

JUMP START YOUR CAREER WITH  
INDUSTRY READY SKILLS

# GRAPHIC DESIGN for ENTREPRENEURS

2 months (Program)

30 DAYS  
TRAINING  
PLUS  
30 DAYS  
INDUSTRY EXPERIENCE

FEE  
RS. 8,500  
PER MONTH

## COURSE CATALOGUE



REGISTER NOW



# ABOUT TRAINERS

## ROHINA MEHWISH

Ms. Rohina Mehwish, who is the lead trainer of our Web and Graphic designing Training Program, has over 09 years of professional experience in the field of Web, Print and multimedia. As an expert in her domain, Ms. Rohina has worked on numerous projects related to her field. Apart from this, she is also a freelancer working on Web and Graphic projects.

## USMAN AHMED

Usman Ahmed holds an MBA degree from FAST School of Business, Islamabad. He is the Founder of Entrepreneurship Development Institute. He has trained and consulted a number of basic entrepreneurship courses and workshops. These trainings and workshops provide the new startups with all the necessary tools required to successfully launch a thriving venture. Usman is also the Director of Startup Grind Islamabad, a global startup community designed to educate, inspire and connect entrepreneurs.

## JUNAID CHAUDHRY

Junaid Chaudhry is the Vice President of Human Resources and a Psychologist/Counsellor at Inductin and 360 Technologies. He studied Biology at Duke University (USA) and obtained his Master's Degree from Oklahoma (USA). Junaid leads the Inductin Interactive Assessment Program (Career Counselling Program), adapted from a U.S. Program. The Program helps individuals understand their interests, competencies, and motivations; and matches individuals with career choices.

- **Interactive Assessment Program** (Career Counselling);
- **Stress Management** (Cognitive Behavioral Therapy);
- **Communication Skills;**
- **Leadership Skills;**
- **and others**



# ABOUT THIS COURSE

Inductin has designed a 2 month Graphic Designing Training program to enhance your visual and aesthetic sense. Participants will learn about the tips & tricks involved in print and digital design, including the development of auspicious design solutions & the creation of prototypes. This course will also teach how the skill of graphic designing can be incorporated in your own startups and entrepreneurial ventures.

This course teaches the core skills of computer graphics and entrepreneurship that apply to all domains which involve the elements of designing for print and digital media to development of blue print of product and services for end to end operations of a business.

## SOFT SKILLS

For a complete professional development experience, this course comes with soft skills training sessions which include but not limited to:

- Presentation Skills
- Creative problem solving and decision making
- Leadership skills
- Communication skills (listening skills)
- Teamwork / collaboration skills
- Stress management
- Emotional intelligence (EQ)



## ENTREPRENEURIAL MINDSET

- Brainstorm & develop an idea leading to a product or service.
- Craft a marketing plan that sells the product or service.
- Develop a blue print of product process (end to end business operations).
- Live an entrepreneurial life and achieve

## INTRODUCTION TO GRAPHIC DESIGN

- Principles and theory of design.
- Covering Color & Material use in design.

## INTRODUCTION TO BITMAP GRAPHICS

- Concepts.
- Exploring Adobe Photoshop.
- Image Enhancement.
- Photo re-touching.

## INTRODUCTION TO VECTOR GRAPHICS

- Concepts
- Exploring Adobe Illustrator.
- Logo, Business Cards & Letterheads.
- Brochure, Flyer & Poster Design.

## WEB PAGE DESIGN

- Responsive web design.
- Wire framing.
- Website mockup design.
- Html and CSS (optional).

## PROBLEM SOLVING AND THE DESIGN PROCESS

- How to research - The client's brief or need.
- Identifying the problem, analyzing the issue, finding a solution.
- Refining your sketch, work up visual solutions in programs.
- Presenting work to clients.

# SESSION CALENDAR

## 2016 -17

December  
2016



FALL

March  
2017



SPRING

June  
2017



SUMMER

September  
2017



AUTUMN

December  
2017



FALL

# TESTIMONIALS

I think our main purpose is to spend our time doing what we are best at.

So I naturally kept graphic designing and web designing as my main priority. About my trainer, she is just awesome in her work, easy to communicate with, incredibly organized and very passionate designer.

**AYESHA JABEEN**

I joined inductin knowing very little about graphic designing. I wasn't sure whether I will be able to get a good grip on the software in just two months but with the help of Madam Rohina, I was able to not only learn about the software in the best way possible rather my aesthetic sense & my ability to create new designs went to a whole new level. It was all possible because of Madam Rohina's continuous guidance and my dedication, interest and hardwork to learn new skills. I am very grateful to Madam Rohina for all her efforts.

**KHUSHAL KHAN**

I have done M.Ed. Now I am a designer. I never could've imagined a year ago that I would get to this point & actually feel like a designer and feel capable of tackling any design challenge, but that's exactly what The Graphic Design course has done for me. The course was so challenging & interesting and with each module passing the sense of accomplishment was fantastic. I really do see the world differently. Now I'm working as a Junior Graphic Designer in 360 Technologies, Islamabad. Ma'am Rohina "I will like to thank you for guiding with your knowledge and skills"

**HIRA BUTT**

Being a software engineer, it was really very tough to convince my parents to get me enrolled in Graphic Designing course at Inductin. But once I was in, everything went on smooth and in my favor. The two months course enhanced my slept aesthetic senses and made me a professional graphic Designer along with a session of soft skills improving my communication skills and moral duties. Today, I am satisfied by my quality work, for which, no doubt the credit goes to Ma'am Rohina & Sir Junaid Chaudhary, for their kind efforts and polishing my skills.

**AAYSHA RAHIM**

The course was designed and taught so professionally, that to me it seemed like "I am just enjoying being here, however at the same time my skills very being nourished". The cherry on the top of cake is the counseling at Inductin, which I found really meaningful and comprehensive. It does not even end here, the teachers and other people working here really made me wish to stay and work here for entire life.

**EHSAN-UL-HAQ**

360 technologies brings



in collaboration with  
National Institute of Science  
& Technical Education

A LEARNING PLATFORM & RESOURCE DEVELOPMENT  
**BY THE INDUSTRY  
FOR THE INDUSTRY**

A first of its kind Public-Private Partnership for an end to end,  
360 degree, youth development initiative with hard and soft  
skill development to create job-ready resource.

**We are here to fill the gaps  
BETWEEN**

**Academia and Industry  
Industry and Human Resource**

**WE PREPARE THE RIGHT RESOURCE FOR THE RIGHT JOB**

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