MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

ICT and Security Management

Graphics Design

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2650	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

The Graphics Design course offered by Magna Skills is a comprehensive program designed for individuals aspiring to become proficient in graphic design. This course covers fundamental principles, tools, and techniques used in graphic design, equipping participants with the skills needed to create visually compelling designs for various digital and print media.

Course Outcomes

- **Understanding Design Principles:** Gain a solid understanding of design principles such as balance, contrast, alignment, and proximity to create visually appealing compositions.
- **Mastering Design Software:** Learn to use industry-standard graphic design software such as Adobe Photoshop, Illustrator, and InDesign to create and manipulate graphics, illustrations, and layouts.
- **Typography and Layout Design:** Explore typography fundamentals and learn to create effective layouts for print and digital media, including posters, flyers, brochures, and web pages.
- **Image Editing and Manipulation:** Develop skills in image editing and manipulation techniques to enhance photographs, create digital illustrations, and composite images.
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Branding and Identity Design: Understand the principles of branding and identity design, and learn to create logos, brand assets, and visual identities for businesses and organizations.

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Course Outline / Curriculum

Module 1: Introduction to Graphic Design

- Understanding the role of graphic design in visual communication
- Overview of design principles and elements

Module 2: Adobe Photoshop Essentials

- Introduction to Adobe Photoshop interface and tools
- Image editing, retouching, and manipulation techniques

Module 3: Adobe Illustrator Fundamentals

- Exploring vector graphics and illustration techniques
- Creating logos, icons, and vector illustrations

Module 4: Typography and Layout Design

- Fundamentals of typography and font selection
- Layout design principles for print and digital media

Module 5: Adobe InDesign Basics

- Introduction to Adobe InDesign for layout design
- Creating documents such as brochures, posters, and magazines

Module 6: Color Theory and Application

- Understanding color theory and color schemes
- Applying color effectively in graphic design projects

Module 7: Image Editing and Enhancement

- Advanced image editing techniques in Adobe Photoshop
- Creating photo manipulations and digital compositions

Module 8: Branding and Identity Design

- Principles of branding and visual identity
- Designing logos and brand collateral for businesses

Module 9: Web Design Basics

- Introduction to web design principles and best practices
- Creating web graphics and designing user interfaces

Module 10: Portfolio Development and Presentation

- Building a professional graphic design portfolio
- Presenting and showcasing design work effectively

The Graphics Design course provides participants with the knowledge and skills required to embark on a career in graphic design. Through hands-on projects, practical exercises, and real-world applications, participants will develop a strong foundation in graphic design principles, software proficiency, and creative problem-solving abilities, preparing them for success in the dynamic field of graphic design.

Target Audience

Graphic designer, Advertising and marketing careers

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Graphics Design
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____