

BQ 026

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



**MOVE PAST EXECUTION,
OWN THE CREATIVE DIRECTION**

Duration 3 Months

● on-campus classes

www.banoqabil.org

Table of Contents

1. COURSE OVERVIEW	2
2. COURSE OBJECTIVES	2
3. LEARNING OUTCOMES.....	2
4. COURSE BREAKDOWN:	3
4.1. STRATEGIC & THEORY WORK 35%.....	3
4.2. PRODUCTION & PRACTICAL WORK 65%.....	3
5. ASSESSMENT & INDUSTRY EVALUATION	4
6. COURSE OUTLINE - WEEKLY BREAKDOWN	4
Week-1: Design Thinking, Strategy & Creative Leadership	5
Week-2: Brand Architecture, Rebranding & Identity Systems.....	5
Week-3: Advanced Typography, Grid Systems & Publications:	6
Week-4: Design Systems, UI Libraries & Component Logic:.....	6
Week-5: UX Research, User Psychology & Soft Skills:	7
Week-6: Data Visualization, Design Metrics & Soft Skills:	7
Week-7: Advanced UI/UX for Scalable Products / Soft Skills:.....	8
Week-8: Motion Design, Interaction & Micro-Animations:.....	8
Week-9: Freelance Business Models, Contracts & Scaling:	9
Week-10: AI-Driven Design, Automation & Future Workflows:	9
Week-11: Expert Portfolio, Case Studies & Storytelling	10
Week-12: Industry Jury, Client Pitch & Career Strategy	10

Course Title: Graphic Designing Expert	
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 Expert-Level Graphic Design course is crafted for advanced designers aiming to operate at a strategic, leadership, and industry-ready level. This program focuses on high-impact visual systems, brand strategy, product design thinking, and scalable design solutions for global digital platforms. Learners will work with advanced workflows using Adobe Creative Cloud, Figma design systems, motion and interaction tools, and AI-powered automation technologies.

The course simulates real agency and product environments through client-grade design challenges, creative direction exercises, peer reviews, and industry jury evaluations. Emphasis is placed on decision-making, design rationale, business alignment, and presentation mastery. Expert-level soft skills sessions and guest speakers support learners in transitioning into senior roles, design leadership, consultancy, and high-value freelance careers.

2. Course Objectives

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

- Develop mastery in strategic design thinking, brand systems, and multi-platform visual ecosystems.
- Execute complex design projects using advanced workflows, automation, and collaborative tools.
- Strengthen creative leadership, critique handling, and client-facing communication skills.
- Build an expert-level portfolio aligned with industry, agency, and product-based design standards.

3. Learning Outcomes

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

- Design and manage complete brand systems, design frameworks, and scalable UI libraries.
- Apply research-driven design decisions aligned with business goals and user psychology.
- Lead design critiques, defend creative choices, and iterate based on expert feedback.
- Present high-impact case studies and portfolios suitable for senior roles and global clients.

4. Course Breakdown:

4.1. Theory Work 20%

Topics Include:

- a. Design strategy, systems thinking, and creative leadership
- b. Advanced branding architecture and identity governance
- c. User psychology, behavioral design, and decision-making models
- d. Design ethics, accessibility compliance, and global standards
- e. Professional soft skills: leadership, negotiation, client strategy, and mentorship

4.2. Practical Work 80%

- a. Complex design systems and multi-channel brand execution
- b. Rebranding and large-scale visual identity projects
- c. Advanced UI/UX frameworks and component-based workflows
- d. Motion graphics, interaction design, and micro-animations
- e. AI-assisted design automation and creative optimization
- f. Expert portfolio with detailed case studies and impact analysis
- g. Adobe Illustrator, Photoshop, InDesign (Advanced Techniques)
- h. Figma Design Systems & Prototyping
- i. After Effects / Motion Tools
- j. AI Tools for Design Scaling & Automation
- k. Design research tools & usability testing platforms
- l. Adobe Advanced Tutorials: <https://helpx.adobe.com>
- m. Figma Advanced Systems Guide: <https://www.figma.com/resources>
- n. Behance Expert Case Studies: <https://www.behance.net>
- o. Runway ML Advanced Workflows: <https://learn.runwayml.com>
- p. Adobe Firefly Professional Use: <https://firefly.adobe.com>
- q. Midjourney Advanced Prompting: <https://docs.midjourney.com>

5. Assessment Criteria

- 5.1. Professional Conduct & Participation: 10%
- 5.2. Strategic Quizzes & Design Reviews: 15%
- 5.3. Advanced Projects & Case Studies: 30%
- 5.4. Final Expert Portfolio + Jury Presentation: 45%

Week-1: Design Strategy & Creative Leadership A. Session-1: Role of Design at Expert Level i. Design as a Business & Growth Tool ii. Designer vs Creative Strategist vs Design Lead iii. Global Design Industry Standards B. Session-2: Creative Leadership & Decision Making i. Design Ownership & Accountability ii. Handling Stakeholders & Conflicting Feedback iii. Expert Design Review Process C. Assignment: Analyze 2 global brands and identify design strategy behind them D. Quiz: Strategic vs Execution-based design E. Tools Used: Figma, Notion F. Trainer Resource: i. https://www.interaction-design.org/literature	Week-2: Advanced Design Systems & Visual Frameworks A. Session-3: Design Systems Architecture i. Atomic Design Methodology ii. Tokens, Components & Variants B. Session-4: Visual Consistency at Scale i. Style Guides vs Design Systems ii. Version Control & Collaboration C. Assignment: Build a mini design system D. Quiz: Design system components E. Tools Used: Figma F. Trainer Resource: i. https://www.figma.com/design-systems
Week-3: Advanced Branding & Identity A. Session-5: Brand Architecture & Positioning i. Brand Strategy Models ii. Brand Voice & Visual Language B. Session-6: Identity Systems & Brand Governance i. Multi-platform Brand Control ii. Brand Rulebooks C. Assignment: Create a brand governance document D. Quiz: Brand architecture types E. Tools Used: Illustrator, InDesign F. Trainer Resource:	Week-4: Design Psychology & User Behavior A. Session-7: Psychology-Driven Design i. Cognitive Load & Visual Perception ii. Color & Emotion at Scale B. Session-8: Behavioral Design Principles i. Persuasive Design ii. Ethical Influence C. Assignment: Redesign a UI using psychology principles D. Quiz: UX psychology fundamentals

i.
<https://www.behance.net/search/projects?search=branding>

E. Tools Used: Figma

F. Trainer Resource:

i. <https://www.nngroup.com/articles>

Week-5: Advanced Social & Campaign Design / Soft Skills

A. Session-9: High-Impact Campaign Design

- i. Campaign Visual Strategy
- ii. Cross-platform Adaptation

B. Session-10: Client Communication (Expert)

- i. Design Justification
- ii. Handling Enterprise Clients

C. Assignment: Design a campaign with rationale

D. Quiz: Campaign consistency

E. Tools Used: Photoshop, Canva Pro

F. Trainer Resource:

i. <https://www.canva.com/learn/marketing-design/>

Week-6: Data-Driven Design & Presentation / Soft Skills

A. Session-11: Advanced Data Visualization

- i. Complex Data Simplification
- ii. Visual Storytelling

B. Session-12: Executive-Level Presentations

- i. Board-level Slides
- ii. Design-led Storytelling

C. Assignment: Create investor-style presentation

D. Quiz: Data visualization ethics

E. Tools Used: Figma, PowerPoint

F. Trainer Resource:

i. <https://www.canva.com/graphs/>

Week-7: Expert UI/UX & Product Design / Soft Skills**A. Session-13: Product Thinking for Designers**

- i. UX Strategy
- ii. Design for Scalability

B. Session-14: Advanced Prototyping

- i. Micro-interactions
- ii. UX Flow Optimization

C. Assignment: Design product feature flow

D. Quiz: UX strategy concepts

E. Tools Used: Figma

F. Trainer Resource:

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

Week-8: Motion Design & Interactive Systems / Soft Skills**A. Session-15: Motion Design Principles**

- i. Motion Hierarchy
- ii. Timing & Transitions

B. Session-16: Motion + UI Integration

- i. Interaction Design
- ii. Product Animations

C. Assignment: Create UI motion prototype

D. Quiz: Motion usability rules

E. Tools Used: After Effects, Figma

F. Trainer Resource:

- i. <https://motiondesign.school>

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

Week-9: High-Value Freelancing & Consultancy / Soft Skills A. Session-17: Expert Freelancing Models i. Retainers & Contracts ii. Pricing Psychology B. Session-18: Client Strategy & Negotiation i. Scope Management ii. Proposal Writing C. Assignment: Create consultancy proposal D. Quiz: Freelance risk management E. Tools Used: Fiverr Pro, Upwork F. Trainer Resource: i. https://www.fiverr.com/resources	Week-10: AI-Driven Design Systems / Soft Skills A. Session-19: AI for Design Scaling i. Automation ii. Prompt Engineering B. Session-20: AI Ethics & Creative Control i. Human-AI Balance ii. Industry Policies C. Assignment: AI-assisted design system D. Quiz: AI ethics E. Tools Used: Firefly, Runway ML F. Trainer Resource: i. https://firefly.adobe.com
Week-11: Expert Portfolio & Case Studies / Soft Skills A. Session-21: Case Study Writing (Expert) i. Problem → Process → Impact ii. Metrics & Results B. Session-22: Portfolio Review (Industry Level) i. Jury-Style Feedback ii. Iteration Strategy C. Assignment: Finalize expert case studies D. Quiz: Portfolio storytelling E. Tools Used: Behance, Notion F. Trainer Resource: i. https://www.behance.net	Week-12: Final Jury Presentation & Industry Exposure A. Session-23: Final Jury Presentation i. Expert Evaluation Criteria ii. Design Defense B. Session-24: Guest Speaker + Career Roadmap i. Senior Roles & Leadership ii. Global Career Strategy C. Assignment: Submit expert portfolio D. Quiz: Design leadership mindset E. Tools Used: All Learned Tools F. Trainer Resource: i. Portfolio Presentation Guide

--	--

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

Guest Speaker: Industry Professional