

## **GRAPHICS DESIGN USING ADOBE PHOTOSHOP COURSE**

**Dear sir/madam,**

We are excited to invite you to our Adobe Photoshop for Graphics Design course. This hands-on training is designed to equip participants with essential tools for creating visually appealing designs and professional-quality graphics. Adobe Photoshop is a must-have skill for graphic designers, marketers, and anyone working in creative fields.

### **Course Overview:**

In the digital era, mastering graphic design is crucial for creating compelling visuals, branding materials, and marketing content. Adobe Photoshop offers powerful features for photo editing, digital illustration, and creative design. This course provides a practical approach to learning Photoshop tools and techniques to create professional-quality graphics efficiently.

Participants will learn how to design eye-catching logos, edit images, and create marketing materials, ensuring they have the skills to meet the demands of the creative industry.

### **Objectives:**

By the end of this training, participants will be able to:

- Master essential Photoshop tools and techniques for graphic design.
- Create professional-quality logos, banners, and digital content.
- Edit and enhance photos using advanced image manipulation tools.
- Understand layers, masks, and filters for creative effects.
- Design marketing materials like brochures, social media graphics, and posters.

### **Training Outcomes:**

Participants will acquire:

- Proficiency in using Photoshop tools like brushes, shapes, and text.
- Skills to manipulate images and create composite designs.
- Understanding of color theory and typography for impactful designs.
- Experience in designing marketing materials and digital assets.
- Knowledge of export settings for print and digital media.

### **Course Content:**

The course will cover the following key topics:

#### **1. Introduction to Adobe Photoshop:**

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- Overview of the Photoshop interface and tools panel.
  - Understanding file types and resolution for digital and print media.
  - Working with layers: organizing, blending, and transforming layers.
  - Basic photo editing: cropping, resizing, and adjusting images.

## **2. Image Manipulation and Retouching:**

- Removing background elements and isolating objects.
- Using selection tools: marquee, lasso, and magic wand.
- Applying filters, gradients, and color correction techniques.
- Retouching photos: blemish removal, skin retouching, and sharpening.

## **3. Creating and Editing Text in Photoshop:**

- Adding and manipulating text: font selection, styles, and alignment.
- Creating text effects: shadows, gradients, and 3D text effects.
- Designing logos and banners with text integration.

## **4. Advanced Layer Techniques and Masking:**

- Understanding layer masks for non-destructive editing.
- Using clipping masks and adjustment layers for creative effects.
- Applying blending modes to create unique design effects.

## **5. Designing Marketing Materials:**

- Creating social media posts, posters, and flyers from scratch.
- Using grids, guides, and smart objects for precise layouts.
- Incorporating branding elements: logos, color schemes, and typography.
- Exporting designs for web and print with proper resolution.

## **6. Working with Brushes, Patterns, and Custom Shapes:**

- Creating and using custom brushes for unique textures and effects.
- Designing patterns and applying them to backgrounds or shapes.
- Using the pen tool for vector shapes and paths.

## **7. Exporting and Optimizing Graphics:**

- Exporting images for different formats: JPEG, PNG, GIF, and PSD.
- Optimizing images for the web: resolution, file size, and compression.
- Understanding print requirements: CMYK color mode, bleeds, and print-ready files.

## **8. Practical Projects:**

- Designing a full marketing campaign with logos, banners, and social media assets.
- Retouching and enhancing photos for a professional portfolio.
- Creating a composite design using advanced layer techniques and masking.

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**Who Should Attend:**

This course is ideal for:

- Graphic designers and marketing professionals looking to enhance their skills.
- Photographers and digital artists who want to learn image editing.
- Business owners and entrepreneurs who want to create branding materials.
- Anyone interested in mastering Adobe Photoshop for creative design.

**Fees and Payment Method:**

**TZS 160,000/= per person pr month** (Physical or Online Session). Payments can be made through bank deposit to the following details:

**A/C NAME: STEP AHEAD FINANCIAL CONS**

**BANK NAME: CRDB BANK**

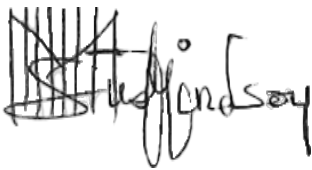
**ACCOUNT NUMBER: 015C448187900**

**Confirmation:**

To confirm your attendance or for any inquiries, please call +255 713 388 317 or email us at [info@safco.co.tz](mailto:info@safco.co.tz).

We look forward to your participation in this insightful seminar, which promises to enhance your knowledge and skills in this fields. Your presence will undoubtedly contribute to the success of this event.

Sincerely,



Yustino Nyendeza

Step Ahead Financial Consultants Limited (SAFCO)

Training Director

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