups
- ii. Realistic presentation techniques
- iii. Scene composition

B. Session-2: Design Presentation

- i. Presenting designs professionally
- ii. Client-ready visuals
- iii. Storytelling with mockups

C. Assignment:

Create 3 professional mockups

D. Quiz:

Mockup & presentation concepts

E. Tools Used:

Photoshop, Mockup templates

F. Trainer Resource Links:

- i. <https://mockupworld.co/>

Note: 01-hour Soft Skills Session will be conducted weekly from **Week 05 to Week 12.**

Week-9: Freelancing & Gig Creation / Soft Skills A. Session-1: Portfolio Strategy i. Case studies creation ii. Portfolio storytelling iii. Personal branding B. Session-2: Soft Skills – Career Growth i. Job vs freelancing ii. Interview preparation iii. CV & LinkedIn optimization C. Assignment: Build complete design portfolio D. Quiz: Portfolio best practices E. Tools Used: Behance, Notion F. Trainer Resource Links: i. https://www.behance.net/	Week-10: AI Tools for Graphic Designers A. Session-1: AI in Design i. AI-assisted creativity ii. Ethical use of AI iii. Speed vs originality B. Session-2: Practical AI Tools i. AI image generation ii. Design enhancement iii. Workflow integration C. Assignment: Create AI-assisted design project D. Quiz: AI design concepts E. Tools Used: Midjourney, Adobe Firefly F. Trainer Resource Links: i. https://firefly.adobe.com/
Week-11: Portfolio Development / Soft Skills A. Session-1: Portfolio Strategy i. Case studies creation ii. Portfolio storytelling iii. Personal branding B. Session-2: Soft Skills – Career Growth i. Job vs freelancing ii. Interview preparation iii. CV & LinkedIn optimization C. Assignment: Build complete design portfolio D. Quiz: Portfolio best practices E. Tools Used:	Week-12: Final Presentation & Evaluation A. Session-1: Final Project Review i. Portfolio walkthrough ii. Client-style presentation iii. Feedback & improvement B. Session-2: Industry Readiness i. Market expectations ii. Career roadmap iii. Next learning steps C. Assignment: Final portfolio submission D. Quiz: Overall course assessment E. Tools Used:

Behance, Notion

F. Trainer Resource Links:

i. <https://www.behance.net/>

All learned tools

F. Trainer Resource Links:

i. Industry reference materials

Note: 01-hour Soft Skills Session will be conducted weekly from **Week 05 to Week 12.**

Guest Speaker: Industry Professional