

Graphic Designing

Go from zero to a job-ready graphic designer with a real portfolio and the skills to earn as a freelancer.

Duration: 2 months (includes a freelancing module)

Certificate: NUEXUS Graphic Designing completion certificate

Format: Online or onsite, 1-on-1 or batch

NUEXUS certificate on completion

OVERVIEW

This is a hands-on, project-based Graphic Designing course that takes you from design fundamentals to producing professional-grade work in industry-standard tools. You will learn how to think like a designer, master Adobe Photoshop, Illustrator and modern tools like Figma and Canva, and build a portfolio of real deliverables such as logos, social media creatives, brand kits and print-ready files. The final module focuses on turning your skills into income, covering freelancing platforms, client communication and pricing your work. Delivered mentor-led by certified trainers, online from anywhere or onsite in Islamabad, in a batch or 1-on-1, on weekends or weekday evenings.

SKILLS YOU WILL GAIN

Design Principles

Typography

Color Theory

Adobe Photoshop

Adobe Illustrator

Logo Design

Branding

Social Media Design

Layout

Freelancing Skills

WHAT YOU WILL BE ABLE TO DO

- Apply the core principles of design including layout, color theory, typography, hierarchy and composition to any project
- Use Adobe Photoshop confidently for photo editing, retouching, compositing and social media graphics
- Use Adobe Illustrator to create logos, icons and scalable vector artwork
- Design a complete brand identity including a logo, color palette, typography system and basic brand guidelines
- Produce print-ready and web-ready files with correct resolution, color modes, bleed and export settings
- Build a professional portfolio and set up freelancing profiles to start taking on paid client work

WHO IT IS FOR

- Complete beginners who want a practical, creative skill they can build a career on
- Students and fresh graduates looking to enter the design or creative industry
- Aspiring freelancers who want to earn on platforms like Fiverr and Upwork
- Small business owners, marketers and content creators who want to design their own branding and social media content
- Self-taught designers who want structured training, feedback and a real portfolio

PREREQUISITES

- None. This course is beginner friendly and starts from the basics
- A laptop or desktop capable of running design software (Adobe Photoshop and Illustrator, or free alternatives we will guide you on)
- Basic computer familiarity such as using files, folders and a web browser
- Willingness to practice between sessions, since design is a skill built through doing

WHAT'S INCLUDED

- Mentor-led live sessions, online or onsite, in batch or 1-on-1
- Hands-on labs and real-world projects, not slides alone
- Recordings of your own sessions to revisit anytime
- Exam-aligned study material and practice questions
- Doubt-clearing and revision support through the program
- A verifiable NUEXUS completion certificate
- Career and next-step guidance after you finish

COURSE CURRICULUM

1 Design Foundations and Principles

What graphic design is and where it is used across branding, marketing, print and digital

The core principles: balance, contrast, alignment, proximity, repetition and hierarchy

The design process from brief to concept to final delivery

Getting inspired and building a designer's eye through references and analysis

2 Color, Typography and Composition

Color theory, color psychology and building effective color palettes

RGB versus CMYK and when each is used

Typography fundamentals: font families, pairing, kerning, leading and readability

Grids, layout and visual composition for balanced designs

3 Adobe Photoshop Essentials

Interface, tools, layers, masks and non-destructive editing

Photo editing, retouching and color correction

Selections, compositing and combining images

Designing social media posts and web graphics

4 Adobe Illustrator and Vector Design

Vectors versus raster and why vectors matter for logos

The pen tool, shapes, paths and the Pathfinder

Creating icons, illustrations and scalable artwork

Working with color, gradients and type in Illustrator

5 Logo Design and Brand Identity

Types of logos and what makes a logo effective

Researching a brand and developing concepts

Designing a full logo suite and variations

Building a mini brand guide with colors, fonts and usage rules

6 Modern Tools: Figma and Canva

Designing quickly and collaboratively in Figma

Building reusable templates and components

Using Canva for fast social media and marketing content

When to use quick tools versus Adobe for professional work

7 Design for Print and Digital

Designing flyers, brochures, business cards and posters

Resolution, bleed, margins and print preparation

Exporting correctly for web, social media and print

Preparing files to hand off to a client or printer

8

Portfolio Development

Selecting and refining your best work

Presenting projects with context, process and results

Building an online portfolio using Behance or a simple website

Preparing case studies that win client trust

9

Freelancing and Earning as a Designer

Setting up profiles on Fiverr, Upwork and other platforms

Writing gigs and proposals that get responses

Pricing your work, scoping projects and handling revisions

Communicating with clients professionally and delivering on time

CAREER OUTCOMES

Graphic Designer

Brand Designer

Social Media Designer

Freelance Designer

Visual Content Creator

CERTIFICATION

On completing the course and its assessment, which is based on your projects and a final portfolio submission rather than a single timed exam, you receive the NUEXUS Graphic Designing completion certificate that verifies the skills you have demonstrated. The certificate recognizes your completed work and is job-focused and freelance-focused, but we do not guarantee a job or any specific income, since results depend on your practice, portfolio quality and effort.