



# Graphic Design

**45 Hours Training Program - Digital Sector**

## Teaching - Learning Material



**Project Implementation Unit**

**Department of Mechatronics, University of Engineering and  
Technology, Peshawar**

# GRAPHIC DESIGN

(Fast-Track & Skill-Oriented Training Program)

## TEACHING & LEARNING MATERIALS



**University of Engineering & Technology, Peshawar**

## 1. Training Salient:

Entry Requirements	<b>Minimum Qualification:</b> Middle <b>Prerequisite:</b> Basic Computer Literacy
Total Training Hours	45 Hours
Training Methodology	<b>Theory:</b> 9 Hours (20%) <b>Practical:</b> 36 Hours (80%)
Medium of Instruction & Assessment	English, Urdu, & Pashto

## 2. Training Objectives:

Upon completion, trainees will be able to:

- Use Adobe Photoshop and Illustrator for photo editing and vector design.
- Develop print-ready designs using InDesign.
- Design logos, social media posts, business cards, brochures, and mockups.
- Apply principles of layout, typography, and color theory in real-world projects.
- Understand modern printing and digital publishing workflows.

## 3. Training Learning Outcomes (TLOs):

- **TLO 1:** Develop print-ready designs using InDesign.
- **TLO 2:** Apply principles of layout, typography, and color theory in real-world projects.

## 4. Job Opportunities:

After completing the training, trainees can pursue roles such as:

- Graphic Designer
- Social Media Designer
- Brand Identity Designer
- Freelance Logo Designer (Fiverr, Upwork, etc.)
- Marketing & Advertisement Designer
- UI/UX Junior Designer
- Desktop Publishing (DTP) Operator
- Print Production Assistant

## 5. Training Materials / Resources:

Category	Items
Consumables	<ul style="list-style-type: none"><li>- Pencils, erasers, markers</li><li>- Printed reference sheets (logos, color wheels, grids)</li><li>- Poster/brochure samples</li><li>- Branding briefs &amp; templates</li></ul>
Non-Consumables	<ul style="list-style-type: none"><li>- Desktop PCs/Laptops with Photoshop, Illustrator, InDesign, Canva</li><li>- High-resolution projector &amp; screen</li><li>- Whiteboard &amp; markers</li><li>- Internet access (Wi-Fi)</li><li>- Color printer &amp; paper cutter</li><li>- Evaluation setup</li></ul>

## 6. Training Curriculum / Schedule:

Sr. No.	Training Module	Learning Units	Theory/ Practical (Hrs)
1	<p><b>M 1.1: Health &amp; Safety</b></p> <p><b>Objective:</b> Develop awareness and practices to ensure personal and workplace safety, recognize hazards, and respond effectively to emergencies.</p>	<p><b>LU 1.1.1: Introduction to Safety</b></p> <p><b>Learning Objectives</b> <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Explain why safety is important in every environment, including training rooms and workplaces.</li> <li>Recognize that safety is a shared responsibility of everyone.</li> <li>Follow safety instructions, signs, and rules effectively.</li> </ul> <p><b>Knowledge / Content</b> Safety is about preventing accidents before they happen. In a training room, this means ensuring that simple practices—like keeping cables untangled, not eating or drinking near laptops, and using equipment properly—help avoid major risks. Safety is not just physical but also digital. Just as helmets protect motorcyclists, strong passwords, and safe browsing protect digital environments.</p> <p><b>Key messages to emphasize:</b></p> <ul style="list-style-type: none"> <li><b>Why Safety Matters:</b> Protects people, equipment, time, and builds confidence.</li> <li><b>Shared Responsibility:</b> Everyone, not just the trainer, must stay alert and proactive.</li> <li><b>Rules &amp; Instructions:</b> Signs, rules, and trainer guidance exist to prevent harm.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Observation Walk):</b> Trainees walk around the room and identify at least 3 safety risks (e.g., loose wires, spilled water, overloaded sockets).</li> <li><b>Activity 2 (Discussion):</b> Each trainee shares one unsafe practice they have seen and describes its possible consequences.</li> <li><b>Activity 3 (Digital Safety Demo):</b> Show a phishing email or suspicious link and ask trainees to point out warning signs.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>Start with an <b>icebreaker</b>: "What is the most dangerous accident you've ever seen at school, work, or home?"</li> <li>Show visuals: compare a messy desk vs. an organized desk.</li> <li>Reinforce the core message: <b>"Safety = Prevention."</b></li> <li>Make a clear analogy: physical helmets = digital strong passwords.</li> </ul>	1 Hr (Th/Pr)

	<ul style="list-style-type: none"> <li>• Encourage trainees to take initiative—remind them safety is everyone's duty.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee can define safety in their own words.</li> <li>• Trainee identifies at least 2 unsafe practices in the classroom.</li> <li>• Trainee explains why safety is important in both physical and digital environments.</li> </ul> <p><b>LU 1.1.2: Personal Safety Practices</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Describe the importance of personal hygiene and cleanliness in a workplace or training setting.</li> <li>• Identify appropriate clothing and protective items required for safe participation.</li> <li>• Demonstrate how to maintain a clean, organized, and safe workspace.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Personal safety practices are the <b>foundation of workplace readiness</b>. They protect not only the individual but also others around them. Trainers should stress that being mindful of clothing, hygiene, and workspace cleanliness reduces risks and increases productivity.</p> <p>Key principles include:</p> <ul style="list-style-type: none"> <li>• <b>Clothing &amp; Protective Gear:</b> Wear suitable clothes (e.g., avoid loose sleeves near machines, use protective glasses if needed).</li> <li>• <b>Personal Hygiene:</b> Good hygiene prevents illness and maintains a professional environment.</li> <li>• <b>Workspace Cleanliness:</b> An organized desk reduces accidents, keeps equipment safe, and supports efficiency.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Demonstration):</b> Trainer demonstrates correct sitting posture at the workstation (chair height, screen distance, wrist angle). Trainees practice adjusting their setup.</li> <li>• <b>Activity 2 (Group Checklist):</b> In groups, trainees create a checklist of personal safety habits (e.g., washing hands, keeping water bottles away from laptops, not cluttering desks).</li> <li>• <b>Activity 3 (Case Review):</b> Show photos of safe vs. unsafe clothing/equipment and ask trainees to identify the differences.</li> </ul>	
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	<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Link personal safety to <b>professional image</b>: clean, organized trainees are more confident and respected.</li> <li>• Use <b>visual aids</b>: posters showing “Do’s and Don’ts” for clothing and hygiene.</li> <li>• Encourage trainees to <b>remind each other</b>—peer responsibility builds safer habits.</li> <li>• Highlight real-life examples: how ignoring simple safety practices led to accidents or health issues.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 personal safety practices.</li> <li>• Trainee explains why clothing and hygiene matter in a training/workplace environment.</li> <li>• Trainee demonstrates correct workstation posture and desk setup.</li> </ul> <p><b>LU 1.1.3: Hazard Awareness</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define what a hazard is in workplace and training environments.</li> <li>• Identify common hazards such as slips, trips, electrical risks, tools, and stress.</li> <li>• Demonstrate how to report unsafe conditions immediately.</li> </ul> <p><b>Knowledge / Content</b></p> <p>A <b>hazard</b> is anything with the potential to cause harm — whether to people, equipment, or the environment. Trainers should stress that recognizing hazards early prevents accidents and costly mistakes.</p> <p><b>Types of hazards to highlight:</b></p> <ul style="list-style-type: none"> <li>• <b>Physical Hazards</b>: Slips, trips, falls, sharp edges, exposed wires.</li> <li>• <b>Electrical Hazards</b>: Overloaded sockets, damaged cables, wet areas near equipment.</li> <li>• <b>Tool Hazards</b>: Misuse of design tools (e.g., paper cutters, printers).</li> <li>• <b>Ergonomic Hazards</b>: Poor posture, prolonged sitting, eye strain.</li> <li>• <b>Psychological Hazards</b>: Stress, fatigue, or lack of attention.</li> </ul> <p>Reporting hazards is not about blame — it is about <b>prevention</b>. Encourage trainees to immediately inform the trainer/supervisor when they notice unsafe conditions.</p> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Hazard Hunt)</b>: Divide trainees into pairs. Ask them to identify at least 3 hazards in the training room and suggest solutions.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 2 (Case Study):</b> Present a short accident scenario (e.g., a spill near a socket). Ask: <i>What went wrong? How could it have been avoided?</i></li> <li>• <b>Activity 3 (Stress Awareness):</b> Lead a short discussion on how mental stress can also be a hazard (e.g., rushing through tasks leads to mistakes).</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Reinforce that <b>hazards are not always obvious</b> — sometimes they are hidden or develop slowly (like eye strain).</li> <li>• Use real-life examples from workplaces (e.g., stories of accidents caused by ignored hazards).</li> <li>• Encourage a “<b>See something, say something</b>” culture.</li> <li>• Remind trainees that hazard awareness applies both in <b>physical spaces and digital workspaces</b> (e.g., downloading unsafe files is also a hazard).</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee can define a hazard in their own words.</li> <li>• Trainee identifies at least 3 different hazards from a list or real environment.</li> <li>• Trainee explains the importance of reporting hazards promptly.</li> </ul> <p><b>LU 1.1.4: Emergency Preparedness</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of staying calm during emergencies.</li> <li>• Identify exits, safe areas, and emergency equipment in the training environment.</li> <li>• Follow trainer/supervisor guidance during emergencies.</li> <li>• Demonstrate basic response steps in case of fire, electrical failure, or other incidents.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Emergencies are unexpected situations that require quick, organized responses to minimize harm. Preparedness means knowing what to do <b>before</b> an emergency happens.</p> <p><b>Key areas to emphasize:</b></p> <ul style="list-style-type: none"> <li>• <b>Stay Calm:</b> Panic causes confusion and increases risks.</li> <li>• <b>Know Escape Routes:</b> Always be aware of nearest exits and assembly points.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Emergency Equipment:</b> Fire extinguishers, alarms, and first-aid kits should be located and understood.</li> <li>• <b>Follow Guidance:</b> Always follow the instructions of trainers or supervisors who are responsible for leading evacuation.</li> <li>• <b>Types of Emergencies:</b> Fire, power failure, natural disasters, medical emergencies, digital security breaches.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Evacuation Drill):</b> Conduct a mock drill where trainees practice leaving the room quickly, calmly, and assembling at a safe point.</li> <li>• <b>Activity 2 (Equipment Familiarization):</b> Show trainees where the fire extinguisher, alarm, and first-aid kit are located. Explain their basic use.</li> <li>• <b>Activity 3 (Scenario Role-Play):</b> Present a scenario (e.g., sudden blackout or a laptop catching fire). Trainees discuss step-by-step how they would respond.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep a <b>floor map</b> handy with exits and safe areas clearly marked.</li> <li>• Reinforce that preparedness is about <b>prevention and practice</b>, not panic.</li> <li>• Use real stories of workplace emergencies to highlight the importance of readiness.</li> <li>• Involve trainees actively — let them lead parts of the drill to build confidence.</li> <li>• Connect digital emergencies (e.g., cyberattacks) with physical emergencies — both require calm and planned responses.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 2 exit routes or safe areas in the training facility.</li> <li>• Trainee demonstrates knowledge of emergency equipment location and purpose.</li> <li>• Trainee explains why calmness and following instructions are critical in emergencies.</li> </ul> <p><b>LU 1.1.5: Basic First Aid Awareness</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify the location and importance of the first aid kit in the training environment.</li> <li>• Provide simple care for minor injuries such as cuts, burns, or sprains.</li> <li>• Recognize when and how to seek professional medical help.</li> </ul>	
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	<p><b>Knowledge / Content</b></p> <p>First aid is the <b>immediate care given to someone who is injured or suddenly ill</b> before professional medical help is available. Trainers should emphasize that <b>basic awareness saves lives</b> and prevents minor injuries from becoming serious.</p> <p>Key points to cover:</p> <ul style="list-style-type: none"> <li>• <b>First Aid Kit:</b> Location, contents, and basic uses (e.g., bandages, antiseptic, scissors, gloves).</li> <li>• <b>Minor Injuries:</b> Cleaning and covering small cuts, treating minor burns with cool water, resting sprained joints.</li> <li>• <b>When to Seek Help:</b> For major injuries, breathing difficulties, unconsciousness, or heavy bleeding, call emergency services immediately.</li> <li>• <b>Personal Safety:</b> Always protect yourself (e.g., wear gloves) before helping others.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Kit Familiarization):</b> Show trainees the actual first aid kit, explain each item, and its use.</li> <li>• <b>Activity 2 (Role-Play):</b> Simulate a minor cut or burn and let trainees practice the steps: clean, cover, and comfort.</li> <li>• <b>Activity 3 (Decision-Making Game):</b> Give different scenarios (e.g., nosebleed, fainting, deep cut) and ask trainees whether to treat onsite or call for medical help.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep demonstrations <b>simple and safe</b> — avoid complex medical techniques.</li> <li>• Stress that trainees are <b>not doctors</b>: their role is to provide temporary, safe care until help arrives.</li> <li>• Use visuals, props, or even sample first aid kits for practical engagement.</li> <li>• Remind trainees about <b>digital first aid</b> too — e.g., how to react when encountering malware or phishing (disconnect, report, seek expert help).</li> <li>• Encourage calmness and teamwork in emergencies.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee can identify at least 3 items in a first aid kit and their uses.</li> <li>• Trainee demonstrates the correct procedure for treating a minor cut or burn.</li> <li>• Trainee explains when professional medical help must be called.</li> </ul>	
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<b>M 1.2:</b> <b>Fundamentals of Graphic Design &amp; Adobe Photoshop</b>  <b>Objective:</b> Build foundational knowledge of graphic design principles and develop practical skills in Adobe Photoshop for creating and editing professional visual content.	<p><b>LU 1.2.1: Introduction to Graphic Design</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define graphic design and explain its importance in communication.</li> <li>• Identify different fields and applications of graphic design.</li> <li>• Recognize how graphic design impacts business, marketing, and everyday life.</li> <li>• Understand the role of a graphic designer.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Graphic design is the art and practice of planning and creating <b>visual content</b> to communicate messages. It combines creativity, technology, and communication to deliver ideas effectively.</p> <p><b>Importance of Graphic Design:</b></p> <ul style="list-style-type: none"> <li>• Helps businesses create <b>brand identity</b> (logos, colors, typography).</li> <li>• Enhances communication by turning ideas into visuals.</li> <li>• Improves marketing through eye-catching advertisements, posters, and digital media.</li> <li>• Shapes user experience in websites, apps, and products.</li> </ul> <p><b>Applications of Graphic Design:</b></p> <ul style="list-style-type: none"> <li>• <b>Branding &amp; Advertising:</b> Logos, posters, packaging.</li> <li>• <b>Digital Media:</b> Social media posts, web banners, infographics.</li> <li>• <b>Print Media:</b> Brochures, flyers, magazines.</li> <li>• <b>UI/UX Design:</b> Websites, apps, digital products.</li> </ul> <p><b>Role of a Graphic Designer:</b></p> <ul style="list-style-type: none"> <li>• Understand client needs.</li> <li>• Use tools like Adobe Photoshop, Illustrator, or Canva.</li> <li>• Combine text, images, and colors to create designs.</li> <li>• Balance creativity with functionality.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Icebreaker):</b> Show trainees famous logos and ask them to identify the brands. Discuss why those logos are memorable.</li> <li>• <b>Activity 2 (Discussion):</b> Each trainee gives an example of where they notice graphic design in daily life (billboards, packaging, social media).</li> <li>• <b>Activity 3 (Mini Exercise):</b> Trainees sketch a simple logo idea for a fictional company on paper.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>visual examples</b> (slides or real-world images) to keep learners engaged.</li> </ul>	<b>1 Hr</b> <b>(Th/Pr)</b>
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	<ul style="list-style-type: none"> <li>• Relate concepts to things they see daily (ads, packaging, social media).</li> <li>• Highlight that graphic design is not only about “art” — it’s also about <b>problem-solving and communication</b>.</li> <li>• Encourage creativity without worrying about perfection at this stage.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines graphic design in simple terms.</li> <li>• Trainee identifies at least 3 applications of graphic design.</li> <li>• Trainee sketches or describes a simple design idea.</li> </ul> <p><b>LU 1.2.2: Color Theory &amp; Typography Basics</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the basics of color theory and its role in design.</li> <li>• Identify primary, secondary, and tertiary colors.</li> <li>• Understand the use of warm, cool, and neutral colors.</li> <li>• Recognize the basics of typography: typefaces, fonts, and hierarchy.</li> <li>• Apply color and typography principles in simple design tasks.</li> </ul> <p><b>Knowledge / Content</b></p> <p><b>Color Theory</b></p> <ul style="list-style-type: none"> <li>• <b>Primary Colors:</b> Red, Blue, Yellow.</li> <li>• <b>Secondary Colors:</b> Green, Orange, Purple (made by mixing primaries).</li> <li>• <b>Tertiary Colors:</b> Mix of primary + secondary.</li> <li>• <b>Warm Colors (red, orange, yellow):</b> Energetic, attention-grabbing.</li> <li>• <b>Cool Colors (blue, green, purple):</b> Calm, professional, trustworthy.</li> <li>• <b>Neutral Colors (black, white, gray, beige):</b> Background, balance, elegance.</li> </ul> <p><b>Color Harmonies:</b></p> <ul style="list-style-type: none"> <li>• Complementary (opposite colors on the wheel).</li> <li>• Analogous (colors next to each other).</li> <li>• Triadic (three evenly spaced colors).</li> <li>• Monochromatic (different shades of one color).</li> </ul> <p><b>Typography Basics</b></p> <ul style="list-style-type: none"> <li>• <b>Typeface vs. Font:</b> Typeface = family (Arial), Font = specific style (Arial Bold 12pt).</li> <li>• <b>Font Categories:</b> Serif (traditional), Sans-serif (modern), Script (stylish), Decorative (creative).</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Hierarchy in Typography:</b> Use font size, weight, and style to guide the reader's attention.</li> <li>• <b>Readability:</b> Simpler fonts are easier for body text; stylish fonts work best in headings.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Color Wheel):</b> Trainees draw or complete a basic color wheel.</li> <li>• <b>Activity 2 (Brand Colors):</b> Trainer shows logos and asks trainees to identify what feelings their colors communicate.</li> <li>• <b>Activity 3 (Typography Hunt):</b> Trainees explore websites or posters and note down the fonts used.</li> <li>• <b>Activity 4 (Mini Design Task):</b> Create a simple poster (on paper or Canva) using 2 colors and 2 fonts to test hierarchy.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>visual aids</b> (color wheel charts, logo samples) to make it interactive.</li> <li>• Explain how colors trigger emotions (red = urgency, blue = trust, green = growth).</li> <li>• Stress that typography is not just about style, but about <b>readability and communication</b>.</li> <li>• Remind learners: "<i>Good design is invisible – it communicates clearly without distracting.</i>"</li> <li>• Encourage experimentation but emphasize balance: too many colors or fonts create confusion.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies primary, secondary, and tertiary colors.</li> <li>• Trainee explains warm, cool, and neutral colors with examples.</li> <li>• Trainee distinguishes between serif and sans-serif fonts.</li> <li>• Trainee designs a simple poster applying color harmony and typography hierarchy.</li> </ul>	
	<p><b>LU 1.2.3: Photoshop Interface, Layers, Tools</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Navigate the Photoshop interface and workspace.</li> <li>• Identify and use essential Photoshop tools.</li> <li>• Understand the concept and importance of layers.</li> <li>• Apply basic edits using tools and layers.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• Photoshop Interface: <ul style="list-style-type: none"> <li>○ Menu bar, options bar, tool panel, document window, panels (layers, adjustments, properties).</li> </ul> </li> </ul>	6 Hrs (Pr)

- Customizing the workspace.
- Layers:
  - Purpose of layers in non-destructive editing.
  - Creating, duplicating, renaming, grouping, hiding, deleting layers.
  - Layer order and stacking context.
  - Adjustment layers vs. normal layers.
- Tools Overview:
  - Selection tools (Move, Marquee, Lasso, Magic Wand, Quick Selection).
  - Brush, Eraser, Gradient, Paint Bucket.
  - Crop, Eyedropper, Zoom, Hand.
  - Text tool and shape tools.

#### **Skills / Practical Tasks**

- Activity 1: Open Photoshop and explore the workspace; identify each panel and toolbar.
- Activity 2: Create a new document and practice adding, renaming, and grouping layers.
- Activity 3: Use selection tools to select and isolate parts of an image.
- Activity 4: Apply basic edits using Brush, Eraser, Gradient, and Text tools.
- Activity 5: Rearrange layers to see how order affects the composition.

#### **Trainer's Notes**

- Demonstrate step-by-step navigation of the interface before asking trainees to practice.
- Reinforce the idea of layers as the “foundation” of Photoshop work.
- Encourage experimentation with different tools rather than aiming for perfection.
- Provide short keyboard shortcut tips to speed up workflow (e.g., Ctrl+T for transform, Ctrl+J to duplicate layer).
- Use simple, engaging images for practice (not overly complex).

#### **Assessment Criteria**

- Trainee correctly identifies the main areas of the Photoshop interface.
- Trainee creates and manages multiple layers in a document.
- Trainee applies at least 3 different tools effectively in a simple exercise.
- Trainee demonstrates understanding of how layer order changes the design.

	<p><b>LU 1.2.4: Image Manipulation, Retouching, Filters</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the basics of image manipulation in Photoshop.</li> <li>• Perform retouching to enhance or correct photos.</li> <li>• Apply filters for creative effects.</li> <li>• Differentiate between destructive and non-destructive editing methods.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• Image Manipulation: <ul style="list-style-type: none"> <li>◦ Cropping, resizing, rotating, and straightening images.</li> <li>◦ Transform options (scale, distort, warp, perspective).</li> <li>◦ Adjustments: brightness, contrast, hue/saturation, levels, curves.</li> </ul> </li> <li>• Retouching Techniques: <ul style="list-style-type: none"> <li>◦ Healing Brush, Spot Healing Brush, Patch Tool.</li> <li>◦ Clone Stamp Tool for duplicating or fixing areas.</li> <li>◦ Red Eye Tool.</li> <li>◦ Frequency separation (basic introduction).</li> </ul> </li> <li>• Filters: <ul style="list-style-type: none"> <li>◦ Artistic filters (oil paint, watercolor, poster edges).</li> <li>◦ Blur filters (Gaussian Blur, Motion Blur, Lens Blur).</li> <li>◦ Sharpen filters (Unsharp Mask, Smart Sharpen).</li> <li>◦ Smart Filters (non-destructive filter editing).</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Crop and resize an image to specific dimensions.</li> <li>• <b>Activity 2:</b> Retouch a portrait by removing blemishes using Spot Healing Brush.</li> <li>• <b>Activity 3:</b> Use Clone Stamp Tool to remove an unwanted object from a photo.</li> <li>• <b>Activity 4:</b> Apply and compare 2 different filters on the same image.</li> <li>• <b>Activity 5:</b> Adjust color and brightness of an old or dull photo.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress the importance of saving the original image before editing.</li> <li>• Demonstrate non-destructive editing using adjustment layers and smart filters.</li> </ul>	
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	<ul style="list-style-type: none"> <li>Provide practice images of varying quality (portraits, landscapes, objects).</li> <li>Highlight professional use cases: e.g., product photography retouching, social media visuals.</li> <li>Share quick tips (Zoom in/out while retouching, use layers for flexibility).</li> </ul> <p><b>Assessment Criteria:</b></p> <ul style="list-style-type: none"> <li>Trainee successfully crops, resizes, and transforms images.</li> <li>Trainee applies at least one retouching technique to improve an image.</li> <li>Trainee demonstrates use of at least 2 filters creatively.</li> <li>Trainee maintains image quality while editing.</li> </ul> <p><b>LU 1.2.5: Designing Posters, Banners</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Understand design principles for posters and banners.</li> <li>Learn layout, hierarchy, and composition techniques.</li> <li>Apply color, typography, and imagery effectively in promotional design.</li> <li>Create simple posters and banners using Photoshop.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>Design Principles: <ul style="list-style-type: none"> <li>Balance, alignment, contrast, proximity, repetition.</li> <li>Visual hierarchy (guiding the viewer's eye).</li> </ul> </li> <li>Poster Design Essentials: <ul style="list-style-type: none"> <li>Purpose-driven messaging.</li> <li>Use of typography (headlines, sub-headlines, body text).</li> <li>Integration of images, icons, and branding.</li> </ul> </li> <li>Banner Design Essentials: <ul style="list-style-type: none"> <li>Standard banner sizes (print vs digital).</li> <li>Less text, more visuals for quick attention.</li> <li>Use of call-to-action (CTA) elements.</li> </ul> </li> <li>Tools &amp; Techniques: <ul style="list-style-type: none"> <li>Grids and guides for alignment.</li> <li>Using shapes and blending modes for effects.</li> <li>Export settings for print (CMYK, 300dpi) and digital (RGB, 72dpi).</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1:</b> Design a simple event poster (e.g., a university workshop).</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 2:</b> Create a digital banner ad (e.g., social media or website).</li> <li>• <b>Activity 3:</b> Experiment with layout by creating two versions of the same poster.</li> <li>• <b>Activity 4:</b> Add a CTA button or highlighted text in the banner design.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize clarity — posters/banners must communicate in seconds.</li> <li>• Show real-world examples (billboards, social media banners, flyers).</li> <li>• Guide learners to use brand colors and consistent typography.</li> <li>• Stress the importance of audience: design for students vs corporate will differ.</li> <li>• Encourage peer feedback and design critique sessions.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee creates a poster with clear hierarchy and message.</li> <li>• Trainee designs a banner with effective color, text, and imagery.</li> <li>• Trainee applies alignment, balance, and contrast principles.</li> <li>• Designs meet correct export requirements (print/digital).</li> </ul>	
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**Capstone Task:** Create a promotional poster for a real or imaginary event

### Learning Objectives

#### Trainee will be able to:

- Apply design principles (layout, hierarchy, balance, contrast).
- Integrate color theory, typography, and imagery effectively.
- Demonstrate creativity while meeting practical communication goals.
- Prepare and present a polished poster design.

### Knowledge / Content

- Poster Design Process:
  - Define purpose and audience.
  - Plan layout and structure with sketches or wireframes.
  - Select appropriate color palette and fonts.
  - Use high-resolution images and icons.
- Technical Considerations:
  - Print settings (CMYK, 300 dpi).
  - Digital settings (RGB, 72 dpi).
  - Export formats (JPEG, PNG, PDF).

### Skills / Practical Tasks

- Task 1: Choose an event (e.g., concert, seminar, sports event, product launch).
- Task 2: Create poster drafts focusing on hierarchy and layout.
- Task 3: Apply color harmony and typography hierarchy.
- Task 4: Finalize a poster design in Photoshop (print or digital version).
- Task 5: Present the poster to peers for feedback.

	<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage originality — trainees can design for either real or imaginary events.</li> <li>• Provide sample posters for inspiration (good and bad examples).</li> <li>• Remind learners to keep text minimal and visuals strong.</li> <li>• Encourage teamwork or peer critique for improvement.</li> <li>• Guide them to think about branding, target audience, and readability.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Poster communicates event details clearly (what, when, where).</li> <li>• Effective use of color, typography, and images.</li> <li>• Layout shows hierarchy and professional balance.</li> <li>• Poster is export-ready in correct format for chosen medium.</li> <li>• Trainee demonstrates confidence in presenting design choices.</li> </ul>		
2	<p><b>M 2:</b> Adobe Illustrator – Vector Graphics &amp; Logo Design</p> <p><b>Objective:</b> Develop the ability to create scalable vector graphics and professional logo designs using Adobe Illustrator, applying essential tools, techniques, and branding concepts.</p>	<p><b>LU 2.1: Vector vs Raster Graphics, Branding Concepts</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Differentiate between vector and raster graphics.</li> <li>• Understand the advantages and limitations of each format.</li> <li>• Explain key concepts of branding and visual identity.</li> <li>• Apply knowledge of graphic formats in branding applications.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• Vector Graphics: <ul style="list-style-type: none"> <li>◦ Defined by mathematical equations (paths, points, curves).</li> <li>◦ Scalable without losing quality.</li> <li>◦ Common formats: AI, EPS, SVG, PDF.</li> <li>◦ Best for: logos, icons, illustrations, branding assets.</li> </ul> </li> <li>• Raster Graphics: <ul style="list-style-type: none"> <li>◦ Made of pixels; resolution-dependent.</li> <li>◦ Quality decreases when enlarged.</li> <li>◦ Common formats: JPEG, PNG, GIF, TIFF.</li> <li>◦ Best for: photos, detailed images, textures.</li> </ul> </li> <li>• Branding Concepts: <ul style="list-style-type: none"> <li>◦ Brand identity = logo, color palette, typography, visual style.</li> <li>◦ Importance of consistency in branding across platforms.</li> <li>◦ Role of design in building trust, recognition, and emotional connection.</li> <li>◦ Examples of strong brands (Apple, Nike, Coca-Cola).</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Compare a vector logo vs a raster logo at different zoom levels.</li> <li>• <b>Activity 2:</b> Convert a raster image to vector (using Illustrator's Image Trace).</li> </ul>	1 Hr (Th/Pr)

	<ul style="list-style-type: none"> <li>• <b>Activity 3:</b> Create a simple brand board (logo, 2 colors, 1 font).</li> <li>• <b>Activity 4:</b> Discuss how logos would look in different media (print, web, mobile).</li> </ul> <p><b>Trainer's Notes:</b></p> <ul style="list-style-type: none"> <li>• Emphasize why logos should always be designed as vectors.</li> <li>• Use before/after zoom examples to make raster vs vector differences clear.</li> <li>• Provide free sample logos and images for hands-on practice.</li> <li>• Relate branding concepts to local brands learners already recognize.</li> <li>• Encourage discussion on how colors and fonts influence brand perception.</li> </ul> <p><b>Assessment Criteria:</b></p> <ul style="list-style-type: none"> <li>• Trainee explains the difference between vector and raster graphics.</li> <li>• Trainee demonstrates ability to scale vector graphics without loss of quality.</li> <li>• Trainee creates a basic brand board with consistent elements.</li> <li>• Trainee justifies branding design choices with logical reasoning.</li> </ul>	
	<p><b>LU 2.2: Illustrator Interface, Pen Tool, Shapes</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Navigate and customize the Adobe Illustrator interface.</li> <li>• Understand and apply the basic functions of the Pen Tool.</li> <li>• Create and manipulate vector shapes.</li> <li>• Combine tools to produce simple vector illustrations.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Illustrator Interface:</b> <ul style="list-style-type: none"> <li>◦ Workspace overview (Menu bar, Tools panel, Control panel, Artboards).</li> <li>◦ Customizing workspace and saving layouts.</li> <li>◦ File types and saving options (AI, EPS, PDF, SVG).</li> </ul> </li> <li>• <b>Pen Tool:</b> <ul style="list-style-type: none"> <li>◦ Creating straight lines, curves, and anchor points.</li> <li>◦ Direction handles and adjusting curves.</li> <li>◦ Adding/deleting anchor points for refinement.</li> </ul> </li> <li>• <b>Shapes:</b> <ul style="list-style-type: none"> <li>◦ Basic shapes (rectangle, ellipse, polygon, star).</li> </ul> </li> </ul>	<p><b>7 Hrs (Pr)</b></p>

	<ul style="list-style-type: none"> <li>○ Shape Builder Tool for combining/splitting shapes.</li> <li>○ Pathfinder operations (unite, subtract, intersect).</li> <li>○ Stroke and fill properties.</li> </ul>	<p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Explore Illustrator interface and customize workspace.</li> <li>• <b>Activity 2:</b> Use Pen Tool to draw a simple house (lines + curves).</li> <li>• <b>Activity 3:</b> Create a logo using basic geometric shapes.</li> <li>• <b>Activity 4:</b> Experiment with Pathfinder to combine shapes into unique designs.</li> <li>• <b>Activity 5:</b> Adjust stroke and fill to create variations of the same shape.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Remind learners that Illustrator is resolution-independent (vector based).</li> <li>• Demonstrate Pen Tool slowly — beginners often struggle with curves.</li> <li>• Encourage learners to zoom in and refine anchor points.</li> <li>• Stress importance of practicing with simple shapes before complex illustrations.</li> <li>• Share keyboard shortcuts for efficiency (e.g., P = Pen Tool, V = Selection Tool).</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee navigates Illustrator interface confidently.</li> <li>• Trainee demonstrates use of Pen Tool for straight and curved lines.</li> <li>• Trainee creates and edits vector shapes effectively.</li> <li>• Trainee combines shapes to form a simple illustration or logo.</li> </ul> <p><b>LU 2.3: Gradient, Pattern, Pathfinder, Typography</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Apply gradients and patterns to enhance vector designs.</li> <li>• Use Pathfinder tools to combine and manipulate shapes.</li> <li>• Understand typography tools in Illustrator.</li> <li>• Integrate text effectively into vector-based compositions.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• Gradients: <ul style="list-style-type: none"> <li>○ Linear and radial gradients.</li> </ul> </li> </ul>	
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	<ul style="list-style-type: none"> <li>○ Gradient panel (angle, opacity stops, color transitions).</li> <li>○ Using gradients for depth and highlights.</li> <li>● Patterns: <ul style="list-style-type: none"> <li>○ Creating seamless patterns.</li> <li>○ Applying patterns as fills.</li> <li>○ Scaling and rotating patterns within objects.</li> </ul> </li> <li>● Pathfinder: <ul style="list-style-type: none"> <li>○ Unite, Minus Front, Intersect, Exclude.</li> <li>○ Dividing complex shapes.</li> <li>○ Shape Builder Tool vs Pathfinder.</li> </ul> </li> <li>● Typography: <ul style="list-style-type: none"> <li>○ Point type vs Area type.</li> <li>○ Font selection and hierarchy.</li> <li>○ Converting text to outlines.</li> <li>○ Applying effects to text (warp, gradient, stroke).</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>● <b>Activity 1:</b> Apply gradient to a circle to create a 3D sphere effect.</li> <li>● <b>Activity 2:</b> Design a seamless pattern and apply it to a rectangle.</li> <li>● <b>Activity 3:</b> Use Pathfinder to merge shapes into a unique logo form.</li> <li>● <b>Activity 4:</b> Add text to a shape and experiment with font hierarchy.</li> <li>● <b>Activity 5:</b> Convert text to outlines and apply gradient fill.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>● Show practical use of gradients in modern logos and icons.</li> <li>● Demonstrate difference between destructive (expand/outline) and non-destructive text editing.</li> <li>● Encourage experimentation with Pathfinder before finalizing.</li> <li>● Remind learners not to overuse gradients/patterns; keep designs clean.</li> <li>● Provide font pairing tips (e.g., Serif + Sans-serif).</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>● Trainee applies gradients and patterns appropriately in designs.</li> <li>● Trainee demonstrates proficiency with Pathfinder tools.</li> <li>● Trainee creates a design integrating text with shapes.</li> <li>● Trainee maintains readability and visual balance in typography use.</li> </ul>	
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	<p><b>LU 2.4: Logo Design (flat, monogram, emblem)</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Understand different logo styles: flat, monogram, emblem.</li> <li>Apply design principles to create professional logos.</li> <li>Use Illustrator tools for constructing scalable, vector-based logos.</li> <li>Develop creativity in branding through logo design exercises.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>Flat Logo Design: <ul style="list-style-type: none"> <li>Simple, minimal, modern look.</li> <li>Focus on clean shapes, bold colors, no shadows/gradients.</li> <li>Examples: Google, Microsoft.</li> </ul> </li> <li>Monogram Logo: <ul style="list-style-type: none"> <li>Based on initials or stylized lettering.</li> <li>Works well for personal brands and luxury identity.</li> <li>Examples: Louis Vuitton (LV), HP.</li> </ul> </li> <li>Emblem Logo: <ul style="list-style-type: none"> <li>Symbol or text within a shape (badge, crest, circle).</li> <li>Traditional, authoritative look.</li> <li>Examples: Starbucks, Harley-Davidson.</li> </ul> </li> <li>Core Logo Design Principles: <ul style="list-style-type: none"> <li>Scalability: must work in large and small sizes.</li> <li>Simplicity and memorability.</li> <li>Color psychology in logos.</li> <li>Vector-based for flexibility.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1:</b> Design a flat logo for a tech startup.</li> <li><b>Activity 2:</b> Create a monogram logo using initials.</li> <li><b>Activity 3:</b> Develop an emblem logo for a sports team or university.</li> <li><b>Activity 4:</b> Present logos in black &amp; white and color versions.</li> <li><b>Activity 5:</b> Test scalability by applying logos on mockups (business card, banner).</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>Show examples of famous flat, monogram, and emblem logos.</li> <li>Encourage sketching before digital execution.</li> <li>Remind learners that a logo must work across different mediums (print, web, merchandise).</li> <li>Guide them to use grids for alignment and balance.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Stress originality – avoid copying existing brands.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee designs 3 logo styles (flat, monogram, emblem).</li> <li>• Logos demonstrate clarity, balance, and scalability.</li> <li>• Logos align with branding principles (simplicity, memorability, relevance).</li> <li>• Trainee explains design choices (color, font, shape) logically.</li> </ul>	
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**Capstone Task:** Design a logo and create brand mockups (business card, letterhead)

**Learning Objectives:**

**Trainee will be able to:**

- Apply branding and logo design principles to a real-world project.
- Develop a cohesive brand identity with logo and stationery.
- Demonstrate proficiency in Illustrator for professional branding outputs.

**Knowledge / Content**

- Logo design principles: simplicity, scalability, versatility.
- Types of logos: flat, monogram, emblem.
- Importance of brand consistency across stationery.
- Color schemes and typography alignment in branding.
- Exporting files for print (CMYK, PDF) and digital use (RGB, PNG, SVG).

**Skills / Practical Tasks**

- Design and finalize a professional logo in Illustrator.
- Create a business card mockup with the designed logo.
- Create a letterhead mockup with the designed logo.
- Export deliverables in AI, PNG, and PDF formats.

**Trainer's Notes**

- Provide examples of real brands to illustrate consistent identity.
- Demonstrate layout techniques for business cards and letterheads.
- Emphasize maintaining alignment, spacing, and balance.
- Guide participants step-by-step through creating and exporting mockups.

**Assessment Criteria**

- Trainee designs a professional, scalable logo.
- Trainee applies logo to both business card and letterhead mockups.
- Trainee ensures consistent colors, fonts, and layout across materials.
- Final files are correctly exported in multiple formats (AI, PNG, PDF).

3	<p><b>M 3:</b> Adobe InDesign &amp; Print Media Design</p> <p><b>Objective:</b> Gain the skills to design professional print-ready layouts,</p>	<p><b>LU 3.1: Layout Design Principles</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define layout design and explain its importance in print media and publishing.</li> <li>• Identify key principles of layout such as balance, alignment, proximity, contrast, and white space.</li> <li>• Understand how grids and composition are applied in Adobe InDesign.</li> </ul>	2 Hrs (Th/Pr)
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	<p>brochures, and multi-page documents using Adobe InDesign, applying key principles of layout, color modes, and prepress preparation.</p>	<ul style="list-style-type: none"> <li>Apply layout principles to create professional magazine pages, brochures, and flyers.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li><b>Definition of Layout Design</b> <ul style="list-style-type: none"> <li>Arrangement of text, images, and design elements on a page to achieve clarity, order, and visual appeal.</li> </ul> </li> <li><b>Importance of Layout in Print Media</b> <ul style="list-style-type: none"> <li>Guides reader's eye flow in newspapers, books, and magazines.</li> <li>Enhances readability and professionalism of documents.</li> <li>Establishes hierarchy and consistency across pages.</li> </ul> </li> <li><b>Principles of Layout</b> <ul style="list-style-type: none"> <li><b>Balance:</b> Equal or strategic distribution of visual weight.</li> <li><b>Alignment:</b> Neat positioning of text and images along grids or guides.</li> <li><b>Proximity:</b> Grouping related elements to improve comprehension.</li> <li><b>Contrast:</b> Use of size, color, and font differences to highlight important content.</li> <li><b>White Space:</b> Blank areas that provide breathing room and focus.</li> </ul> </li> <li><b>Grids and Composition in InDesign</b> <ul style="list-style-type: none"> <li>Column grids, modular grids, and baseline grids.</li> <li>Master pages for consistent multi-page layouts.</li> <li>Rule of thirds and golden ratio in page composition.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1:</b> Trainer shows newspaper or magazine spreads and asks trainees to identify layout principles used.</li> <li><b>Activity 2:</b> Trainees practice arranging text frames and image frames on a blank InDesign page using guides and grids.</li> <li><b>Activity 3:</b> Trainees create a one-page flyer in Adobe InDesign applying at least 3 layout principles.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>Use real-world print samples (brochures, newspapers, catalogs) to explain design flow.</li> <li>Demonstrate how InDesign grids and rulers improve alignment.</li> <li>Emphasize simplicity and spacing — cluttered layouts reduce readability.</li> <li>Encourage experimentation with master pages for professional multi-page documents.</li> </ul>	
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	<p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains at least 3 layout design principles with print media examples.</li> <li>• Trainee demonstrates proper use of grids and guides in InDesign.</li> <li>• Trainee produces a one-page flyer showing balance, alignment, and contrast.</li> </ul> <p><b>LU 3.2: CMYK vs RGB, Bleed &amp; Margins</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Differentiate between CMYK and RGB color modes and their usage in design.</li> <li>• Understand why CMYK is used for print and RGB for digital media.</li> <li>• Explain the concepts of bleed, margins, and safe zones in print layouts.</li> <li>• Apply correct document setup in Adobe InDesign for professional print-ready files.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Color Modes</b> <ul style="list-style-type: none"> <li>◦ <b>RGB (Red, Green, Blue):</b> Used for digital screens, web, and multimedia.</li> <li>◦ <b>CMYK (Cyan, Magenta, Yellow, Black):</b> Used for print media such as magazines, flyers, and posters.</li> <li>◦ Importance of converting RGB to CMYK before printing to ensure accurate colors.</li> </ul> </li> <li>• <b>Bleed</b> <ul style="list-style-type: none"> <li>◦ Extra area beyond the trim edge of the page where background colors or images extend.</li> <li>◦ Ensures no white edges appear after trimming.</li> <li>◦ Standard bleed size: 3mm (or as per printer's requirement).</li> </ul> </li> <li>• <b>Margins and Safe Zones</b> <ul style="list-style-type: none"> <li>◦ <b>Margins:</b> Space inside the trim line to keep text and elements safe from cutting.</li> <li>◦ <b>Safe Zone:</b> Inner area where all essential content should remain to avoid being trimmed.</li> <li>◦ Helps maintain clean, professional, and readable layouts.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Trainer shows a printed brochure/poster with trimming errors due to missing bleed or small margins. Discuss how it could be avoided.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 2:</b> Trainees create a new document in Adobe InDesign, setting CMYK color mode, correct page size, margins, and bleed.</li> <li>• <b>Activity 3:</b> Trainees design a simple one-page poster with full bleed background and safe margin text.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize the importance of choosing the correct color mode at the beginning of a project.</li> <li>• Show how ignoring bleed and margins leads to unprofessional prints.</li> <li>• Demonstrate InDesign's "New Document" setup window for margins, bleeds, and color settings.</li> <li>• Remind trainees to always check printer's requirements before finalizing files.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains the difference between CMYK and RGB with correct applications.</li> <li>• Trainee sets up a new InDesign document with proper margins and bleed.</li> <li>• Trainee produces a print-ready file demonstrating use of bleed and safe zones.</li> </ul>	
	<p><b>LU 3.3: Working with Multi-page Documents</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the importance of multi-page document design in print media (magazines, reports, catalogs).</li> <li>• Learn how to use master pages, page numbers, and sections in Adobe InDesign.</li> <li>• Organize and manage text and images across multiple pages.</li> <li>• Apply consistency and hierarchy in multi-page layouts.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Multi-page Documents in Print Media</b> <ul style="list-style-type: none"> <li>○ Used in books, magazines, annual reports, brochures, and catalogs.</li> <li>○ Require consistency, readability, and professional alignment.</li> </ul> </li> <li>• <b>Master Pages</b> <ul style="list-style-type: none"> <li>○ Templates for repeated design elements (headers, footers, logos, page numbers).</li> <li>○ Save time and ensure design consistency.</li> </ul> </li> <li>• <b>Page Numbers &amp; Sections</b> <ul style="list-style-type: none"> <li>○ Automatic page numbering in InDesign.</li> <li>○ Creating sections (e.g., introduction, chapters, appendices).</li> </ul> </li> </ul>	6 Hrs (Pr)

	<ul style="list-style-type: none"> <li>• <b>Text &amp; Image Flow</b> <ul style="list-style-type: none"> <li>◦ Linking text frames across pages for long content.</li> <li>◦ Placing and fitting images consistently.</li> </ul> </li> <li>• <b>Consistency &amp; Hierarchy</b> <ul style="list-style-type: none"> <li>◦ Use of paragraph/character styles.</li> <li>◦ Maintaining alignment and visual flow across pages.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Trainer shows examples of books, reports, or catalogs highlighting use of consistent headers, footers, and page numbering.</li> <li>• <b>Activity 2:</b> Trainees create a 4-page brochure in InDesign using master pages and automatic page numbers.</li> <li>• <b>Activity 3:</b> Trainees link text frames across two pages to practice flowing content.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress the importance of planning before designing multi-page documents.</li> <li>• Demonstrate how master pages can save time in professional workflows.</li> <li>• Encourage use of paragraph and character styles for text consistency.</li> <li>• Show practical examples of real-world publications for reference.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee creates a multi-page document with correct use of master pages.</li> <li>• Trainee demonstrates automatic page numbering and section creation.</li> <li>• Trainee maintains consistency in text and image placement across pages.</li> </ul> <p><b>LU 3.4: Brochure and Magazine Page Design</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the structure and purpose of brochures and magazine pages.</li> <li>• Learn how to plan content flow, hierarchy, and visual appeal for multipurpose print materials.</li> <li>• Apply layout principles, grids, and typography in Adobe InDesign.</li> <li>• Design professional brochures and magazine pages that balance text and visuals.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Brochure Design</b> <ul style="list-style-type: none"> <li>◦ Types: Bi-fold, tri-fold, z-fold, gatefold.</li> <li>◦ Purpose: Inform, advertise, or promote services/products.</li> </ul> </li> </ul>	
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	<ul style="list-style-type: none"> <li>○ Key elements: Cover, inside panels, call-to-action, visuals, and brand consistency.</li> <li>● <b>Magazine Page Design</b> <ul style="list-style-type: none"> <li>○ Elements: Cover page, feature spreads, article layouts, advertisements.</li> <li>○ Visual hierarchy: Headlines, sub-headlines, body text, captions, and pull quotes.</li> <li>○ Balance of text and imagery for readability and aesthetic appeal.</li> </ul> </li> <li>● <b>Design Principles in Practice</b> <ul style="list-style-type: none"> <li>○ Use of grids for structured layouts.</li> <li>○ Typography for headlines vs. body text.</li> <li>○ Color schemes aligned with branding and audience.</li> <li>○ Integration of images and infographics for impact.</li> </ul> </li> </ul>	<p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>● <b>Activity 1:</b> Trainer presents examples of brochures and magazine layouts; trainees analyze design choices.</li> <li>● <b>Activity 2:</b> Trainees design a tri-fold brochure in Adobe InDesign with brand elements and visuals.</li> <li>● <b>Activity 3:</b> Trainees design a two-page magazine spread with text, images, and pull quotes using grids.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>● Highlight real-world brochures and magazine spreads to inspire trainees.</li> <li>● Encourage them to sketch layout ideas before working digitally.</li> <li>● Stress readability — too much text or cluttered images reduce effectiveness.</li> <li>● Suggest use of brand guidelines for professional look and consistency.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>● Trainee designs a brochure applying correct folds, hierarchy, and branding.</li> <li>● Trainee creates a magazine spread with proper use of grids, typography, and image placement.</li> <li>● Trainee demonstrates balance between aesthetics and readability in both designs.</li> </ul> <p><b>LU 3.5: Preparing Files for Print</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>● Understand the requirements for preparing print-ready files.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• Learn how to export documents from InDesign in correct formats.</li> <li>• Apply preflight checks to identify and fix design issues before printing.</li> <li>• Use packaging to collect all fonts, images, and resources for printers.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Exporting Print Files</b> <ul style="list-style-type: none"> <li>◦ Common formats: PDF (Press Quality, PDF/X standards).</li> <li>◦ Importance of choosing CMYK color mode.</li> <li>◦ Resolution requirements (300 DPI for images).</li> </ul> </li> <li>• <b>Preflight Checks</b> <ul style="list-style-type: none"> <li>◦ Identifying missing fonts or linked images.</li> <li>◦ Checking image resolution, bleed, margins, and color profiles.</li> <li>◦ Using InDesign's Preflight panel to detect errors.</li> </ul> </li> <li>• <b>Packaging Files</b> <ul style="list-style-type: none"> <li>◦ Collecting InDesign file, fonts, linked images, and color profiles.</li> <li>◦ Ensures printer receives all necessary assets.</li> <li>◦ Creates a folder ready for professional printing.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Trainer demonstrates common print issues (pixelated images, missing bleed, RGB colors).</li> <li>• <b>Activity 2:</b> Trainees export an InDesign project as a print-ready PDF with bleed and crop marks.</li> <li>• <b>Activity 3:</b> Trainees perform a preflight check and package their brochure/magazine design for print submission.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize industry standards: always use CMYK and 300 DPI for print.</li> <li>• Show difference between on-screen preview and final printed output.</li> <li>• Encourage trainees to double-check margins, bleeds, and safe zones before exporting.</li> <li>• Explain how packaging prevents missing fonts and broken links at the printer's end.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee exports a print-ready PDF with correct settings (CMYK, bleed, resolution).</li> <li>• Trainee successfully performs a preflight check in InDesign.</li> </ul>	
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	<ul style="list-style-type: none"> <li>Trainee packages a project including all fonts and linked images.</li> </ul> <p><b>Capstone Task:</b> Design a 2-page brochure for a product/service</p>		
	<p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Apply layout design principles in a real-world project.</li> <li>Practice professional use of CMYK, bleed, and margins for print.</li> <li>Develop a creative 2-page brochure that communicates effectively.</li> <li>Demonstrate mastery of InDesign tools for multi-page and print-ready documents.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>Brochure structure and purpose in marketing.</li> <li>Importance of grids, balance, and white space in layout design.</li> <li>Typography hierarchy and contrast for effective communication.</li> <li>Print settings: CMYK color mode, bleed, and margins.</li> <li>Preparing print-ready files in InDesign.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>Create a <b>two-page brochure</b> (front and back) for a chosen product/service.</li> <li>Apply brand elements such as logo, slogan, and product imagery.</li> <li>Use at least 3 high-quality, royalty-free images.</li> <li>Design the front page as a cover with engaging visuals.</li> <li>Structure the back page with service/product details and a clear call-to-action.</li> <li>Ensure proper file setup with bleed, margins, and CMYK.</li> <li>Export brochure in both .indd and print-ready PDF formats.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>Guide learners to research brochure design examples for inspiration.</li> <li>Emphasize alignment, consistency, and minimalism to avoid clutter.</li> <li>Check that learners apply bleed and margin correctly before export.</li> <li>Encourage creativity while maintaining readability and professionalism.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Application of layout and design principles.</li> <li>Effective use of typography and imagery.</li> <li>Creativity and overall visual appeal.</li> <li>Correct use of print standards (CMYK, bleed, margins).</li> <li>Submission of both InDesign and PDF files.</li> </ul>		
4	<p><b>M 4:</b> Social Media Design &amp; Branding</p> <p><b>Objective:</b> Learn to design engaging social media content and build consistent brand identity across platforms using professional tools like Canva,</p>	<p><b>LU 4.1: Brand Identity Systems, UI/UX Basics</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Define brand identity and explain its importance in design.</li> <li>Identify key components of a brand identity system.</li> <li>Understand the basics of UI/UX and their role in digital design.</li> <li>Recognize the relationship between branding and user experience.</li> </ul>	2 Hrs (Th/Pr)

	<p>Adobe Express, and UI/UX basics.</p>	<p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Brand Identity Systems:</b> <ul style="list-style-type: none"> <li>○ Definition: A collection of visual and design elements that represent a brand.</li> <li>○ Core elements: logo, color palette, typography, imagery, tone of voice.</li> <li>○ Purpose: Ensure consistency across all communication materials.</li> </ul> </li> <li>• <b>UI/UX Basics:</b> <ul style="list-style-type: none"> <li>○ UI (User Interface): The look and layout of digital products (buttons, menus, typography).</li> <li>○ UX (User Experience): The overall interaction and ease of use for the end-user.</li> <li>○ Principles: simplicity, usability, consistency, accessibility.</li> </ul> </li> <li>• <b>Connection between Branding and UI/UX:</b> <ul style="list-style-type: none"> <li>○ Strong branding creates recognition and trust.</li> <li>○ UI/UX ensures smooth and engaging user interactions.</li> <li>○ Together, they shape customer perception and satisfaction.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• Activity 1: Analyze 2–3 brand identity examples (e.g., Apple, Coca-Cola, Nike). Identify common elements.</li> <li>• Activity 2: Group discussion on how poor UI/UX can damage brand identity.</li> <li>• Activity 3: Simple exercise—sketch a mobile app interface (e.g., food delivery app) while applying brand colors and logo.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use real brand guidelines (if available) to illustrate brand identity systems.</li> <li>• Show examples of good vs poor UI/UX design for comparison.</li> <li>• Reinforce that branding goes beyond visuals—it's also about experience.</li> <li>• Keep activities interactive to connect abstract concepts with real-world examples.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains the importance of a brand identity system.</li> <li>• Trainee identifies core elements of branding.</li> <li>• Trainee distinguishes between UI and UX.</li> <li>• Trainee sketches or describes a simple UI concept aligned with branding.</li> </ul>	
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	<p><b>LU 4.2: Social Media Post Templates</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the role of visual consistency in social media branding.</li> <li>• Learn the basic design requirements for different social media platforms.</li> <li>• Create reusable social media templates to save time and maintain brand identity.</li> <li>• Apply typography, color, and imagery effectively for digital content.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Importance of Social Media Templates:</b> <ul style="list-style-type: none"> <li>◦ Ensures brand consistency across posts.</li> <li>◦ Saves time by reusing design frameworks.</li> <li>◦ Enhances professionalism and audience recognition.</li> </ul> </li> <li>• <b>Platform-Specific Considerations:</b> <ul style="list-style-type: none"> <li>◦ Instagram: Square (1080x1080) and story (1080x1920).</li> <li>◦ Facebook: Posts and cover photos.</li> <li>◦ LinkedIn: Professional tone, rectangular images.</li> <li>◦ Twitter/X: Compact visuals with clear text.</li> </ul> </li> <li>• <b>Design Principles for Templates:</b> <ul style="list-style-type: none"> <li>◦ Balance of text and visuals.</li> <li>◦ Consistent use of brand colors and fonts.</li> <li>◦ Readability across devices.</li> <li>◦ Use of grids and alignment for clean layouts.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Review examples of branded social media feeds (Instagram/Facebook). Discuss consistency.</li> <li>• <b>Activity 2:</b> Design 2-3 simple template layouts in Photoshop/Illustrator/Canva (e.g., announcement post, product showcase, quote).</li> <li>• <b>Activity 3:</b> Export templates in editable format for future reuse.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage use of free resources like Canva for quick template creation.</li> <li>• Remind learners to optimize image resolution and file size for online use.</li> <li>• Show how small variations (background, image, text) can refresh templates while maintaining consistency.</li> </ul>	<p><b>6 Hrs (Pr)</b></p>
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	<ul style="list-style-type: none"> <li>Stress the importance of accessibility (e.g., readable fonts, contrast).</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Trainee explains why templates are useful for branding.</li> <li>Trainee identifies correct dimensions for at least 2 platforms.</li> <li>Trainee designs 2-3 branded post templates.</li> <li>Templates demonstrate consistency in colors, fonts, and layout.</li> </ul> <p><b>LU 4.3: Branding for Facebook, Instagram, LinkedIn</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Understand the branding requirements and audience differences across Facebook, Instagram, and LinkedIn.</li> <li>Learn how to adapt design styles while keeping brand consistency.</li> <li>Create platform-specific branded visuals.</li> <li>Apply content strategy with appropriate tone and design elements.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li><b>Platform Audiences and Purposes:</b> <ul style="list-style-type: none"> <li><b>Facebook:</b> General audience, community building, event promotion.</li> <li><b>Instagram:</b> Visual-first, younger demographics, storytelling through images and reels.</li> <li><b>LinkedIn:</b> Professional tone, B2B marketing, personal branding.</li> </ul> </li> <li><b>Design Considerations by Platform:</b> <ul style="list-style-type: none"> <li><b>Facebook:</b> Cover photos, post images, ads (balanced text and visuals).</li> <li><b>Instagram:</b> Grid consistency, story highlights, use of filters, engaging reels.</li> <li><b>LinkedIn:</b> Banners, infographics, professional layouts with clean fonts.</li> </ul> </li> <li><b>Brand Consistency Across Platforms:</b> <ul style="list-style-type: none"> <li>Use the same color palette and logo placement.</li> <li>Maintain typography rules for professional look.</li> <li>Tailor content tone: casual (Instagram), community (Facebook), professional (LinkedIn).</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1:</b> Compare brand pages across the three platforms, identifying style and tone differences.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 2:</b> Create one branded post for each platform (Facebook, Instagram, LinkedIn).</li> <li>• <b>Activity 3:</b> Present designs to the class and explain design choices for each platform.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize that one size does not fit all—designs must adapt to each platform.</li> <li>• Use real-world examples from known brands to highlight differences.</li> <li>• Encourage consistency in logo usage, but flexibility in messaging and visuals.</li> <li>• Remind learners about the importance of alignment with platform-specific audience expectations.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains audience and purpose differences across Facebook, Instagram, and LinkedIn.</li> <li>• Trainee demonstrates ability to create one platform-specific branded design for each.</li> <li>• Designs show consistent use of colors, fonts, and logo while adapting to platform requirements.</li> <li>• Trainee justifies design decisions in line with platform audiences.</li> </ul> <p><b>LU 4.4: Designing with Canva and Adobe Express</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the features and benefits of Canva and Adobe Express for quick design tasks.</li> <li>• Learn how to use pre-made templates for social media, posters, and presentations.</li> <li>• Customize templates with brand colors, fonts, and logos.</li> <li>• Export designs in different formats for digital and print use.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Overview of Canva and Adobe Express:</b> <ul style="list-style-type: none"> <li>◦ Cloud-based tools for non-designers and professionals.</li> <li>◦ Drag-and-drop interface with extensive template libraries.</li> <li>◦ Free vs. premium features.</li> </ul> </li> <li>• <b>Key Features:</b> <ul style="list-style-type: none"> <li>◦ Templates for social media, posters, business cards, resumes, presentations.</li> <li>◦ Integration of stock images, icons, and illustrations.</li> <li>◦ Branding kits: upload logos, define fonts, and set brand colors.</li> </ul> </li> </ul>	
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	<ul style="list-style-type: none"> <li>○ Collaboration features for team projects.</li> <li>• <b>Use Cases:</b> <ul style="list-style-type: none"> <li>○ Quick marketing visuals.</li> <li>○ Event promotions.</li> <li>○ Lightweight alternatives to Photoshop/Illustrator for simple projects.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• Activity 1: Explore Canva/Adobe Express interface and identify key features.</li> <li>• Activity 2: Customize a pre-made template with a specific color palette and logo.</li> <li>• Activity 3: Create a social media post and a flyer using both tools.</li> <li>• Activity 4: Export designs in PNG (digital) and PDF (print) formats.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize that Canva/Adobe Express are not replacements for professional tools but effective for quick design needs.</li> <li>• Encourage students to align template choices with branding guidelines.</li> <li>• Highlight the importance of originality—avoid overusing default templates.</li> <li>• Show how to keep designs consistent even when using multiple platforms/tools.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee demonstrates ability to navigate Canva and Adobe Express interfaces.</li> <li>• Trainee customizes templates using brand colors, fonts, and logos.</li> <li>• Trainee creates at least 2 designs (social media post + flyer).</li> <li>• Trainee exports files correctly in suitable formats for digital and print.</li> </ul>	
<p><b>Capstone Task:</b> Create a complete brand pack: logo, social banners, business card</p>		
<p><b>Learning Objectives</b></p>		
<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Apply design skills to develop a cohesive brand identity package.</li> <li>• Create a professional logo and extend it across multiple platforms.</li> <li>• Design social media banners that align with branding guidelines.</li> <li>• Develop a business card design showcasing consistent brand elements.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Brand Pack Components:</b> <ul style="list-style-type: none"> <li>○ <b>Logo:</b> Central element of identity, adaptable to multiple formats.</li> <li>○ <b>Social Media Banners:</b> Facebook cover, LinkedIn banner, YouTube header.</li> <li>○ <b>Business Card:</b> Front and back with logo, contact details, and brand colors.</li> </ul> </li> </ul>		

	<ul style="list-style-type: none"> <li><b>Principles of Cohesion:</b> <ul style="list-style-type: none"> <li>○ Consistent use of typography, colors, and layout.</li> <li>○ Adaptability across digital and print platforms.</li> <li>○ Clarity and readability at different sizes.</li> </ul> </li> <li><b>Professional Presentation:</b> <ul style="list-style-type: none"> <li>○ Mockups for realistic display (card on desk, logo on wall, banners on screen).</li> <li>○ Organized files in editable and export formats.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Design a professional logo using Illustrator/Photoshop.</li> <li>• <b>Activity 2:</b> Create 2–3 social media banners (Facebook, LinkedIn, YouTube).</li> <li>• <b>Activity 3:</b> Design a double-sided business card using the brand identity.</li> <li>• <b>Activity 4:</b> Present all designs in a single mockup pack for client-ready presentation.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Guide students to maintain consistency across all brand elements.</li> <li>• Encourage simplicity in logo design for adaptability.</li> <li>• Show examples of professional brand packs for inspiration.</li> <li>• Stress the importance of exporting files in both print (CMYK/PDF) and digital (RGB/PNG/JPEG) formats.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee creates a complete brand pack including logo, social banners, and business card.</li> <li>• Designs demonstrate consistency in brand colors, typography, and style.</li> <li>• Brand pack is presented professionally using mockups.</li> <li>• Files are exported correctly in editable, digital, and print formats.</li> </ul>		
5	<p><b>M 5.1:</b> Project Completion, Portfolio, &amp; Assessment</p> <p><b>Objective:</b> Develop a professional portfolio, complete capstone projects, and gain practical exposure to freelancing, pricing, client communication, and job market readiness.</p>	<p><b>LU 5.1.1:</b> Freelancing Opportunities (Fiverr, Upwork)</p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the concept of freelancing and its relevance to graphic design.</li> <li>• Learn how platforms like Fiverr and Upwork operate.</li> <li>• Explore strategies to create effective freelancer profiles.</li> <li>• Recognize key skills required to succeed in freelancing marketplaces.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Introduction to Freelancing:</b> <ul style="list-style-type: none"> <li>○ Flexible work opportunities for global clients.</li> <li>○ Popular in digital and creative industries like graphic design.</li> </ul> </li> <li>• <b>Platforms Overview:</b> <ul style="list-style-type: none"> <li>○ <b>Fiverr:</b> Gig-based system, focus on small to medium projects.</li> <li>○ <b>Upwork:</b> Proposal-based system, suited for long-term or complex projects.</li> </ul> </li> </ul>	2 Hrs (Th/Pr)

	<ul style="list-style-type: none"> <li>• <b>Profile Building:</b> <ul style="list-style-type: none"> <li>◦ Professional profile picture and bio.</li> <li>◦ Showcase portfolio with high-quality samples.</li> <li>◦ Clear description of services and pricing.</li> </ul> </li> <li>• <b>Success Tips:</b> <ul style="list-style-type: none"> <li>◦ Communication and timely delivery.</li> <li>◦ Good reviews build credibility.</li> <li>◦ Continuous learning and updating portfolio.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Explore live Fiverr and Upwork profiles to analyze strengths and weaknesses.</li> <li>• <b>Activity 2:</b> Draft a freelancer profile (bio, skills, service description).</li> <li>• <b>Activity 3:</b> Upload 2-3 sample portfolio items suitable for these platforms.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize professionalism—clients value clear communication as much as design skills.</li> <li>• Share personal or case study examples of successful freelancers.</li> <li>• Encourage students to start small and gradually build their reputation.</li> <li>• Remind them about ethical practices: originality, fair pricing, and meeting deadlines.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains differences between Fiverr and Upwork.</li> <li>• Trainee creates a draft freelancer profile with bio, services, and portfolio samples.</li> <li>• Trainee demonstrates understanding of client expectations and success strategies.</li> </ul> <p><b>LU 5.1.2: Pricing Designs, Communication with Clients</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand how to price graphic design projects fairly and competitively.</li> <li>• Learn different pricing models (per hour, per project, value-based).</li> <li>• Develop effective communication skills with clients.</li> </ul>	
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	<ul style="list-style-type: none"> <li>Handle negotiations, feedback, and revisions professionally.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li><b>Pricing Models:</b> <ul style="list-style-type: none"> <li><b>Hourly Rate:</b> Based on skill level and time spent.</li> <li><b>Per Project:</b> Clear upfront agreement on deliverables and cost.</li> <li><b>Value-Based Pricing:</b> Pricing according to the value provided to client (e.g., logo that impacts sales).</li> </ul> </li> <li><b>Factors Influencing Price:</b> <ul style="list-style-type: none"> <li>Complexity of project.</li> <li>Experience and skill of designer.</li> <li>Market demand and client budget.</li> </ul> </li> <li><b>Communication with Clients:</b> <ul style="list-style-type: none"> <li>Writing clear proposals and agreements.</li> <li>Asking the right questions to understand client needs.</li> <li>Providing realistic timelines.</li> <li>Handling revisions diplomatically.</li> </ul> </li> <li><b>Professional Etiquette:</b> <ul style="list-style-type: none"> <li>Active listening.</li> <li>Timely responses.</li> <li>Clear documentation of agreements.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1:</b> Review sample design projects and decide fair pricing using different models.</li> <li><b>Activity 2:</b> Role-play exercise — one trainee as client, one as designer negotiating terms.</li> <li><b>Activity 3:</b> Write a professional email response to client feedback or revision request.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>Share real-world examples of pricing ranges for common design tasks (logos, brochures, social media kits).</li> <li>Stress that underpricing can harm credibility, but overpricing may lose clients.</li> <li>Highlight importance of contracts or written agreements for clarity.</li> <li>Encourage polite but firm communication to maintain professionalism.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Trainee explains at least two different pricing models.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• Trainee justifies pricing decisions for sample projects.</li> <li>• Trainee demonstrates ability to draft a clear client communication message.</li> <li>• Trainee participates effectively in negotiation role-play.</li> </ul> <p><b>LU 5.1.3: Preparing Portfolio for Job/Freelance Market</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the importance of a professional portfolio for jobs and freelancing.</li> <li>• Learn how to select and organize design works effectively.</li> <li>• Develop both physical and digital portfolio formats.</li> <li>• Present personal branding through portfolio design.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Purpose of Portfolio:</b> <ul style="list-style-type: none"> <li>◦ Demonstrates skills and creativity.</li> <li>◦ Builds credibility with employers/clients.</li> <li>◦ Acts as a visual resume for designers.</li> </ul> </li> <li>• <b>Types of Portfolios:</b> <ul style="list-style-type: none"> <li>◦ <b>Physical Portfolio:</b> Printed samples for in-person interviews.</li> <li>◦ <b>Digital Portfolio:</b> Websites (Behance, Dribbble, Adobe Portfolio) or personal sites.</li> </ul> </li> <li>• <b>Portfolio Content:</b> <ul style="list-style-type: none"> <li>◦ 6–10 best projects (logos, posters, social media, branding kits).</li> <li>◦ Project descriptions: objectives, process, outcome.</li> <li>◦ Testimonials or client feedback (if available).</li> </ul> </li> <li>• <b>Presentation Tips:</b> <ul style="list-style-type: none"> <li>◦ Keep design clean and organized.</li> <li>◦ Use consistent branding (colors, fonts, layout).</li> <li>◦ Update regularly with recent work.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Review sample portfolios (physical and online) to identify strengths and weaknesses.</li> <li>• <b>Activity 2:</b> Select 6–10 personal design works to include in a portfolio.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 3:</b> Create a simple digital portfolio using Behance, Dribbble, or Canva templates.</li> <li>• <b>Activity 4:</b> Present portfolio draft to peers for feedback.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress quality over quantity — only best work should be included.</li> <li>• Encourage documenting the design process, not just final outcomes.</li> <li>• Share examples of successful portfolios in both freelance and job contexts.</li> <li>• Remind students that portfolios should reflect their personal style and brand identity.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee selects and organizes portfolio pieces effectively.</li> <li>• Trainee develops a digital or physical portfolio draft.</li> <li>• Portfolio demonstrates creativity, professionalism, and consistency.</li> <li>• Trainee presents and explains design choices clearly.</li> </ul>	
	<p><b>LU 5.1.4: Finalize Capstone Projects</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Guide learners to polish and complete their capstone design projects.</li> <li>• Ensure professional presentation quality across all design elements.</li> <li>• Provide feedback to refine deliverables in line with industry standards.</li> <li>• Prepare final projects for portfolio inclusion and client presentation.</li> </ul> <p><b>Content Outline</b></p> <ul style="list-style-type: none"> <li>• Reviewing project briefs and ensuring all requirements are met.</li> <li>• Refining designs: typography, colors, layouts, and consistency.</li> <li>• Exporting designs in professional formats (JPG, PNG, PDF, AI, PSD).</li> <li>• Packaging files for client handover (organized folders, editable source files, final outputs).</li> <li>• Ensuring brand pack elements (logo, business card, banners) are cohesive.</li> <li>• Instructor feedback sessions and peer review exercises.</li> <li>• Checklist before final submission (quality, originality, alignment with client needs).</li> </ul>	4 Hrs (Pr)

	<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Allocate individual time to each student/group for project review.</li> <li>• Provide structured feedback using a rubric (originality, usability, professionalism, cohesiveness).</li> <li>• Encourage learners to simulate a “client handover” scenario when finalizing their projects.</li> <li>• Highlight importance of organized deliverables and naming conventions for professional credibility.</li> <li>• Facilitate a short reflective discussion: challenges faced, creative solutions applied, and lessons learned.</li> </ul> <p><b>Suggested Activities:</b></p> <ul style="list-style-type: none"> <li>• <b>Peer Review Session:</b> Learners swap projects and give constructive feedback.</li> <li>• <b>Trainer Walkthrough:</b> Trainer reviews 2–3 projects live, showing how small refinements make a big difference.</li> <li>• <b>Submission Drill:</b> Learners prepare and zip their final project folders as if sending to a client.</li> <li>• <b>Presentation Round:</b> Each learner presents their finalized brand pack in 3 minutes.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• All project components completed and refined (logo, social media banners, business card, etc.).</li> <li>• Professional quality of design and presentation.</li> <li>• Proper file formats and organization delivered.</li> <li>• Clarity and consistency in branding across all elements.</li> <li>• Demonstrated ability to respond to peer/trainer feedback.</li> </ul> <p><b>LU 5.1.5: Peer Reviews &amp; Mock Interviews</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Enable learners to critically evaluate design projects through structured peer review.</li> <li>• Prepare learners for professional interviews in both freelancing and job markets.</li> <li>• Build confidence in presenting creative work and articulating design choices.</li> <li>• Develop communication and feedback exchange skills.</li> </ul>	
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	<p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Peer Review Framework:</b> How to give constructive feedback (focus on design quality, usability, originality).</li> <li>• <b>Feedback Etiquette:</b> Balancing positive comments with improvement suggestions.</li> <li>• <b>Mock Interviews:</b> <ul style="list-style-type: none"> <li>◦ Freelance context (client interview simulation on Fiverr/Upwork).</li> <li>◦ Job context (design portfolio presentation in a hiring interview).</li> </ul> </li> <li>• Common interview questions for designers (skills, tools, problem-solving, communication).</li> <li>• Role-play: learners act as interviewers and interviewees.</li> <li>• Reflection on performance and areas of improvement.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Provide a <b>peer review rubric</b> (creativity, usability, consistency, professionalism).</li> <li>• Encourage learners to practice <b>elevator pitches</b> for their portfolios (1-2 min self-introduction).</li> <li>• Divide mock interviews into pairs or small groups; rotate roles to ensure everyone practices.</li> <li>• Emphasize <b>professional body language, tone, and confidence</b> during mock sessions.</li> <li>• Offer corrective feedback in a supportive manner.</li> </ul> <p><b>Suggested Activities:</b></p> <ul style="list-style-type: none"> <li>• <b>Peer Review Exchange:</b> Students review each other's capstone projects using a rubric.</li> <li>• <b>Interview Simulation:</b> Trainer/peers act as clients or employers, asking typical questions.</li> <li>• <b>Elevator Pitch Practice:</b> Learners present their skills and portfolio highlights in under 2 minutes.</li> <li>• <b>Feedback Circle:</b> After each interview, group provides feedback on clarity, confidence, and content.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Ability to provide clear, constructive feedback to peers.</li> <li>• Demonstrated professionalism during mock interviews (communication, confidence, relevance).</li> </ul>	
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	<ul style="list-style-type: none"> <li>• Quality of responses to interview-style questions.</li> <li>• Effective presentation of portfolio in interview setting.</li> <li>• Willingness to reflect and improve based on feedback.</li> </ul> <p><b>LU 5.1.6: Portfolio Compilation</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Organize all completed design projects into a cohesive professional portfolio.</li> <li>• Prepare both digital and physical versions suitable for freelance or job applications.</li> <li>• Ensure portfolio reflects personal branding and design style.</li> <li>• Highlight strengths and key skills through selected works.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Portfolio Organization:</b> <ul style="list-style-type: none"> <li>◦ Selecting best works (quality over quantity).</li> <li>◦ Categorizing projects by type (branding, social media, print, UI/UX).</li> <li>◦ Including process documentation: sketches, drafts, final outputs.</li> </ul> </li> <li>• <b>Portfolio Formats:</b> <ul style="list-style-type: none"> <li>◦ Digital: PDF, Behance, Dribbble, personal website.</li> <li>◦ Physical: Printed samples for interviews or client meetings.</li> </ul> </li> <li>• <b>Presentation and Branding:</b> <ul style="list-style-type: none"> <li>◦ Consistent typography, colors, and layout across portfolio.</li> <li>◦ Brief project descriptions: objective, approach, tools used, outcome.</li> <li>◦ Emphasize personal style and unique value proposition.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Review all completed capstone projects and select top 6-10 pieces.</li> <li>• <b>Activity 2:</b> Organize projects in a logical, visually appealing sequence.</li> <li>• <b>Activity 3:</b> Prepare a digital portfolio (PDF/online) with project descriptions and branding elements.</li> <li>• <b>Activity 4:</b> Optionally, assemble a physical portfolio for in-person presentations.</li> </ul>	
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		<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage learners to focus on <b>quality, clarity, and consistency</b> rather than including every project.</li> <li>• Demonstrate examples of professional portfolios to inspire layout and presentation ideas.</li> <li>• Provide guidance on project descriptions: concise, clear, and informative.</li> <li>• Emphasize the importance of updating the portfolio regularly as skills improve.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Portfolio includes selected high-quality works.</li> <li>• Projects are organized clearly and logically.</li> <li>• Portfolio demonstrates personal branding and cohesive style.</li> <li>• Both digital and physical formats (if applicable) are professionally prepared.</li> <li>• Trainee can explain project choices and approach effectively.</li> </ul>	
<p><b>M 5.2:</b> Entrepreneurship Session</p> <p><b>Objective:</b> Understand the fundamentals of entrepreneurship by exploring idea generation, business planning, financing, and strategies to overcome challenges in starting and running a business.</p>	<p><b>LU 5.2.1:</b> Introduction to Entrepreneurship</p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define entrepreneurship and explain its importance in today's economy.</li> <li>• Identify characteristics of successful entrepreneurs.</li> <li>• Recognize opportunities where entrepreneurial thinking can be applied.</li> </ul> <p><b>Knowledge / Content</b></p> <p><b>Entrepreneurship</b> is the process of identifying, developing, and managing a business idea to create value and generate profit. Entrepreneurs are not just business owners — they are problem-solvers who turn ideas into real solutions.</p> <p><b>Why Entrepreneurship Matters:</b></p> <ul style="list-style-type: none"> <li>• Creates jobs and income.</li> <li>• Brings innovation and new solutions to the market.</li> <li>• Supports community and national economic growth.</li> <li>• Empowers individuals to become independent.</li> </ul> <p><b>Characteristics of Successful Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Creativity and innovation.</li> <li>• Risk-taking (calculated, not careless).</li> <li>• Resilience and persistence.</li> <li>• Communication and leadership skills.</li> <li>• Problem-solving mindset.</li> </ul>	<p><b>1 Hr</b> (Th/Pr)</p>	

	<p><b>Examples of Entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Starting a digital marketing agency.</li> <li>• Launching an e-commerce store.</li> <li>• Providing freelancing services as a full-time business.</li> <li>• Creating a new product or service to solve a local problem.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Discussion):</b> Ask trainees to name a local entrepreneur they admire and why.</li> <li>• <b>Activity 2 (Brainstorming):</b> In groups, trainees list at least 3 business ideas that solve everyday problems.</li> <li>• <b>Activity 3 (Case Study):</b> Trainer presents a short story of a successful startup (local or global). Trainees identify the entrepreneur's key traits.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep examples <b>local and relatable</b> (e.g., Pakistani startups, freelancers who scaled into agencies).</li> <li>• Stress that entrepreneurship does not always require large investments — ideas and persistence are more important.</li> <li>• Use simple analogies: an entrepreneur is like a farmer planting seeds, nurturing them, and waiting for them to grow.</li> <li>• Encourage trainees to think about how <b>they themselves</b> can apply entrepreneurial thinking in freelancing or small businesses.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines entrepreneurship in their own words.</li> <li>• Trainee lists at least 3 characteristics of successful entrepreneurs.</li> <li>• Trainee suggests at least 1 potential business idea.</li> </ul> <p><b>LU 5.2.2: Types of Entrepreneurships</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify different types of entrepreneurship.</li> <li>• Explain the characteristics of each type with examples.</li> <li>• Recognize which type of entrepreneurship suits different business ideas.</li> </ul>	
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	<p><b>Knowledge / Content</b></p> <p>Entrepreneurship comes in many forms depending on the goals, resources, and mindset of the entrepreneur.</p> <p><b>Types of Entrepreneurship:</b></p> <ol style="list-style-type: none"> <li>1. <b>Small Business Entrepreneurship</b> <ul style="list-style-type: none"> <li>○ Local shops, freelancers, restaurants, small startups.</li> <li>○ Focused on survival, income, and community support.</li> <li>○ Example: A family-owned clothing shop.</li> </ul> </li> <li>2. <b>Scalable Startup Entrepreneurship</b> <ul style="list-style-type: none"> <li>○ Begins small but designed to grow quickly and attract investors.</li> <li>○ Risky but can create global companies.</li> <li>○ Example: Careem, Airlift, or Silicon Valley startups.</li> </ul> </li> <li>3. <b>Social Entrepreneurship</b> <ul style="list-style-type: none"> <li>○ Focuses on solving social/environmental problems while also sustaining financially.</li> <li>○ Example: NGOs that sell products to fund community work, Edhi Foundation's service model.</li> </ul> </li> <li>4. <b>Corporate Entrepreneurship (Intrapreneurship)</b> <ul style="list-style-type: none"> <li>○ Employees acting like entrepreneurs within big companies.</li> <li>○ Innovating new products/services inside an existing organization.</li> <li>○ Example: Google allowing employees to develop new ideas.</li> </ul> </li> <li>5. <b>Digital Entrepreneurship</b> <ul style="list-style-type: none"> <li>○ Using the internet to run businesses (freelancing, e-commerce, digital marketing).</li> <li>○ Example: Online clothing store, Fiverr/Upwork freelancers scaling into agencies.</li> </ul> </li> </ol> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Classification Game):</b> Trainer gives business examples, trainees decide which entrepreneurship type they belong to.</li> <li>• <b>Activity 2 (Group Brainstorm):</b> Each group chooses a business idea and identifies which entrepreneurship type it fits.</li> <li>• <b>Activity 3 (Case Study):</b> Review a successful startup (local or global) and identify its entrepreneurship type.</li> </ul>	
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	<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use local examples of entrepreneurs that trainees can relate to.</li> <li>• Highlight that no type is “better” — it depends on personal goals, resources, and risk tolerance.</li> <li>• Connect to freelancing: freelancers often start as <b>small business entrepreneurs</b> and may grow into digital or scalable startups.</li> <li>• Keep discussion interactive — encourage trainees to debate which type of entrepreneurship best suits their own ideas.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 types of entrepreneurship.</li> <li>• Trainee matches business examples to correct entrepreneurship types.</li> <li>• Trainee explains which entrepreneurship type fits their own business idea.</li> </ul> <p><b>LU 5.2.3: Business Idea Generation</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of generating creative and practical business ideas.</li> <li>• Apply methods for brainstorming and identifying business opportunities.</li> <li>• Evaluate ideas based on feasibility, market demand, and resources.</li> <li>• Develop at least one potential business idea individually or in groups.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Every successful business starts with an <b>idea</b>. Good ideas come from observing problems, identifying needs, and finding innovative solutions.</p> <p><b>Sources of Business Ideas:</b></p> <ul style="list-style-type: none"> <li>• <b>Personal Skills &amp; Interests:</b> Turning hobbies or expertise into business (e.g., graphic design, baking).</li> <li>• <b>Market Gaps:</b> Identifying products/services missing in the community.</li> <li>• <b>Trends &amp; Technology:</b> Using new tools or platforms to create solutions (e.g., social media marketing).</li> <li>• <b>Problems Around You:</b> Every problem is a potential business opportunity.</li> </ul> <p><b>Methods of Idea Generation:</b></p> <ol style="list-style-type: none"> <li>1. <b>Brainstorming:</b> Write down as many ideas as possible, no judgment.</li> </ol>	
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	<p>2. <b>Mind Mapping:</b> Start with a central concept and expand with related ideas.</p> <p>3. <b>SCAMPER Technique:</b> Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse.</p> <p>4. <b>Observation &amp; Research:</b> Watch what people need or complain about.</p> <p><b>Evaluating Ideas:</b></p> <ul style="list-style-type: none"> <li>• Feasibility: Can you realistically start it?</li> <li>• Demand: Do people want it?</li> <li>• Resources: Do you have time, skills, or money for it?</li> <li>• Profitability: Will it make money or sustain itself?</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorming Session):</b> Trainees list 5 possible business ideas individually.</li> <li>• <b>Activity 2 (Group Work):</b> In groups, combine ideas and shortlist 2 strong ones.</li> <li>• <b>Activity 3 (Mind Mapping):</b> Pick one idea and expand it using a mind map.</li> <li>• <b>Activity 4 (Evaluation):</b> Groups present their idea and explain why it is feasible and in demand.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage creativity — no idea is “too small” at the start.</li> <li>• Use <b>local, relatable examples:</b> home-based food businesses, tuition services, online stores.</li> <li>• Guide trainees to think of both <b>digital and traditional businesses</b>.</li> <li>• Stress that successful entrepreneurs often start small and improve their ideas over time.</li> <li>• Remind them: even if an idea fails, the learning process is valuable.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee generates at least 3 business ideas.</li> <li>• Trainee applies an idea-generation method (brainstorming/mind mapping).</li> <li>• Trainee explains why one idea is feasible and meets a market need.</li> </ul> <p><b>LU 5.2.4: Business Planning and Strategy</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of business planning for entrepreneurs.</li> </ul>	
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	<ul style="list-style-type: none"> <li>Identify the key components of a simple business plan.</li> <li>Understand basic strategies for launching and growing a business.</li> <li>Develop a mini business plan for a selected idea.</li> </ul> <p><b>Knowledge / Content</b></p> <p>A <b>business plan</b> is a written roadmap that outlines how a business will operate, earn, and grow. It helps entrepreneurs stay focused and attract partners or investors.</p> <p><b>Importance of Business Planning:</b></p> <ul style="list-style-type: none"> <li>Provides clarity on goals and direction.</li> <li>Helps identify risks and opportunities.</li> <li>Attracts investors or lenders.</li> <li>Guides daily operations and decision-making.</li> </ul> <p><b>Key Components of a Business Plan:</b></p> <ol style="list-style-type: none"> <li><b>Executive Summary:</b> Short overview of the business idea.</li> <li><b>Business Description:</b> What product/service will you offer? Who are the customers?</li> <li><b>Market Research:</b> Target market, competitors, demand trends.</li> <li><b>Marketing &amp; Sales Strategy:</b> How will you attract and retain customers?</li> <li><b>Operations Plan:</b> Resources, suppliers, technology, and team.</li> <li><b>Financial Plan:</b> Startup costs, pricing, revenue, and profit projections.</li> </ol> <p><b>Business Strategy Basics:</b></p> <ul style="list-style-type: none"> <li><b>Market Entry Strategy:</b> How to launch (small-scale test, partnerships, online presence).</li> <li><b>Growth Strategy:</b> Expanding customers, new products, scaling operations.</li> <li><b>Competitive Strategy:</b> Differentiation (unique value), cost leadership (affordable), or niche focus.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Case Study):</b> Trainer shows a short business plan sample (1-page) and explains sections.</li> <li><b>Activity 2 (Mini Plan Drafting):</b> Trainees create a 1-page business plan for a business idea (group or individual).</li> <li><b>Activity 3 (Strategy Mapping):</b> Groups identify how their business will enter the market and grow.</li> <li><b>Activity 4 (Presentation):</b> Groups present their business plans and get peer/trainer feedback.</li> </ul>	
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	<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep it simple — trainees do not need a 20-page business plan. A 1-2 page draft is enough to start.</li> <li>• Relate strategies to <b>local businesses</b> (e.g., how a food stall expands into a restaurant).</li> <li>• Stress adaptability: strategies should be flexible because markets change.</li> <li>• Use visual tools like <b>Business Model Canvas</b> if possible.</li> <li>• Encourage teamwork: business planning is often best done collaboratively.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 3 components of a business plan.</li> <li>• Trainee prepares a mini business plan with clear goals, market info, and strategy.</li> <li>• Trainee presents a realistic and practical strategy for growth.</li> </ul> <p><b>LU 5.2.5: Financing Business</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain why financing is important for starting and running a business.</li> <li>• Identify different sources of business financing.</li> <li>• Understand the difference between debt and equity financing.</li> <li>• Create a simple financial plan for a business idea.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Every business needs <b>money (capital)</b> to start, operate, and grow. Financing refers to the ways entrepreneurs obtain and manage funds.</p> <p><b>Why Financing is Important:</b></p> <ul style="list-style-type: none"> <li>• Covers startup costs (equipment, licenses, marketing).</li> <li>• Supports daily operations (salaries, bills, raw materials).</li> <li>• Enables growth (expansion, new products, more staff).</li> </ul> <p><b>Sources of Business Financing:</b></p> <ol style="list-style-type: none"> <li>1. <b>Personal Savings:</b> Most common for small startups.</li> <li>2. <b>Family and Friends:</b> Informal loans or investments.</li> <li>3. <b>Bank Loans:</b> Formal borrowing with interest.</li> <li>4. <b>Microfinance Institutions:</b> Small loans for small businesses.</li> </ol>	
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	<p>5. <b>Government Schemes:</b> e.g., NAVTTC seed money programs.</p> <p>6. <b>Investors/Equity:</b> Giving up part ownership in exchange for funding.</p> <p>7. <b>Crowdfunding:</b> Collecting money from many people online.</p> <p><b>Debt vs. Equity Financing:</b></p> <ul style="list-style-type: none"> <li>• <b>Debt:</b> Borrowing money (loans) that must be repaid with interest.</li> <li>• <b>Equity:</b> Selling part ownership to investors in exchange for capital.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Trainees list possible financing options for a small local business (e.g., bakery, e-commerce store).</li> <li>• <b>Activity 2 (Financial Plan Draft):</b> Trainees create a simple startup cost sheet (what money is needed and where it comes from).</li> <li>• <b>Activity 3 (Case Study Discussion):</b> Trainer presents an example of a business that grew with small financing (e.g., local startup using microfinance).</li> <li>• <b>Activity 4 (Role-Play):</b> One trainee acts as an entrepreneur pitching to a lender, another as a bank officer/investor.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize starting <b>small and realistic</b> — not every business needs big loans.</li> <li>• Warn trainees about <b>over-borrowing</b> — debt can become a burden if not planned.</li> <li>• Encourage them to explore <b>government and microfinance programs</b> available locally.</li> <li>• Use real examples from Pakistan: small shops, freelancers, and startups that scaled gradually.</li> <li>• Show how financing links back to business planning and strategy.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 sources of financing.</li> <li>• Trainee explains the difference between debt and equity financing.</li> <li>• Trainee prepares a simple financing plan for a business idea.</li> </ul>	
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	<p><b>LU 5.2.6: Entrepreneurship Challenges and Possible Solutions</b></p>	<p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Identify common challenges faced by entrepreneurs.</li> <li>Explain how these challenges affect business success.</li> <li>Propose practical solutions to overcome entrepreneurial challenges.</li> <li>Build resilience and problem-solving skills as future entrepreneurs.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Starting and running a business is rewarding but also comes with <b>challenges</b>. Successful entrepreneurs anticipate problems and prepare solutions.</p> <p><b>Common Entrepreneurship Challenges:</b></p> <ol style="list-style-type: none"> <li><b>Lack of Capital:</b> Not enough funds to start or expand. <ul style="list-style-type: none"> <li><i>Solution:</i> Start small, seek microfinance, reinvest profits.</li> </ul> </li> <li><b>Market Competition:</b> Too many competitors offering similar products. <ul style="list-style-type: none"> <li><i>Solution:</i> Differentiate with unique value, better service, or niche focus.</li> </ul> </li> <li><b>Limited Skills/Knowledge:</b> Not knowing how to manage finances, marketing, or operations. <ul style="list-style-type: none"> <li><i>Solution:</i> Continuous learning, training programs, mentorship.</li> </ul> </li> <li><b>Finding Customers:</b> Difficulty in building a customer base. <ul style="list-style-type: none"> <li><i>Solution:</i> Use digital marketing, referrals, social media, quality service.</li> </ul> </li> <li><b>Time Management:</b> Balancing multiple roles (sales, marketing, operations). <ul style="list-style-type: none"> <li><i>Solution:</i> Prioritize tasks, delegate when possible, use digital tools.</li> </ul> </li> <li><b>Risk &amp; Failure:</b> Fear of losing money or business not working out. <ul style="list-style-type: none"> <li><i>Solution:</i> Start with low-risk ideas, learn from failures, adapt quickly.</li> </ul> </li> </ol> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Group Discussion):</b> Trainees share what challenges they think entrepreneurs face in their community.</li> <li><b>Activity 2 (Problem-Solution Mapping):</b> Each group selects one challenge and writes possible solutions.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 3 (Case Study):</b> Trainer shares a story of an entrepreneur who overcame difficulties (local startup/freelancer).</li> <li>• <b>Activity 4 (Role-Play):</b> One trainee presents a challenge, others suggest solutions as if they were a business mentor panel.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep discussion realistic — many challenges are <b>common to all entrepreneurs</b>, not just beginners.</li> <li>• Encourage <b>resilience and adaptability</b>: failure is not the end, but a step toward learning.</li> <li>• Share <b>local success stories</b> of businesses that overcame early struggles.</li> <li>• Stress networking and mentorship as important tools for solving challenges.</li> <li>• Motivate trainees by reinforcing: <i>"Every problem has a solution if you stay persistent."</i></li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 3 entrepreneurship challenges.</li> <li>• Trainee suggests practical solutions for at least 2 challenges.</li> <li>• Trainee demonstrates problem-solving skills in group discussions or role-play.</li> </ul>	
<p><b>M 5.3:</b> Environment Session</p> <p><b>Objective:</b> Build awareness of environmental issues, hazards, and climate change while learning sustainable practices and ways individuals can contribute to environmental protection.</p>	<p><b>LU 5.3.1: Introduction to Environmental Issues</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define environmental issues and explain why they matter for communities and businesses.</li> <li>• Identify common local and global environmental problems.</li> <li>• Recognize the role individuals and entrepreneurs can play in reducing environmental impact.</li> </ul> <p><b>Knowledge / Content</b></p> <p>The <b>environment</b> includes air, water, land, plants, and animals that support life. Human activities, especially business and industrial growth, can damage the environment if not managed responsibly.</p> <p><b>Major Environmental Issues:</b></p> <ol style="list-style-type: none"> <li>1. <b>Pollution:</b> Air (smoke, traffic), water (waste dumping), land (plastic waste).</li> <li>2. <b>Climate Change:</b> Rising temperatures, extreme weather, melting glaciers.</li> </ol>	<p>1 Hr (Th/Pr)</p>

	<p>3. <b>Deforestation:</b> Cutting down trees leading to loss of biodiversity.</p> <p>4. <b>Waste Management:</b> Excess plastic, e-waste, and poor recycling.</p> <p>5. <b>Resource Depletion:</b> Overuse of water, energy, and minerals.</p> <p><b>Why It Matters for Entrepreneurs and Businesses:</b></p> <ul style="list-style-type: none"> <li>• Customers prefer eco-friendly businesses.</li> <li>• Reducing waste and saving energy lowers costs.</li> <li>• Businesses have a responsibility toward the community.</li> <li>• Green practices can create new business opportunities (eco-products, recycling).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Trainees list environmental problems they see in their community.</li> <li>• <b>Activity 2 (Video/Images):</b> Trainer shows short clips or pictures of environmental issues; trainees identify the problem.</li> <li>• <b>Activity 3 (Discussion):</b> Groups suggest how small businesses can contribute to solving one environmental issue.</li> <li>• <b>Activity 4 (Reflection):</b> Each trainee writes one personal habit they can change to reduce their environmental impact.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>local examples</b> (plastic bags, traffic pollution, waste in rivers).</li> <li>• Connect environment to <b>entrepreneurship:</b> eco-friendly businesses are a growing trend.</li> <li>• Stress that protecting the environment is both a <b>social responsibility</b> and a <b>business opportunity</b>.</li> <li>• Keep the discussion interactive — allow trainees to share personal experiences.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines environmental issues in their own words.</li> <li>• Trainee identifies at least 3 common environmental problems.</li> <li>• Trainee proposes one solution or habit change to reduce environmental impact.</li> </ul>	
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	<p><b>LU 5.3.2: Types of Environmental Hazards</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define environmental hazards and explain their impact on people, businesses, and communities.</li> <li>• Identify different types of environmental hazards with local and global examples.</li> <li>• Recognize how businesses and individuals can reduce risks from these hazards.</li> </ul> <p><b>Knowledge / Content</b></p> <p>An <b>environmental hazard</b> is any natural or human-made event that negatively affects people, property, or the ecosystem. Hazards can disrupt lives, damage businesses, and harm health.</p> <p><b>Types of Environmental Hazards:</b></p> <ol style="list-style-type: none"> <li><b>1. Natural Hazards</b> <ul style="list-style-type: none"> <li>○ Earthquakes, floods, droughts, hurricanes, landslides.</li> <li>○ Example: Floods in Pakistan (2022) affecting agriculture and housing.</li> </ul> </li> <li><b>2. Chemical Hazards</b> <ul style="list-style-type: none"> <li>○ Pollution from factories, pesticides, toxic waste, air and water contamination.</li> <li>○ Example: Industrial waste polluting rivers.</li> </ul> </li> <li><b>3. Biological Hazards</b> <ul style="list-style-type: none"> <li>○ Diseases, bacteria, viruses, or pests that threaten health.</li> <li>○ Example: COVID-19 pandemic as a biological hazard.</li> </ul> </li> <li><b>4. Physical Hazards</b> <ul style="list-style-type: none"> <li>○ Unsafe conditions such as noise pollution, radiation, poor infrastructure.</li> <li>○ Example: Construction sites with dust and noise.</li> </ul> </li> <li><b>5. Human-Made Hazards</b> <ul style="list-style-type: none"> <li>○ Deforestation, overpopulation, poor waste management, accidents from unsafe practices.</li> <li>○ Example: Plastic pollution from single-use bags and bottles.</li> </ul> </li> </ol> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Matching Game):</b> Trainer gives examples of hazards, trainees classify them into types.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 2 (Group Brainstorm):</b> Trainees identify hazards that are most common in their community.</li> <li>• <b>Activity 3 (Problem-Solution):</b> Each group picks one hazard and suggests a business or community solution.</li> <li>• <b>Activity 4 (Reflection):</b> Trainees discuss how hazards might impact small businesses.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use simple, clear language — avoid making hazards sound too technical.</li> <li>• Show visuals or news headlines of recent hazards for real-world connection.</li> <li>• Emphasize that hazards are not just natural disasters — everyday pollution and waste are also hazards.</li> <li>• Link discussion back to entrepreneurship: eco-friendly businesses can <b>reduce hazards</b> and create opportunities.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 types of environmental hazards.</li> <li>• Trainee classifies given examples into correct hazard categories.</li> <li>• Trainee proposes at least one solution to reduce or manage a hazard.</li> </ul> <p><b>LU 5.3.3: The Impact of Human Activity on the Environment</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain how human activities affect the natural environment.</li> <li>• Identify both positive and negative impacts of human behavior on ecosystems.</li> <li>• Recognize the role of responsible practices in reducing environmental damage.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Human activities have a direct impact on the <b>air, water, land, and biodiversity</b> around us. While development and industry improve living standards, they can also create serious environmental problems if unmanaged.</p> <p><b>Negative Impacts of Human Activity:</b></p> <ol style="list-style-type: none"> <li>1. <b>Deforestation:</b> Clearing forests for agriculture, housing, and industry → loss of biodiversity and climate change.</li> </ol>	
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	<p>2. <b>Pollution:</b> Industrial waste, vehicle smoke, and plastic use → air, land, and water contamination.</p> <p>3. <b>Overconsumption of Resources:</b> Excessive use of water, energy, and minerals → depletion of natural resources.</p> <p>4. <b>Urbanization:</b> Expansion of cities leading to overcrowding, waste, and loss of green areas.</p> <p>5. <b>Climate Change:</b> Emissions from industries and vehicles → rising global temperatures, floods, droughts.</p> <p><b>Positive Impacts of Human Activity (when responsible):</b></p> <ul style="list-style-type: none"> <li>• <b>Reforestation &amp; Conservation:</b> Planting trees, protecting wildlife.</li> <li>• <b>Green Technology:</b> Solar power, electric vehicles, eco-friendly products.</li> <li>• <b>Recycling &amp; Waste Reduction:</b> Reduces landfill and saves resources.</li> <li>• <b>Sustainable Businesses:</b> Companies adopting eco-friendly production.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Observation):</b> Trainees list 3 ways humans harm the environment in their local area.</li> <li>• <b>Activity 2 (Debate):</b> Groups discuss: “Development vs. Environment — Can both grow together?”</li> <li>• <b>Activity 3 (Positive Actions):</b> Each trainee suggests one eco-friendly business idea.</li> <li>• <b>Activity 4 (Case Study):</b> Trainer presents an example of a company using sustainable practices (e.g., a brand using recycled packaging).</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>local issues</b> such as plastic bag bans, smog in big cities, and water shortages to make it relatable.</li> <li>• Highlight the <b>duality</b>: humans can destroy the environment, but they can also protect and restore it.</li> <li>• Encourage trainees to think about how <b>entrepreneurs</b> can adopt green practices while still making profit.</li> <li>• Keep discussions hopeful and solution-focused, not just problem-heavy.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 3 negative impacts of human activities on the environment.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• Trainee provides at least 1 example of a positive human action for sustainability.</li> <li>• Trainee suggests one eco-friendly practice or business idea.</li> </ul> <p><b>LU 5.3.4: Conservation and Sustainability</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define conservation and sustainability in simple terms.</li> <li>• Explain why conserving natural resources is important for future generations.</li> <li>• Identify sustainable practices individuals and businesses can adopt.</li> <li>• Demonstrate small actions that contribute to long-term environmental care.</li> </ul> <p><b>Knowledge / Content</b></p> <p><b>Conservation</b> means protecting and wisely using natural resources such as water, forests, and energy.</p> <p><b>Sustainability</b> means meeting today's needs without compromising the ability of future generations to meet theirs.</p> <p><b>Why It Matters:</b></p> <ul style="list-style-type: none"> <li>• Earth's resources are limited — if wasted, future generations will suffer.</li> <li>• Conservation reduces costs for businesses and families.</li> <li>• Sustainable practices improve health, community well-being, and business reputation.</li> </ul> <p><b>Examples of Conservation Practices:</b></p> <ul style="list-style-type: none"> <li>• Saving electricity by switching off unused lights/fans.</li> <li>• Reducing water waste in homes and industries.</li> <li>• Planting trees to restore ecosystems.</li> <li>• Recycling materials like paper, glass, plastic, and e-waste.</li> </ul> <p><b>Examples of Sustainability Practices:</b></p> <ul style="list-style-type: none"> <li>• Using renewable energy (solar, wind).</li> <li>• Eco-friendly packaging instead of plastic.</li> <li>• Sustainable farming (crop rotation, organic methods).</li> <li>• Green entrepreneurship (eco-products, recycling startups).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Trainees list simple ways they can save water, energy, or resources daily.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• <b>Activity 2 (Group Work):</b> Groups design a poster promoting conservation habits (digital or on chart paper).</li> <li>• <b>Activity 3 (Business Angle):</b> Trainees suggest one business idea that uses sustainability (e.g., reusable bags, solar-powered devices).</li> <li>• <b>Activity 4 (Reflection):</b> Each trainee writes one habit they will adopt for conservation.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize “<b>small actions, big impact</b>” — conservation starts at home.</li> <li>• Use relatable examples (e.g., solar panels in villages, recycling drives in cities).</li> <li>• Link back to entrepreneurship: sustainable businesses often gain more customer trust.</li> <li>• Encourage optimism — show how youth-led initiatives globally and locally are making change.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines conservation and sustainability.</li> <li>• Trainee lists at least 3 conservation or sustainability practices.</li> <li>• Trainee proposes one eco-friendly personal habit or business idea.</li> </ul> <p><b>LU 5.3.5: Climate Change and Its Effects</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define climate change and explain its causes.</li> <li>• Identify the effects of climate change at local and global levels.</li> <li>• Recognize the role of individuals and businesses in reducing climate change impact.</li> <li>• Propose small actions to help mitigate climate change.</li> </ul> <p><b>Knowledge / Content</b></p> <p><b>Climate change</b> refers to long-term changes in global temperatures and weather patterns, mainly caused by human activities like burning fossil fuels, deforestation, and industrialization.</p> <p><b>Causes of Climate Change:</b></p> <ul style="list-style-type: none"> <li>• Greenhouse gases from industries, vehicles, and burning coal/oil.</li> <li>• Deforestation reducing Earth's ability to absorb carbon dioxide.</li> </ul>	
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	<ul style="list-style-type: none"> <li>• Rapid urbanization and overconsumption of natural resources.</li> </ul> <p><b>Effects of Climate Change:</b></p> <ol style="list-style-type: none"> <li>1. <b>Rising Temperatures:</b> Heatwaves, droughts, water shortages.</li> <li>2. <b>Extreme Weather:</b> More frequent floods, hurricanes, and storms.</li> <li>3. <b>Melting Ice &amp; Rising Sea Levels:</b> Threat to coastal areas.</li> <li>4. <b>Impact on Agriculture:</b> Crop failures, reduced food supply.</li> <li>5. <b>Health Issues:</b> Heat stress, spread of diseases, poor air quality.</li> </ol> <p><b>Local Context (Pakistan/Regional Examples):</b></p> <ul style="list-style-type: none"> <li>• Devastating floods (2022) destroying homes and crops.</li> <li>• Smog in big cities like Lahore due to pollution.</li> <li>• Glacial melting in the north affecting water supply.</li> </ul> <p><b>Positive Actions to Reduce Impact:</b></p> <ul style="list-style-type: none"> <li>• Planting trees and protecting forests.</li> <li>• Using renewable energy (solar panels, wind).</li> <li>• Energy-saving habits (public transport, switching off appliances).</li> <li>• Promoting eco-friendly businesses and sustainable products.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Discussion):</b> Trainees list climate change impacts they have personally observed (e.g., hotter summers, floods).</li> <li>• <b>Activity 2 (Group Exercise):</b> Groups design a simple awareness campaign poster on climate change solutions.</li> <li>• <b>Activity 3 (Case Study):</b> Trainer shares a success story of a green project (e.g., Billion Tree Tsunami in Pakistan).</li> <li>• <b>Activity 4 (Reflection):</b> Each trainee commits to one personal step to reduce climate change impact.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use visual aids (charts, before-and-after images of floods, heatwaves).</li> <li>• Relate climate change to <b>daily life and businesses</b> — e.g., higher energy bills, crop losses, and business disruptions.</li> <li>• Encourage proactive thinking: climate change is a challenge but also an opportunity for <b>green entrepreneurship</b>.</li> <li>• Keep the tone motivational — focus on what can be done, not just the problems.</li> </ul>	
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	<p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines climate change and lists at least 2 causes.</li> <li>• Trainee identifies at least 3 effects of climate change (local or global).</li> <li>• Trainee suggests one action individuals or businesses can take to reduce impact.</li> </ul> <p><b>LU 5.3.6: How to Contribute to Environmental Protection?</b></p> <p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the role of individuals, businesses, and communities in protecting the environment.</li> <li>• Identify simple, practical steps for environmental protection.</li> <li>• Demonstrate how entrepreneurs can integrate eco-friendly practices into their work.</li> <li>• Commit to at least one personal action toward protecting the environment.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Protecting the environment means taking steps to reduce harm and preserve resources for future generations. Everyone — from individuals to businesses — has a role to play.</p> <p><b>Ways Individuals Can Contribute:</b></p> <ul style="list-style-type: none"> <li>• Reduce, Reuse, Recycle: Avoid single-use plastics, recycle waste.</li> <li>• Save energy and water at home (switch off, fix leaks).</li> <li>• Plant trees and protect green spaces.</li> <li>• Use eco-friendly transport (public transport, cycling, walking).</li> </ul> <p><b>Ways Businesses Can Contribute:</b></p> <ul style="list-style-type: none"> <li>• Use sustainable materials and packaging.</li> <li>• Reduce waste and manage it responsibly.</li> <li>• Adopt renewable energy sources (solar, wind).</li> <li>• Promote green products and services (eco-friendly entrepreneurship).</li> </ul> <p><b>Ways Communities Can Contribute:</b></p> <ul style="list-style-type: none"> <li>• Organize clean-up drives, recycling programs.</li> <li>• Raise awareness through campaigns and workshops.</li> <li>• Support government policies on environmental protection.</li> <li>• Collaborate with NGOs and green organizations.</li> </ul>	
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	<p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Each trainee lists one personal habit they can change to protect the environment.</li> <li>• <b>Activity 2 (Group Work):</b> Groups create a checklist of eco-friendly practices for a small business.</li> <li>• <b>Activity 3 (Awareness Campaign):</b> Groups design a short awareness slogan or poster promoting environmental protection.</li> <li>• <b>Activity 4 (Community Idea):</b> Trainees suggest one community activity (e.g., clean-up day, tree plantation drive).</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress that <b>every small step counts</b> – collective actions create big change.</li> <li>• Give local, relatable examples (plastic bag bans, solar projects in villages).</li> <li>• Encourage students to think about how their <b>future businesses</b> can be eco-friendly.</li> <li>• Use motivational tone: protecting the environment = protecting our health, economy, and future.</li> <li>• Connect this LU with earlier ones on climate change, conservation, and sustainability.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 ways to protect the environment.</li> <li>• Trainee suggests one eco-friendly practice for individuals and one for businesses.</li> <li>• Trainee commits to one personal or group action for environmental protection.</li> </ul>	
<p><b>Capstone Project:</b> Trainees will simulate the role of a freelance or in-house graphic designer by developing a complete brand identity and collateral for a fictional company or organization, showcasing all core skills learned during the training.</p>		
<p><b>Learning Objectives</b></p> <p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Apply all core graphic design skills learned during the training in a comprehensive project.</li> <li>• Develop a full brand identity for a fictional company or organization.</li> <li>• Create multiple collateral pieces including logo, social media banners, business card, and portfolio-ready outputs.</li> <li>• Demonstrate professionalism in presentation, file preparation, and client-ready delivery.</li> </ul> <p><b>Knowledge / Content</b></p> <ul style="list-style-type: none"> <li>• <b>Brand Identity Development:</b> <ul style="list-style-type: none"> <li>○ Defining brand vision, mission, and target audience.</li> </ul> </li> </ul>		

	<ul style="list-style-type: none"> <li>○ Creating visual identity elements: logo, color palette, typography, and iconography.</li> <li>• <b>Collateral Design:</b> <ul style="list-style-type: none"> <li>○ Social media graphics (Facebook, Instagram, LinkedIn banners).</li> <li>○ Business cards, letterheads, and promotional materials.</li> <li>○ Digital and print-ready versions of designs.</li> </ul> </li> <li>• <b>Portfolio Integration:</b> <ul style="list-style-type: none"> <li>○ Selecting and documenting projects for portfolio inclusion.</li> <li>○ Presenting design rationale and process clearly.</li> </ul> </li> <li>• <b>Professional Practices:</b> <ul style="list-style-type: none"> <li>○ File organization and naming conventions.</li> <li>○ Exporting in multiple formats: editable files, PDFs, PNG/JPG.</li> <li>○ Client-ready packaging and presentation tips.</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Research and define brand concept for the fictional company.</li> <li>• <b>Activity 2:</b> Design a logo and visual identity system (colors, fonts, icons).</li> <li>• <b>Activity 3:</b> Create supporting collateral: social banners, business card, letterhead.</li> <li>• <b>Activity 4:</b> Prepare print-ready and digital files with proper formatting.</li> <li>• <b>Activity 5:</b> Compile all deliverables into a portfolio-ready presentation.</li> <li>• <b>Activity 6:</b> Present brand identity and collateral to trainer/peers with rationale for design choices.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage creativity while maintaining consistency across all brand elements.</li> <li>• Monitor time management and provide checkpoints for project completion.</li> <li>• Provide feedback on technical execution (colors, typography, alignment) and conceptual clarity.</li> <li>• Emphasize professional presentation skills during portfolio submission and project walkthrough.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Completeness of brand identity and collateral (logo, banners, business card, letterhead).</li> <li>• Consistency in colors, fonts, and style across all designs.</li> <li>• Quality of presentation and file organization (editable + export formats).</li> <li>• Demonstration of problem-solving, creativity, and application of learned skills.</li> <li>• Ability to articulate design decisions and process during project presentation.</li> </ul>
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## Module 1.1: Health & Safety

**Objective:** Develop awareness and practices to ensure personal and workplace safety, recognize hazards, and respond effectively to emergencies.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
LU 1.1.1: <b>Introduction to Safety</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"><li>Explain why safety is important in every environment, including training rooms and workplaces.</li><li>Recognize that safety is a shared responsibility of everyone.</li><li>Follow safety instructions, signs, and rules effectively.</li></ul>	<p>Safety is the foundation of every training environment—whether you are working with computers, electrical equipment, or simply sitting at a desk. A safe training space ensures that everyone can focus on learning without distractions, injuries, or unnecessary risks.</p> <p><b>Why Safety Matters</b></p> <p>Even in a digital-skills classroom, accidents can happen. Something as simple as water near a laptop, tangled charging cables, or chairs blocking walkways can lead to injury or damage. Taking small precautions helps protect people, equipment, and the overall learning environment.</p> <p>Safety is not the responsibility of one person—it is a shared duty. Trainers, trainees, and support staff must work together to maintain a clean, organized, and hazard-free workspace. A trainee who notices a broken power socket or a loose tile should report it immediately. When everyone participates, the entire environment becomes safer and more productive.</p> <p><b>Following Rules, Signs &amp; Instructions</b></p> <p>Safety instructions are not restrictions—they are guidelines to protect everyone. Examples of common safety rules include:</p> <ul style="list-style-type: none"><li>No food or drinks near computers</li><li>Keep cables organized and away from walking paths</li><li>Do not use damaged chargers or devices</li><li>Maintain proper posture while sitting</li><li>Pay attention to safety signs (Fire Exit, No Entry, Caution, etc.)</li></ul> <p>Understanding common safety signs helps trainees behave responsibly and avoid danger. These signs guide movement during emergencies and prevent accidents before they happen.</p> <p><b>Digital Safety Awareness</b></p> <p>In digital skills training, safety also includes <b>online safety</b>:</p> <ul style="list-style-type: none"><li>Avoid clicking unknown links</li></ul>

		<ul style="list-style-type: none"> <li>• Use strong passwords</li> <li>• Keep personal information secure</li> <li>• Don't download unauthorized software</li> </ul> <p>These practices protect you from viruses, hacking, or data loss.</p> <p><b>Helpful Videos (Free Learning Resources)</b></p> <p><b>Safety Animation – Why Safety Matters</b> A simple visual explanation of why safety is important in all environments. <a href="https://www.youtube.com/watch?v=FE5lbMzpZlo">https://www.youtube.com/watch?v=FE5lbMzpZlo</a></p> <p><b>Safety Attitudes at Work</b> Shows how small daily habits prevent accidents and build a safer workspace. <a href="https://www.youtube.com/watch?v=5_1Fz7FEZ9E">https://www.youtube.com/watch?v=5_1Fz7FEZ9E</a></p> <p><b>Mandatory Safety Signs Explained</b> Introduces common safety signs and how to understand them quickly. <a href="https://www.youtube.com/watch?v=MAqpf8oh-MY">https://www.youtube.com/watch?v=MAqpf8oh-MY</a></p> <p><b>Summary</b> A safe environment helps trainees learn better, reduces accidents, and protects equipment. By staying alert, following rules, and taking responsibility, everyone contributes to a positive and secure training atmosphere.</p>
<b>LU 1.1.2: Personal Safety Practices</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Describe the importance of personal hygiene and cleanliness in a workplace or training setting.</li> <li>• Identify appropriate clothing and protective items required for safe participation.</li> <li>• Demonstrate how to maintain a clean, organized, and safe workspace.</li> </ul>	<p>Personal safety practices help trainees create a clean, comfortable, and hazard-free environment that supports learning and productivity. These habits protect not only the trainee but also classmates, trainers, and equipment in the training room.</p> <p><b>Importance of Personal Hygiene</b> Good hygiene is essential in any shared space. It helps maintain a healthy environment and reduces the spread of illness. Clean hands, proper grooming, and avoiding unhygienic practices help everyone work confidently and comfortably. Simple habits such as washing hands before using equipment, keeping your face mask (if required) clean, and avoiding touching shared surfaces unnecessarily all contribute to a safer environment.</p> <p><b>Appropriate Clothing and Protective Items</b> Wearing the right clothes is a part of personal safety:</p> <ul style="list-style-type: none"> <li>• Choose comfortable clothing suitable for sitting and moving around.</li> </ul>

- Avoid loose accessories (scarves, long jewelry) that may get caught in chairs, bags, or equipment.
- Closed shoes are safer than open sandals, especially around electrical cords.
- If the training requires any protective items—such as glasses or masks—use them consistently.

These simple choices reduce the chances of tripping, slipping, or damaging equipment.

### **Keeping Your Workspace Clean and Organized**

A clean workspace helps prevent accidents and improves focus. Keeping your area neat also makes it easier to work with computers or tools.

Good workspace habits include:

- Arrange cables properly to avoid tangles and tripping.
- Keep drinks, food, or water bottles away from laptops and power sources.
- Organize files, notebooks, and bags to avoid clutter.
- Immediately clean up small spills or report them to the trainer.
- Ensure your chair, table, and computer are positioned properly to maintain good posture.

An organized workspace also shows professionalism and prepares you for workplace environments.

### **Helpful Free Videos / Online Resources**

#### **Personal Cleanliness & Hygiene**

Explains why hygiene matters in shared spaces.

<https://www.youtube.com/watch?v=Z3vZ5nF4nT8>

#### **Workplace Cleanliness & Desk Organization Tips**

Shows simple ways to keep your workspace clean and productive.

<https://www.youtube.com/watch?v=VxYw24ixe6I>

#### **Basic Safety Practices in Offices & Labs**

Highlights safe clothing, posture, and workspace habits.

<https://www.youtube.com/watch?v=t1Qlgw-P34U>

### **Summary**

Personal safety begins with everyday habits—cleanliness, proper clothing, and an organized workspace. These practices reduce accidents, support a healthy learning

		environment, and help trainees build professional habits that are essential for any future workplace.
<b>LU 1.1.3: Hazard Awareness</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define what a hazard is in workplace and training environments.</li> <li>• Identify common hazards such as slips, trips, electrical risks, tools, and stress.</li> <li>• Demonstrate how to report unsafe conditions immediately.</li> </ul>	<p>Hazard awareness is a core part of maintaining a safe training or workplace environment. A <b>hazard</b> is anything that has the potential to cause harm—whether it affects people, equipment, or the training process. Many hazards are easy to miss because they blend into everyday surroundings, but understanding how to identify them is the first step toward preventing accidents.</p> <p>Hazards can appear in many forms. A wet floor near the entrance, wires stretched across the room, unstable chairs, or damaged equipment are all examples of physical hazards. Electrical hazards include broken plugs, exposed wiring, overloaded extensions, or using electronics with wet hands. Even mental stress, fatigue, or distractions can become hazards because they reduce focus and increase the chances of mistakes. When trainees learn to identify these risks early, they help protect themselves and everyone around them.</p> <p>Recognizing hazards begins with simple awareness. Every time you enter a classroom, lab, or workplace, take a moment to observe your environment. Look for anything that seems unsafe, out of place, broken, or unusually positioned. A small object on the floor, a chair sticking out in a walkway, or liquid near a power source may not look dangerous at first glance, but each can cause injury if ignored. Hazard awareness is about noticing the small things before they become big problems. Understanding hazards is important because it helps prevent accidents, saves time, and avoids damage to valuable equipment. Many incidents happen not because conditions were extremely dangerous, but because no one paid attention. When trainees are alert, responsible, and proactive, training becomes smoother, safer, and more professional.</p> <p>Once a hazard is identified, it must be reported immediately. Reporting a hazard is not complaining—it is taking responsibility. Inform the trainer or supervisor clearly and provide the exact location and nature of the hazard. For example, you might say, “There is water on the floor near the power extension,” or “This cable is damaged and exposed.” If possible, warn others so they stay away until the issue is resolved. Trainees should never attempt to fix electrical or mechanical hazards on their own unless trained to do so.</p>

		<p>To build your skills further, explore the following free videos and resources. Each explains hazard identification and safety in an easy-to-understand way.</p> <p><b>Watch this video: Introduction to Workplace Hazards (4 min)</b>  This video explains common hazards found in classrooms, labs, and workplaces.  Link: <a href="https://www.youtube.com/watch?v=jrmJdx5vqRA">https://www.youtube.com/watch?v=jrmJdx5vqRA</a></p> <p><b>Watch this video: Common Workplace Hazards Explained</b>  A simple guide to identifying physical, electrical, and equipment-related hazards.  Link: <a href="https://www.youtube.com/watch?v=XBv5xqf-Wo4">https://www.youtube.com/watch?v=XBv5xqf-Wo4</a></p> <p><b>Watch this video: Electrical Safety Basics</b>  Introduces basic electrical risks and how to stay safe around electrical equipment.  Link: <a href="https://www.youtube.com/watch?v=jE3Z4SpZ0Jw">https://www.youtube.com/watch?v=jE3Z4SpZ0Jw</a></p> <p><b>Watch this video: Slips, Trips, and Falls</b>  Shows how simple hazards like clutter and wet floors can cause serious injuries.  Link: <a href="https://www.youtube.com/watch?v=JpV7PdnZTka">https://www.youtube.com/watch?v=JpV7PdnZTka</a></p> <p><b>Watch this video: Stress as a Hazard</b>  Explains how stress and fatigue can lead to unsafe behavior and poor decisions.  Link: <a href="https://www.youtube.com/watch?v=J3q0tF01YfQ">https://www.youtube.com/watch?v=J3q0tF01YfQ</a></p> <p><b>Free Safety Handbook (PDF)</b>  This free handbook introduces basic hazard awareness concepts used in workplaces.  Link: <a href="https://www.hse.gov.uk/pubns/indg163.pdf">https://www.hse.gov.uk/pubns/indg163.pdf</a></p> <p>In summary, hazard awareness is about staying alert, thinking ahead, and responding quickly. When trainees are aware of hazards and report them responsibly, they create a safe, efficient, and supportive learning environment.</p>
<b>LU 1.1.4: Emergency Preparedness</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Explain the importance of staying calm during emergencies.</li> <li>Identify exits, safe areas, and emergency equipment in the training environment.</li> <li>Follow trainer/supervisor guidance during emergencies.</li> </ul>	<p>Emergency preparedness is the ability to respond quickly, calmly, and effectively when an unexpected situation occurs. In any training environment—whether it is a computer lab, classroom, or office—emergencies such as fire, electrical failure, medical issues, or equipment malfunction can happen without warning. Being prepared helps prevent panic, reduces harm, and ensures everyone's safety.</p> <p>Staying calm during emergencies is the most important first step. Panic leads to confusion, poor decisions, and delays in evacuation. When trainees stay calm, they are able to think clearly, follow instructions, and move safely to designated areas. Calm behavior also encourages others to remain composed.</p>

	<ul style="list-style-type: none"><li>• Demonstrate basic response steps in case of fire, electrical failure, or other incidents.</li></ul> <p>Every training room has specific exits, safe zones, and emergency equipment such as fire extinguishers, alarms, and first aid kits. Trainees should take a moment each day to observe their surroundings and note these locations. Knowing where to go and what tools are available can save valuable time in a real emergency. During any emergency, it is critical to follow the trainer's or supervisor's instructions. They are trained in safety procedures and know the correct steps to take. Whether it's evacuating the room, shutting down equipment, or assembling in a safe area, trainees should listen carefully and respond immediately. Preparedness also includes understanding how to respond to different types of incidents. In case of fire, trainees should avoid using lifts, move quickly toward exits, and never attempt to retrieve personal belongings. During electrical failures, trainees should stay seated, avoid touching wires or metal surfaces, and wait for instructions. If someone gets injured, trainees should not attempt advanced first aid but must inform the supervisor and call for help. Emergency preparedness is not just about reacting—it is about being aware, responsible, and proactive. A well-prepared trainee contributes to a safer training environment for everyone.</p> <p><b>Watch / Learn</b></p> <p>Safety in emergencies is best understood through real examples and demonstrations. The following free videos and resources provide clear guidance.</p> <ol style="list-style-type: none"><li>1. "What to Do in an Emergency – Basic Safety Guide" <a href="https://www.youtube.com/watch?v=1LNDvGqVf2o">https://www.youtube.com/watch?v=1LNDvGqVf2o</a></li><li>2. "Fire Safety and Evacuation Procedures" <a href="https://www.youtube.com/watch?v=BLjoWjCrDqg">https://www.youtube.com/watch?v=BLjoWjCrDqg</a></li><li>3. "How to Use a Fire Extinguisher – PASS Method Explained" <a href="https://www.youtube.com/watch?v=lUojO1HvC8E">https://www.youtube.com/watch?v=lUojO1HvC8E</a></li><li>4. "Electrical Safety Basics for Everyone" <a href="https://www.youtube.com/watch?v=Y8jzE7f2Jzk">https://www.youtube.com/watch?v=Y8jzE7f2Jzk</a></li><li>5. "Emergency Preparedness Training – Workplace Safety" <a href="https://www.youtube.com/watch?v=6k6aYIKa1tY">https://www.youtube.com/watch?v=6k6aYIKa1tY</a></li><li>6. Free course: "Emergency Preparedness Basics – Alison Online" <a href="https://alison.com/course/emergency-preparedness">https://alison.com/course/emergency-preparedness</a></li></ol>
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**LU 1.1.5:  
Basic First Aid Awareness**

**Trainee will be able to:**

- Identify the location and importance of the first aid kit in the training environment.
- Provide simple care for minor injuries such as cuts, burns, or sprains.
- Recognize when and how to seek professional medical help.

Basic first aid awareness ensures that trainees can respond quickly and safely to minor injuries that may occur in a training or workplace environment. Even in computer labs or office-based settings, incidents such as small cuts, minor burns from equipment, headaches, or sprains can happen unexpectedly. Knowing how to handle these situations prevents complications and provides comfort until professional help arrives.

The first and most important step is knowing where the first aid kit is located. Every training room should have a clearly labeled kit that contains items such as bandages, antiseptic wipes, adhesive tape, burn cream, and gloves. Trainees should familiarize themselves with the kit's location on the first day of training. Understanding what is inside the kit helps trainees respond confidently and avoid unnecessary panic.

Basic care for minor injuries is simple but must be done correctly. Small cuts should be washed gently with clean water and covered with a bandage to prevent infection.

Minor burns can be cooled under clean running water for several minutes to reduce pain and swelling. Sprains require rest, elevation, and avoiding further strain. These small steps make a big difference in protecting the injured area and supporting quick recovery.

However, trainees must also recognize when a situation requires professional medical assistance. If the bleeding does not stop, the burn is large or severe, the person feels dizziness or weakness, or the injury involves electrical shock, immediate help must be sought. Trainees should never attempt advanced medical procedures. Instead, they should notify the trainer or supervisor, who will follow the appropriate emergency protocol.

Basic first aid awareness builds confidence and promotes a supportive learning environment. When trainees know how to respond calmly and appropriately, they help reduce risk, minimize harm, and maintain a safe atmosphere for everyone.

**Watch / Learn**

Below are useful, beginner-friendly videos and free resources for understanding basic first aid.

1. "Basic First Aid Skills Everyone Should Know"  
<https://www.youtube.com/watch?v=O0O-gwZKcYg>
2. "How to Treat Minor Cuts and Scrapes"  
<https://www.youtube.com/watch?v=9J1n0bW9Y2o>

		<ol style="list-style-type: none"> <li>3. "First Aid for Minor Burns – Step by Step"  <a href="https://www.youtube.com/watch?v=R3X1AHzQ9dY">https://www.youtube.com/watch?v=R3X1AHzQ9dY</a></li> <li>4. "First Aid for Sprains and Strains"  <a href="https://www.youtube.com/watch?v=UqvZbFdn2KM">https://www.youtube.com/watch?v=UqvZbFdn2KM</a></li> <li>5. "When to Seek Medical Help – Basic Guide"  <a href="https://www.youtube.com/watch?v=aWI4JvPBDo4">https://www.youtube.com/watch?v=aWI4JvPBDo4</a></li> <li>6. Free course: "First Aid for Beginners – Alison Online"  <a href="https://alison.com/course/basic-first-aid">https://alison.com/course/basic-first-aid</a></li> </ol>
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### **Module 1.2: Fundamentals of Graphic Design & Adobe Photoshop**

**Objective:** Build foundational knowledge of graphic design principles and develop practical skills in Adobe Photoshop for creating and editing professional visual content.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 1.2.1: Introduction to Graphic Design</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define graphic design and explain its importance in communication.</li> <li>• Identify different fields and applications of graphic design.</li> <li>• Recognize how graphic design impacts business, marketing, and everyday life.</li> <li>• Understand the role of a graphic designer.</li> </ul>	<p>Graphic design is the art and practice of creating visual content to communicate ideas, messages, or information effectively. It combines creativity, aesthetics, and communication skills to produce images, layouts, and designs that catch attention and convey meaning. Graphic design plays an important role not only in businesses and marketing but also in everyday life, from websites and apps to posters and social media content.</p> <p>Understanding graphic design helps trainees develop a strong visual sense, communicate ideas clearly, and create professional-looking content using tools such as <b>Adobe Photoshop</b>.</p> <p><b>Key Concepts in Graphic Design</b></p> <ol style="list-style-type: none"> <li>1. <b>What is Graphic Design?</b> Graphic design is a visual language that uses elements like images, colors, fonts, and layouts to communicate a message. A well-designed graphic attracts attention, informs, and persuades.</li> <li>2. <b>Importance of Graphic Design</b> <ul style="list-style-type: none"> <li>• <b>Communication:</b> Makes complex information simple and visually appealing.</li> <li>• <b>Branding:</b> Helps businesses create memorable logos and visual identity.</li> <li>• <b>Marketing &amp; Sales:</b> Influences decisions and engages audiences.</li> </ul> </li> </ol>

- **Everyday Life:** Found in signage, apps, social media, and product packaging.

### 3. Fields and Applications of Graphic Design

- **Print Design:** Brochures, posters, flyers, business cards.
- **Digital/Web Design:** Website layouts, app interfaces, social media posts.
- **Branding & Logo Design:** Corporate identity, brand consistency.
- **Advertising & Marketing:** Campaign visuals, online banners, ads.
- **Motion Graphics:** Animated graphics, video intros, GIFs.
- **Packaging Design:** Product labels and packaging visuals.

### 4. Role of a Graphic Designer

A graphic designer:

- Understands client needs and audience preferences.
- Creates visual solutions that communicate ideas effectively.
- Uses design software like **Adobe Photoshop** to bring concepts to life.
- Balances creativity with clarity, ensuring visuals are both attractive and purposeful.

### Practical Tips for Beginners

- Observe designs in your surroundings and analyze why they work.
- Experiment with color, shapes, and fonts in simple projects.
- Learn to use basic Photoshop tools like cropping, resizing, and layering.
- Start with small projects like creating a social media post or flyer.

### Watch / Learn

Below are useful, beginner-friendly videos and free resources for understanding graphic design:

- “What is Graphic Design?” – Beginner Guide  
<https://www.youtube.com/watch?v=3s5lbM3G3x4>
- “Graphic Design Basics – Visual Communication”  
<https://www.youtube.com/watch?v=f2fzz0LGRyI>
- “Adobe Photoshop for Beginners – Full Tutorial”  
<https://www.youtube.com/watch?v=OjRqZiAgoHo>
- Free Online Course: “Introduction to Graphic Design” – Canva Learn  
<https://www.canva.com/learn/graphic-design/>
- “Top Graphic Design Tips for Beginners”  
[https://www.youtube.com/watch?v=VqO8lzv3\\_dA](https://www.youtube.com/watch?v=VqO8lzv3_dA)

**LU 1.2.2:  
Color Theory  
& Typography  
Basics**

**Trainee will be able to:**

- Explain the basics of color theory and its role in design.
- Identify primary, secondary, and tertiary colors.
- Understand the use of warm, cool, and neutral colors.
- Recognize the basics of typography: typefaces, fonts, and hierarchy.
- Apply color and typography principles in simple design tasks.

Color and typography are two of the most important foundations of graphic design. They shape how people feel, understand, and respond to visual content. A designer who understands how colors interact and how text should be arranged gains the ability to create designs that are both attractive and effective. This learning unit helps trainees build the essential knowledge needed to choose colors wisely and use typography professionally in their early design projects.

**Understanding Color Theory**

Color theory explains how colors work together, how they create moods, and how they affect communication. Effective use of color makes a design stand out and guides the viewer's attention.

**1. Primary, Secondary & Tertiary Colors**

- **Primary Colors:** Red, Blue, Yellow — cannot be created by mixing other colors.
- **Secondary Colors:** Green, Orange, Purple — created by mixing two primary colors.
- **Tertiary Colors:** Red-Orange, Yellow-Green, Blue-Violet, etc. — created by mixing a primary and a secondary color.

These categories form the **color wheel**, a basic tool for understanding color relationships.

**2. Warm, Cool & Neutral Colors**

- **Warm Colors:** Red, Orange, Yellow — energetic, attention-grabbing, used for excitement and urgency.
- **Cool Colors:** Blue, Green, Purple — calming, peaceful, professional.
- **Neutral Colors:** Black, White, Gray, Brown — used for balance, background, and readability.

Warm colors often attract attention, while cool colors help create a sense of calm and order. Neutral colors support both by providing contrast and structure.

**3. Color Harmony**

Designers use color harmony to create pleasing and balanced color combinations.

Examples include:

- **Complementary:** Colors opposite on the wheel (e.g., Blue & Orange).

- **Analogous:** Colors next to each other (e.g., Yellow, Yellow-Green, Green).

- **Monochromatic:** Shades and tints of the same color.

Choosing the right harmony helps your design look organized and visually appealing.

## Basics of Typography

Typography is the art of arranging text so it is readable, attractive, and communicates clearly. Good typography guides the viewer through the content.

### 1. Typefaces vs. Fonts

- **Typeface:** The style of the letters (e.g., Arial, Times New Roman, Poppins).
- **Font:** The specific version of a typeface (e.g., Arial Bold 14pt).

### 2. Common Typeface Categories

- **Serif:** Small decorative strokes at the ends of letters (e.g., Times New Roman). Professional and traditional.
- **Sans Serif:** No strokes; clean and modern (e.g., Arial, Helvetica). Good for digital content.
- **Display / Decorative:** Creative styles for titles, logos, and posters.
- **Script:** Handwriting-like fonts used for elegant or personal designs.

### 3. Typography Hierarchy

Hierarchy helps guide the reader by showing what is most important:

- **Heading:** Large and bold to grab attention.
- **Subheading:** Slightly smaller, organizes sections.
- **Body Text:** Main content, simple and readable.

A good design always uses clear hierarchy to avoid confusion.

## Applying Color & Typography in Design

For simple tasks such as posters or social media posts:

- Use **2–3 colors** that work well together (avoid too many).
- Keep text readable using **high contrast** (e.g., dark text on light background).
- Choose **one or two typefaces** and maintain consistency.
- Highlight important information using size, boldness, or color.
- Ensure the overall look is clean, balanced, and easy to follow.

	<p><b>Watch / Learn</b></p> <p>Below are useful beginner-friendly videos and free resources for color theory and typography:</p> <ul style="list-style-type: none"> <li>“Color Theory Basics for Designers” <a href="https://www.youtube.com/watch?v=2LLXnUdULc">https://www.youtube.com/watch?v=2LLXnUdULc</a></li> <li>“Understanding the Color Wheel – Graphic Design for Beginners” <a href="https://www.youtube.com/watch?v=Qj1FK8n7WgY">https://www.youtube.com/watch?v=Qj1FK8n7WgY</a></li> <li>“Typography Basics – What Every Designer Needs to Know” <a href="https://www.youtube.com/watch?v=VYyCKYXQ3Tc">https://www.youtube.com/watch?v=VYyCKYXQ3Tc</a></li> <li>“Font Types Explained – Serif, Sans Serif, Script, Display” <a href="https://www.youtube.com/watch?v=Vx3c7Y2Rd0c">https://www.youtube.com/watch?v=Vx3c7Y2Rd0c</a></li> <li>Free Course: “Color Theory and Typography Essentials” – Envato Tuts+ <a href="https://design.tutsplus.com">https://design.tutsplus.com</a></li> </ul>
<b>LU 1.2.3: Photoshop Interface, Layers, Tools</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Navigate the Photoshop interface and workspace.</li> <li>• Identify and use essential Photoshop tools.</li> <li>• Understand the concept and importance of layers.</li> <li>• Apply basic edits using tools and layers.</li> </ul> <p>Adobe Photoshop is one of the most powerful and widely used tools in graphic design. Understanding its interface, tools, and the concept of layers helps beginners build confidence and perform essential editing tasks. This learning unit introduces trainees to the Photoshop workspace and its core features so they can begin creating and editing simple designs.</p> <p>Photoshop may look complex at first, but once trainees understand the layout and the purpose of each panel, it becomes much easier to use. Mastering the basics—such as how layers work, how tools are selected, and how to adjust settings—creates a strong foundation for future design work.</p> <p><b>Understanding the Photoshop Interface</b></p> <p>The Photoshop workspace is made up of different panels and sections that serve unique purposes:</p> <ol style="list-style-type: none"> <li>1. <b>Menu Bar (Top)</b> Contains commands like File, Edit, Image, Layer, Select, Filter, and Window. These control the main functions of Photoshop.</li> <li>2. <b>Options Bar (Below Menu)</b> Shows settings for the selected tool. For example, when using the Brush Tool, the options bar lets you change brush size and hardness.</li> </ol>

3. **Tools Panel (Left Side)**  
The vertical toolbar contains commonly used tools for selecting, editing, drawing, cropping, and retouching.
4. **Canvas / Document Area (Center)**  
The space where your image or design appears. All edits happen here.
5. **Layers Panel (Right Side)**  
One of the most important areas. It shows all the layers in the document and allows you to arrange, hide, lock, group, or edit them individually.
6. **Properties, Adjustments & Other Panels (Right Side)**  
Used to fine-tune settings such as brightness, contrast, masks, and color corrections.

Understanding this layout helps trainees move smoothly within the workspace and control their design tasks effectively.

### **Photoshop Tools: Essential for Beginners**

While Photoshop has many tools, a beginner should start with the most commonly used ones:

- **Move Tool (V):** Moves layers and objects.
- **Marquee Tools (M):** Makes rectangular/elliptical selections.
- **Lasso Tools (L):** Freehand selection of any shape.
- **Crop Tool (C):** Cuts or trims the canvas.
- **Brush Tool (B):** Paints with strokes; useful for retouching and digital art.
- **Eraser Tool (E):** Removes selected areas from a layer.
- **Gradient Tool (G):** Creates smooth color transitions.
- **Text Tool (T):** Adds and edits text.
- **Zoom Tool (Z):** Zooms in or out for detailed editing.

Beginners should practice switching tools, exploring their options, and applying them on simple images.

### **Understanding Layers: The Core of Photoshop**

Layers are like transparent sheets stacked on top of each other. Each layer can contain text, shapes, images, or edits without affecting the other layers.

#### **Why Layers Are Important:**

- Allow non-destructive editing.
- Make it easy to move or adjust individual elements.

- Help in organizing complex designs.
- Offer flexibility to hide or modify parts of a project.

Common layer types include:

- **Image Layers** (photos or graphics)
- **Text Layers**
- **Shape Layers**
- **Adjustment Layers** (brightness, contrast, color correction)

Understanding how to rename, organize, lock, duplicate, and group layers is essential for clean and professional work.

### **Basic Edits Using Tools & Layers**

New users should start with simple editing tasks such as:

1. **Cropping an Image**
  - Select the **Crop Tool**, adjust the frame, and apply.
2. **Adding Text**
  - Use the **Text Tool** to type, and a new text layer is automatically created.
3. **Using the Brush Tool**
  - Adjust brush size and color from the options bar.
4. **Creating a New Layer**
  - Click **New Layer** in the Layers Panel to avoid editing directly on the image.
5. **Adjusting Brightness/Contrast**
  - Add an **Adjustment Layer** for non-destructive correction.

Practicing with these simple steps prepares trainees to handle more advanced features later.

### **Watch / Learn**

Below are beginner-friendly videos to help trainees understand Photoshop tools, layers, and workspace:

- “Photoshop Interface Explained for Beginners”  
<https://www.youtube.com/watch?v=IHY2flpoH4s>
- “Photoshop Tools Overview – Complete Beginner Guide”  
<https://www.youtube.com/watch?v=OjRqZiAgoHo>
- “Understanding Layers in Photoshop – Easy Tutorial”  
<https://www.youtube.com/watch?v=rPhYUuUkY3c>

		<ul style="list-style-type: none"> <li>“Photoshop Basics: Working with Selections, Tools &amp; Layers” <a href="https://www.youtube.com/watch?v=V2FpgpanZAw">https://www.youtube.com/watch?v=V2FpgpanZAw</a></li> <li>Free Course: “Adobe Photoshop for Beginners” – Envato Tuts+ <a href="https://design.tutsplus.com">https://design.tutsplus.com</a></li> </ul>
<b>LU 1.2.4: Image Manipulation, Retouching, Filters</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Understand the basics of image manipulation in Photoshop.</li> <li>Perform retouching to enhance or correct photos.</li> <li>Apply filters for creative effects.</li> <li>Differentiate between destructive and non-destructive editing methods.</li> </ul>	<p>Image manipulation and retouching are essential skills in Photoshop, especially for designers working on marketing, social media content, branding, product images, and portraits. This learning unit introduces trainees to the basic techniques used to adjust, enhance, or creatively transform images while maintaining quality. Understanding how to apply filters and the difference between destructive and non-destructive editing helps beginners work professionally and avoid damaging their original images. Photoshop offers powerful tools that allow users to retouch imperfections, adjust color and lighting, and apply artistic effects. With practice, trainees will learn how small adjustments can dramatically improve the visual appeal of an image.</p> <p><b>Understanding Image Manipulation</b></p> <p>Image manipulation refers to altering an image to improve its appearance or achieve a specific design purpose. Common tasks include resizing, cropping, color correction, removing unwanted objects, and combining multiple images.</p> <p>Typical manipulation tasks for beginners:</p> <ul style="list-style-type: none"> <li>Adjusting brightness, contrast, and exposure</li> <li>Resizing and cropping images for social media</li> <li>Fixing color issues using adjustment layers</li> <li>Removing small distractions using healing tools</li> </ul> <p>These basic edits help create visually appealing and polished designs.</p> <p><b>Retouching: Enhancing Photos Professionally</b></p> <p>Retouching focuses on improving the quality of photos by correcting imperfections while keeping the result natural. Beginners should learn a few essential tools:</p> <ol style="list-style-type: none"> <li><b>Spot Healing Brush Tool</b> Automatically removes blemishes, small marks, and dust spots.</li> <li><b>Healing Brush Tool</b> Lets you sample a clean area and blend it into the imperfect area for more control.</li> </ol>

### 3. **Clone Stamp Tool**

Copies pixels from one area to another. Useful for removing objects or filling gaps.

### 4. **Patch Tool**

Selects an area and replaces it with a cleaner or smoother section.

### 5. **Dodge & Burn Tools**

- **Dodge:** Brightens specific areas.

- **Burn:** Darkens specific areas.

Great for enhancing highlights and shadows in portraits or product photos.

Effective retouching is subtle. The goal is to improve the image—not make it look unrealistic.

## **Applying Filters for Creative Effects**

Filters allow designers to add artistic or stylistic effects quickly. Photoshop provides a wide range of filters such as blur, sharpen, distort, sketch, and texture effects.

Common beginner filters:

- **Gaussian Blur:** Smooths backgrounds or softens edges.
- **Sharpen Filters:** Enhance image details.
- **Camera Raw Filter:** Offers powerful adjustments for lighting, color, and detail.
- **Artistic Filters:** Transform images into sketch-like or painted visuals.

While filters can enhance creativity, they should be used carefully to avoid over-editing.

## **Destructive vs. Non-Destructive Editing**

Understanding the difference between these two methods is crucial for professional work:

### **Destructive Editing**

- Changes the original pixels permanently.
- Difficult or impossible to reverse later.
- Example: Using the Eraser Tool directly on the only image layer.

### **Non-Destructive Editing**

- Protects the original image.
- Allows flexible adjustments at any time.
- Preferred by professional designers.

		<p><b>Common non-destructive techniques:</b></p> <ul style="list-style-type: none"> <li>• Using <b>Adjustment Layers</b> instead of Image &gt; Adjustments.</li> <li>• Duplicating layers before retouching.</li> <li>• Using <b>Layer Masks</b> instead of erasing pixels.</li> <li>• Applying filters as <b>Smart Filters</b> (convert layer to Smart Object first).</li> </ul> <p>Developing the habit of non-destructive editing ensures cleaner work and easier revisions.</p> <p><b>Watch / Learn</b></p> <p>Below are beginner-friendly videos and resources on Photoshop image manipulation and retouching:</p> <ul style="list-style-type: none"> <li>• “Photoshop Retouching for Beginners – Easy Tutorial” <a href="https://www.youtube.com/watch?v=LZtVn-1UzL4">https://www.youtube.com/watch?v=LZtVn-1UzL4</a></li> <li>• “How to Use Healing Tools in Photoshop” <a href="https://www.youtube.com/watch?v=qX8IDHV8lhA">https://www.youtube.com/watch?v=qX8IDHV8lhA</a></li> <li>• “Filters &amp; Creative Effects in Photoshop” <a href="https://www.youtube.com/watch?v=1XJzqkfNNP8">https://www.youtube.com/watch?v=1XJzqkfNNP8</a></li> <li>• “Destructive vs Non-Destructive Editing Explained” <a href="https://www.youtube.com/watch?v=Ew5S7M7tWJw">https://www.youtube.com/watch?v=Ew5S7M7tWJw</a></li> <li>• Free Course: “Photoshop Photo Editing Basics” – Envato Tuts+ <a href="https://design.tutsplus.com">https://design.tutsplus.com</a></li> </ul>
<b>LU 1.2.5: Designing Posters, Banners</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand design principles for posters and banners.</li> <li>• Learn layout, hierarchy, and composition techniques.</li> <li>• Apply color, typography, and imagery effectively in promotional design.</li> <li>• Create simple posters and banners using Photoshop.</li> </ul>	<p>Posters and banners are some of the most common design projects for beginners. They are used for events, promotions, advertisements, social media campaigns, and product awareness. Designing an effective poster or banner requires more than just placing text and images—it involves layout planning, visual hierarchy, proper use of color and type, and understanding how to guide the viewer's attention.</p> <p>This learning unit helps trainees apply the principles learned earlier (color theory, typography, and layers) to create simple but professional-looking posters and banners using Photoshop.</p> <p><b>Understanding Design Principles for Posters &amp; Banners</b></p> <p>An effective poster or banner:</p> <ul style="list-style-type: none"> <li>• Catches attention instantly</li> <li>• Communicates a message clearly and quickly</li> </ul>

- Looks visually balanced
- Guides the viewer toward the most important information

Key principles include:

1. **Simplicity:** Avoid clutter. Focus on one main message.
2. **Balance:** Keep visual elements evenly distributed (symmetrical or asymmetrical).
3. **Contrast:** Use strong differences (size, color, fonts) to make elements stand out.
4. **Alignment:** Ensure text and images line up cleanly for a professional look.
5. **Consistency:** Use the same style, colors, and fonts throughout the design.

## Layout, Hierarchy & Composition Techniques

Layout determines how elements are arranged on the page. A good layout makes the design easy to read and visually appealing.

### 1. Create Visual Hierarchy

- **Headline:** The largest element (event name, product name).
- **Subheading:** Medium size (date, slogan).
- **Body Text:** Smallest size (details, contact info).
- **Call to Action (CTA):** Emphasized for clarity ("Register Now", "Shop Today").

### 2. Use the Grid System

Grids help organize your poster by dividing the page into equal sections. They keep everything neat and aligned.

### 3. Rule of Thirds

Divide the canvas into a 3x3 grid and place important elements near the intersections for stronger composition.

### 4. White Space

Empty space is important. It improves readability and prevents crowding.

### 5. Focal Point

Every poster should have one main visual attraction—an image, headline, or object that immediately catches the viewer's eye.

## Using Color, Typography & Imagery Effectively

### 1. Color

- Use 2–3 main colors to maintain harmony.

- Choose colors based on the theme (e.g., warm for excitement, cool for professionalism).
- Keep text readable with strong contrast (light text on dark background or vice versa).

## 2. **Typography**

- Use **one or two typefaces** only.
- Apply hierarchy using bold, size, or color.
- Avoid using decorative fonts for body text.

## 3. **Imagery**

- Choose high-quality images.
- Use photos that match the theme.
- Blend images with the design using adjustment layers, masking, or blur effects.
- Ensure images do not overwhelm the text.

## **Creating Posters & Banners in Photoshop**

A simple workflow for beginners:

### 1. **Set Canvas Size**

- Posters: common sizes include A4 (8.27 × 11.69 inches) or 24 × 36 inches.
- Banners: depends on use (e.g., 1080 × 1920 pixels for digital).

### 2. **Add Background**

Use solid colors, gradients, textures, or images.

### 3. **Add Main Image or Graphic**

Place it as the focal point and adjust using layers and masks.

### 4. **Add Text**

Create hierarchy with font sizes and boldness.

### 5. **Apply Color Adjustments**

Use adjustment layers for brightness, saturation, contrast, etc.

### 6. **Add Shapes, Icons, or Design Elements**

Use simple elements to enhance—not clutter—the design.

### 7. **Review Spacing & Alignment**

Use guides, grids, and snapping for neat alignment.

## 8. Export Properly

Save as JPEG/PNG for digital use or PDF for printing.

### Watch / Learn

Below are helpful beginner-friendly videos and resources for designing posters and banners:

- “How to Design a Poster in Photoshop – Step-by-Step Guide”  
<https://www.youtube.com/watch?v=AJ6PFC0nCag>
- “Poster Design Principles for Beginners”  
<https://www.youtube.com/watch?v=W1kYkYxLqBY>
- “Banner Design in Photoshop – Complete Tutorial”  
<https://www.youtube.com/watch?v=CZe2w-zHh0o>
- “Typography & Layout for Better Poster Design”  
<https://www.youtube.com/watch?v=F0hHs6EQMyc>
- Free Course: “Poster Design Basics” – Canva Learn  
<https://www.canva.com/learn/poster-design/>

## Module 2: Adobe Illustrator – Vector Graphics & Logo Design

**Objective:** Develop the ability to create scalable vector graphics and professional logo designs using Adobe Illustrator, applying essential tools, techniques, and branding concepts.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
LU 2.1: Vector vs Raster Graphics, Branding Concepts	<b>Trainee will be able to:</b> <ul style="list-style-type: none"><li>• Differentiate between vector and raster graphics.</li><li>• Understand the advantages and limitations of each format.</li><li>• Explain key concepts of branding and visual identity.</li><li>• Apply knowledge of graphic formats in branding applications.</li></ul>	Graphics used in digital design fall into two main categories: <b>vector</b> and <b>raster</b> . Understanding the difference is essential before starting any project in Adobe Illustrator. Vector graphics are made of paths and shapes, which makes them scalable without losing quality. Raster graphics are made of pixels and are ideal for photos or complex textures. This learning unit also introduces basic branding concepts—how visual elements like logos, colors, and typography work together to represent a brand's identity. <b>Understanding Vector &amp; Raster Graphics</b> <b>Vector Graphics</b> Vector graphics are created using mathematical paths. They are ideal for:

- Logos
- Icons
- Illustrations
- Infographics
- Any design that must scale without losing quality

#### **Key Features:**

1. **Scalable:** Can be enlarged to any size without pixelation.
2. **Editable Shapes:** Each line and curve can be adjusted easily.
3. **Lightweight Files:** Smaller file sizes compared to high-resolution images.
4. **Created in Illustrator:** Adobe Illustrator is the standard vector software.

#### **Raster Graphics**

Raster graphics are pixel-based images.

They are used for:

- Photographs
- Textures
- Detailed images
- Web graphics

#### **Key Features:**

1. **Pixel-Based:** Enlarging reduces quality and makes the image blurry.
2. **Resolution-Dependent:** Quality depends on DPI (dots per inch) or pixel dimensions.
3. **Best for Photos:** Ideal for real-life images and complex shading.
4. **Created in Photoshop:** Adobe Photoshop works mainly with raster graphics.

#### **Advantages & Limitations**

##### **Vector Advantages**

- Infinite scalability
- Easy to recolor
- Clean, sharp lines
- Perfect for printing large banners, signage, and logos

##### **Vector Limitations**

- Not suitable for detailed photos
- Complex textures and realism are harder to achieve

##### **Raster Advantages**

- Excellent for photo editing
- Rich details and realistic shading
- Great for digital artwork requiring textures

### Raster Limitations

- Loses quality when scaled
- Larger file sizes at high resolution

### Branding Concepts

Branding is how a business or organization presents itself visually. A strong brand creates recognition, trust, and consistency. Graphic designers often create brand elements such as logos, color palettes, icons, and typography styles.

### Key Branding Elements

1. **Logo:** The main symbol or mark of a brand.
2. **Color Palette:** A set of colors used consistently across all designs.
3. **Typography:** Font styles that reflect the brand's personality.
4. **Visual Style:** Shapes, patterns, and imagery used to create a consistent look.
5. **Brand Identity:** How the brand wants to be perceived (professional, friendly, modern, traditional, etc.).

### Applying Knowledge in Real Projects

Understanding vector vs raster graphics helps trainees choose the right format for each task:

- **Logos & icons:** Always create in **vector** for perfect scalability.
- **Social media posts:** Can use either, but vector elements ensure sharp edges.
- **Posters with photos:** Use a combination—vector shapes + raster images.
- **Branding kits:** Use vectors for logos and design assets.

This knowledge forms the foundation for professional logo design in Illustrator.

### Watch / Learn

Below are helpful beginner-friendly videos and resources on vector graphics and branding:

- **“Vector vs Raster Graphics Explained”**

<https://www.youtube.com/watch?v=an3clQsXYkM>

- **“Introduction to Adobe Illustrator for Beginners”**

<https://www.youtube.com/watch?v=lb8UBwu3yGA>

		<ul style="list-style-type: none"> <li>• “<b>Branding Basics – What Is Brand Identity?</b>” <a href="https://www.youtube.com/watch?v=fB4ZL6Z6-tU">https://www.youtube.com/watch?v=fB4ZL6Z6-tU</a></li> <li>• “<b>How to Choose Vector or Raster – Design Guide</b>” <a href="https://www.youtube.com/watch?v=l0QHOp9p5H8">https://www.youtube.com/watch?v=l0QHOp9p5H8</a></li> <li>• <b>Free Course: “Branding for Beginners” – HubSpot Academy</b> <a href="https://academy.hubspot.com/courses/branding">https://academy.hubspot.com/courses/branding</a></li> </ul>
<b>LU 2.2: Illustrator Interface, Pen Tool, Shapes</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Navigate and customize the Adobe Illustrator interface.</li> <li>• Understand and apply the basic functions of the Pen Tool.</li> <li>• Create and manipulate vector shapes.</li> <li>• Combine tools to produce simple vector illustrations.</li> </ul>	<p>Adobe Illustrator is the industry-standard software for creating vector graphics. Before creating logos or illustrations, trainees must understand the workspace, essential tools, and how to draw using paths and shapes. Illustrator's interface is flexible, allowing designers to customize panels, toolbars, and workspaces according to their workflow. This learning unit also introduces the <b>Pen Tool</b>—the most important tool in Illustrator—and the basic shapes used to form icons, symbols, and illustrations.</p> <p><b>Understanding the Illustrator Interface</b></p> <p>The Illustrator interface is designed to support vector drawing and editing. Learning how to navigate it makes the design process smooth and efficient.</p> <p><b>Key Areas of the Interface</b></p> <ol style="list-style-type: none"> <li>1. <b>Menu Bar:</b> Contains commands like File, Edit, Object, and View.</li> <li>2. <b>Tool Panel (Left):</b> Houses drawing tools such as Pen, Shape, Selection, Type, and more.</li> <li>3. <b>Properties Panel (Right):</b> Shows options for fill, stroke, alignment, and appearance.</li> <li>4. <b>Control Bar (Top):</b> Displays commonly used settings for selected tools or objects.</li> <li>5. <b>Artboard:</b> The main canvas where the design is created.</li> <li>6. <b>Layers Panel:</b> Helps organize objects and separate elements for easy editing.</li> </ol> <p><b>Customizing the Workspace</b></p> <ul style="list-style-type: none"> <li>• Switch to <b>Essentials</b>, <b>Essentials Classic</b>, or <b>Layout</b> workspace depending on preference.</li> <li>• Panels can be moved, docked, enlarged, or collapsed.</li> <li>• Save a custom workspace for repeated use in professional projects.</li> </ul> <p><b>Working with Shapes</b></p>

Shapes are the building blocks of vector graphics. Many icons and logos begin as simple shapes before being customized.

### Common Shape Tools

1. **Rectangle Tool (M)**
2. **Ellipse Tool (L)**
3. **Polygon Tool**
4. **Star Tool**
5. **Rounded Rectangle Tool**

### Ways to Edit Shapes

- Adjust corner radius for rounded edges
- Change **fill** and **stroke** color
- Modify stroke weight and style
- Use bounding box handles to resize proportionally
- Use **Shift** to create perfect circles/squares

### Combining Shapes

- Use **Pathfinder** panel to merge, subtract, divide, or intersect shapes
- Ideal for creating icons, badges, and simple logos

### Understanding and Using the Pen Tool

The **Pen Tool** is the most powerful drawing tool in Illustrator. It creates paths made of **anchor points** and **handles**.

#### Pen Tool Basics

- **Click** to create straight lines
- **Click + drag** to create curved lines
- **Alt key** adjusts direction handles to refine curves
- **Close a path** by clicking back on the first anchor point

#### Why the Pen Tool Matters

- Allows precise control
- Creates smooth curves and custom shapes
- Essential for tracing, logo design, and detailed illustration

#### Pen Tool Tips for Beginners

- Start with tracing simple shapes
- Practice drawing smooth curves

- Use fewer anchor points for cleaner lines
- Zoom in while working on detailed areas

### Combining Tools to Create Simple Vector Illustrations

After mastering shapes and the Pen Tool, trainees can begin combining tools to build illustrations.

#### Basic Workflow Example

1. Start with simple shapes (circle for head, rectangle for body).
2. Modify using **Direct Selection Tool (A)** to adjust anchor points.
3. Add custom curves using the Pen Tool for hair, clothes, or icons.
4. Use **Pathfinder** to merge or subtract parts.
5. Apply **fill, stroke, and gradients** for color and style.

This process forms the foundation of professional illustration and logo design.

#### Watch / Learn

Below are helpful beginner-friendly videos and resources on using Illustrator's interface, shapes, and Pen Tool:

- “**Illustrator for Beginners – Full Interface Tour**”

<https://www.youtube.com/watch?v=lb8UBwu3yGA>

- “**Mastering the Pen Tool in Illustrator**”

[https://www.youtube.com/watch?v=3u\\_B3VRwJ6o](https://www.youtube.com/watch?v=3u_B3VRwJ6o)

- “**How to Use Shapes & Pathfinder in Illustrator**”

<https://www.youtube.com/watch?v=fbjzx8NZdMc>

- “**Beginner Illustrator Tutorial – Create Simple Vector Art**”

[https://www.youtube.com/watch?v=ebG0kQ4s\\_8M](https://www.youtube.com/watch?v=ebG0kQ4s_8M)

- **Free Course: “Adobe Illustrator for Beginners” – Envato Tuts+**

<https://design.tutsplus.com/series/adobe-illustrator-for-beginners--cms-1116>

<b>LU 2.3: Gradient, Pattern, Pathfinder, Typography</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Apply gradients and patterns to enhance vector designs.</li> <li>• Use Pathfinder tools to combine and manipulate shapes.</li> <li>• Understand typography tools in Illustrator.</li> </ul>	<p>Gradients, patterns, and typography are essential tools in Adobe Illustrator for creating visually appealing vector designs. Gradients and patterns add depth, texture, and style to shapes, while Pathfinder tools help combine or manipulate shapes for complex illustrations. Typography allows designers to integrate text effectively, ensuring that logos, posters, or illustrations communicate the intended message clearly. This learning unit guides trainees to use these tools confidently, combining them to produce professional vector compositions.</p>

	<ul style="list-style-type: none"><li>• Integrate text effectively into vector-based compositions.</li></ul> <p><b>Using Gradients</b> Gradients transition smoothly between two or more colors, giving shapes a 3D effect or adding visual interest.</p> <p><b>Types of Gradients</b></p> <ul style="list-style-type: none"><li>• <b>Linear Gradient:</b> Colors transition along a straight line.</li><li>• <b>Radial Gradient:</b> Colors radiate from the center outward.</li><li>• <b>Freeform Gradient:</b> Custom color points for creative effects.</li></ul> <p><b>Applying Gradients</b></p> <ol style="list-style-type: none"><li>1. Select a shape.</li><li>2. Open the <b>Gradient Panel</b> (Window → Gradient).</li><li>3. Choose the gradient type and adjust colors.</li><li>4. Use the <b>Gradient Tool (G)</b> to control direction and spread.</li></ol> <p><b>Tips</b></p> <ul style="list-style-type: none"><li>• Use gradients subtly for professional looks.</li><li>• Avoid too many contrasting colors.</li><li>• Apply to large shapes for noticeable effects.</li></ul> <p><b>Using Patterns</b> Patterns repeat designs to create textures or decorative elements.</p> <p><b>Applying Patterns</b></p> <ol style="list-style-type: none"><li>1. Select a shape.</li><li>2. Open <b>Swatches Panel</b> → select a pattern swatch.</li><li>3. Use <b>Object → Transform → Scale</b> to adjust pattern size without scaling the shape.</li></ol> <p><b>Tips</b></p> <ul style="list-style-type: none"><li>• Use simple patterns for clarity.</li><li>• Combine patterns with gradients for depth.</li><li>• Patterns are useful in backgrounds, icons, and branded designs.</li></ul> <p><b>Using Pathfinder Tools</b> Pathfinder tools allow designers to combine, divide, or subtract shapes to create complex objects.</p> <p><b>Common Pathfinder Functions</b></p> <ul style="list-style-type: none"><li>• <b>Unite:</b> Merge selected shapes into one.</li><li>• <b>Minus Front:</b> Subtract the top shape from the bottom shape.</li></ul>
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- **Intersect:** Keep only overlapping areas.
- **Exclude:** Remove overlapping areas.

#### **Tips**

- Convert shapes to **expand appearance** if needed.
- Use Pathfinder in combination with the **Direct Selection Tool (A)** to fine-tune shapes.
- Ideal for logos, icons, and vector illustrations.

#### **Typography in Illustrator**

Typography helps communicate a message effectively when integrated with vector designs.

#### **Key Typography Tools**

- **Type Tool (T):** Add text to the artboard.
- **Character Panel:** Adjust font, size, weight, spacing, and style.
- **Paragraph Panel:** Align text and manage spacing.
- **Type on a Path:** Wrap text around shapes or curves.

#### **Integrating Text**

1. Choose readable fonts for the design's purpose.
2. Apply hierarchy: bold headings, smaller subtext.
3. Adjust spacing and alignment for balance.
4. Combine text with shapes, gradients, or patterns carefully to avoid clutter.

#### **Combining Tools for Vector Composition**

Example workflow:

1. Create base shapes using **Shape Tools**.
2. Apply gradients or patterns to add depth.
3. Combine shapes using **Pathfinder** for complex designs.
4. Add typography and adjust hierarchy.
5. Refine colors, gradients, and alignment.
6. Save as **AI** for editing or export as **SVG/PNG** for sharing.

This integrated approach ensures designs are visually appealing, professional, and ready for branding or illustration purposes.

#### **Watch / Learn**

- **“Adobe Illustrator Gradients & Patterns Tutorial”**  
<https://www.youtube.com/watch?v=7ZepXz6t1Y4>

		<ul style="list-style-type: none"> <li>• “Illustrator Pathfinder Tools Explained” <a href="https://www.youtube.com/watch?v=Y_3s2H9Zx84">https://www.youtube.com/watch?v=Y_3s2H9Zx84</a></li> <li>• “Typography Basics in Adobe Illustrator” <a href="https://www.youtube.com/watch?v=6IU9vJ3V5hU">https://www.youtube.com/watch?v=6IU9vJ3V5hU</a></li> <li>• “Vector Illustration Workflow – Combining Shapes &amp; Text” <a href="https://www.youtube.com/watch?v=r6pmvRfSx8k">https://www.youtube.com/watch?v=r6pmvRfSx8k</a></li> <li>• Free Course: “Adobe Illustrator Essentials” – Envato Tuts+ <a href="https://design.tutsplus.com/courses/adobe-illustrator-essentials">https://design.tutsplus.com/courses/adobe-illustrator-essentials</a></li> </ul>
LU 2.4: <b>Logo Design</b> (flat, monogram, emblem)	<p><b>Learning Objectives</b></p> <ul style="list-style-type: none"> <li>• Trainee will be able to:</li> <li>• Understand different logo styles: flat, monogram, emblem.</li> <li>• Apply design principles to create professional logos.</li> <li>• Use Illustrator tools for constructing scalable, vector-based logos.</li> <li>• Develop creativity in branding through logo design exercises.</li> </ul>	<p>Logos are a key part of a brand's visual identity. They communicate a company's values, personality, and purpose instantly. There are various logo styles, including <b>flat</b>, <b>monogram</b>, and <b>emblem</b>, each suited for different branding needs. Designing a logo requires creativity, understanding of design principles, and mastery of Illustrator tools to produce scalable vector graphics.</p> <p>This learning unit helps trainees explore different logo styles, apply design principles, and practice creating simple, professional logos using Adobe Illustrator.</p> <p><b>Understanding Logo Styles</b></p> <p><b>1. Flat Logos</b></p> <ul style="list-style-type: none"> <li>• Minimalistic, modern, and two-dimensional</li> <li>• Focus on simplicity and clear shapes</li> <li>• Works well across digital and print media</li> </ul> <p><b>2. Monogram Logos</b></p> <ul style="list-style-type: none"> <li>• Composed of initials or letters</li> <li>• Ideal for personal branding or corporate logos</li> <li>• Emphasizes typography and letter arrangement</li> </ul> <p><b>3. Emblem Logos</b></p> <ul style="list-style-type: none"> <li>• Combination of text and icon inside a shape (badge, crest, circle)</li> <li>• Often used by schools, organizations, and classic brands</li> <li>• Can include decorative elements but must remain legible at small sizes</li> </ul> <p><b>Key Principles for Logo Design</b></p> <ol style="list-style-type: none"> <li>1. <b>Simplicity:</b> Keep designs clean for easy recognition.</li> <li>2. <b>Scalability:</b> Logos should look good on business cards and billboards.</li> <li>3. <b>Memorability:</b> Distinctive designs are easier to remember.</li> </ol>

4. **Versatility:** Ensure the logo works in color, black & white, or on different backgrounds.
5. **Relevance:** Logo style should reflect brand identity and target audience.

### **Creating Logos in Illustrator**

#### **Workflow Example**

1. **Choose the Style:** Decide if the logo will be flat, monogram, or emblem.
2. **Sketch Concepts:** Start with pencil sketches to explore ideas.
3. **Create Shapes & Paths:** Use **Shape Tools**, **Pen Tool**, and **Pathfinder** to form the logo.
4. **Apply Colors & Gradients:** Use brand colors, gradients, or patterns if appropriate.
5. **Add Typography:** Use the **Type Tool** for monograms or text elements in emblems.
6. **Refine & Align:** Check proportions, spacing, and symmetry for a polished look.
7. **Save & Export:**
  - Save as **AI** for editing
  - Export as **SVG** for web or **PNG/JPG** for general use

#### **Logo Design Exercises**

- Create a **flat logo** for a fictional startup.
- Design a **monogram logo** using your initials.
- Develop an **emblem logo** for a school or club.
- Compare different iterations and choose the most effective design.

These exercises enhance creativity while teaching practical Illustrator skills and branding concepts.

#### **Watch / Learn**

- “**Logo Design Basics in Adobe Illustrator**”  
<https://www.youtube.com/watch?v=6TVfl6YfDkl>
- “**How to Design a Flat Logo in Illustrator**”  
<https://www.youtube.com/watch?v=rt8zP6KnSxA>
- “**Monogram Logo Tutorial – Illustrator**”  
<https://www.youtube.com/watch?v=HX1HUh2XK2M>
- “**Emblem Logo Design – Step by Step**”  
<https://www.youtube.com/watch?v=52Oj6K8dRrE>

		<ul style="list-style-type: none"> <li>• <b>Free Course: “Logo Design Fundamentals” – Envato Tuts+</b>  <a href="https://design.tutsplus.com/courses/logo-design-fundamentals">https://design.tutsplus.com/courses/logo-design-fundamentals</a></li> </ul>
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### Module 3: Adobe InDesign & Print Media Design

**Objective:** Gain the skills to design professional print-ready layouts, brochures, and multi-page documents using Adobe InDesign, applying key principles of layout, color modes, and prepress preparation.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 3.1: Layout Design Principles</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define layout design and explain its importance in print media and publishing.</li> <li>• Identify key principles of layout such as balance, alignment, proximity, contrast, and white space.</li> <li>• Understand how grids and composition are applied in Adobe InDesign.</li> <li>• Apply layout principles to create professional magazine pages, brochures, and flyers.</li> </ul>	<p>Layout design is the art of arranging text, images, and other visual elements on a page to communicate a message effectively. In print media, such as magazines, brochures, and flyers, a well-designed layout captures the reader's attention, improves readability, and creates a professional look. This learning unit introduces trainees to fundamental layout principles and how they are applied in Adobe InDesign to produce clean, organized, and visually appealing print designs.</p> <p><b>Understanding Layout Design Principles</b></p> <p>A strong layout ensures that every page guides the reader's eye naturally and highlights the most important information. Key principles include:</p> <ol style="list-style-type: none"> <li>1. <b>Balance</b> <ul style="list-style-type: none"> <li>• Distribute visual elements evenly for a stable composition.</li> <li>• Can be <b>symmetrical</b> (formal) or <b>asymmetrical</b> (dynamic).</li> </ul> </li> <li>2. <b>Alignment</b> <ul style="list-style-type: none"> <li>• Align text, images, and graphics for a clean, professional look.</li> <li>• Use InDesign guides and snapping to maintain precision.</li> </ul> </li> <li>3. <b>Proximity</b> <ul style="list-style-type: none"> <li>• Group related items together to show connection.</li> <li>• Helps the reader understand content hierarchy quickly.</li> </ul> </li> <li>4. <b>Contrast</b> <ul style="list-style-type: none"> <li>• Use differences in size, color, and font to emphasize important elements.</li> <li>• Creates visual interest and directs attention.</li> </ul> </li> <li>5. <b>White Space</b> <ul style="list-style-type: none"> <li>• Also called negative space, it prevents clutter and improves readability.</li> <li>• Allows the eye to rest between sections.</li> </ul> </li> </ol>

## Using Grids and Composition in InDesign

Grids help designers maintain structure and consistency across pages.

### Types of Grids

- **Column Grids:** Divide the page vertically for multi-column text layouts.
- **Modular Grids:** Break pages into smaller blocks for precise placement.
- **Baseline Grids:** Ensure consistent alignment of text across pages.

### Applying Composition Techniques

- Start with a grid to arrange elements consistently.
- Position images and text blocks according to hierarchy.
- Keep margins consistent to maintain professional spacing.
- Use guides and rulers for precise alignment.

### Applying Layout Principles in Projects

Trainees can use layout principles to create various print materials:

1. **Magazine Pages:** Apply grids for text and image alignment, maintain consistent typography and margins.
2. **Brochures:** Organize content using columns, visual hierarchy, and consistent spacing.
3. **Flyers:** Use bold headlines, clear CTAs, and balanced visuals to communicate messages quickly.

**Tip:** Combine color theory, typography, and imagery knowledge from previous modules for professional-quality print layouts.

### Watch / Learn

- “**Adobe InDesign Basics – Layout Design for Beginners**”

<https://www.youtube.com/watch?v=Z-lbcTf8A2A>

- “**Principles of Layout Design in Print Media**”

<https://www.youtube.com/watch?v=FZpKXayv5GI>

- “**Using Grids and Guides in Adobe InDesign**”

[https://www.youtube.com/watch?v=U1h6s9w\\_GeA](https://www.youtube.com/watch?v=U1h6s9w_GeA)

- “**Designing Professional Brochures in InDesign**”

[https://www.youtube.com/watch?v=9v\\_nQuIo0oY](https://www.youtube.com/watch?v=9v_nQuIo0oY)

- **Free Course: “Adobe InDesign Essentials” – Envato Tuts+**

<https://design.tutsplus.com/courses/adobe-indesign-essentials>

**LU 3.2:  
CMYK vs RGB,  
Bleed &  
Margins**

**Trainee will be able to:**

- Differentiate between CMYK and RGB color modes and their usage in design.
- Understand why CMYK is used for print and RGB for digital media.
- Explain the concepts of bleed, margins, and safe zones in print layouts.
- Apply correct document setup in Adobe InDesign for professional print-ready files.

When designing for print or digital media, understanding color modes and page setup is essential. **CMYK** and **RGB** are two primary color modes used for different purposes. Additionally, proper use of **bleed, margins, and safe zones** ensures that printed designs are accurate, professional, and free from unwanted cropping. This learning unit teaches trainees how to set up documents correctly in Adobe InDesign for print-ready and digital designs.

**Understanding Color Modes**

**1. CMYK (Cyan, Magenta, Yellow, Black)**

- Used for **print materials** like brochures, flyers, posters, and magazines.
- Based on **subtractive color mixing**—colors are created by subtracting light.
- Ensures printed colors match expectations on paper.
- Example: Print a brochure, poster, or flyer in CMYK for accurate color output.

**2. RGB (Red, Green, Blue)**

- Used for **digital media** such as websites, social media, and digital presentations.
- Based on **additive color mixing**—colors are created by adding light.
- Brighter colors on screens but may not print accurately if converted to CMYK.

**Tip:** Always choose the correct color mode when creating a new document in InDesign.

**Bleed, Margins & Safe Zones**

**1. Bleed**

- Extra space outside the page edges to ensure images or colors extend to the edge after trimming.
- Common bleed: **3–5 mm** (0.125–0.25 inches).
- Prevents white borders around printed materials.

**2. Margins**

- Inner boundaries to keep text and important content away from edges.
- Ensures readability and maintains a clean design.
- Example: Standard margin: **10–15 mm** (0.4–0.6 inches) for brochures or flyers.

**3. Safe Zones**

- Area inside the margin where all critical content (text, logos) should remain.
- Prevents content from being cut off during printing.

**Applying Correct Document Setup in InDesign**

1. **New Document Setup**
  - File → New → Document
  - Choose **Intent**: Print (CMYK) or Web (RGB)
  - Set **Page Size, Orientation, Columns, Margins, and Bleed**
2. **Adding Bleed and Safe Zone Guides**
  - Set bleed in **New Document** or **Document Setup**
  - Use **guides** to mark safe zones
3. **Ensuring Accurate Printing**
  - Check that images and backgrounds extend to the bleed
  - Keep text within margins
  - Export as **PDF Print** with **bleed and crop marks**
4. **Digital Designs**
  - RGB mode
  - No bleed required unless simulating a print layout
  - Export as **JPEG, PNG, or PDF for web**

Proper setup saves time, avoids mistakes, and ensures that both digital and printed outputs look professional.

#### Watch / Learn

- “CMYK vs RGB Explained – Print vs Digital”  
<https://www.youtube.com/watch?v=73oP2w3x8Hg>
- “Bleed, Margins & Safe Zones in Adobe InDesign”  
<https://www.youtube.com/watch?v=szaZxBqxAro>
- “Setting Up Print-Ready Documents in InDesign”  
[https://www.youtube.com/watch?v=wRggQ3mD3\\_s](https://www.youtube.com/watch?v=wRggQ3mD3_s)
- “Adobe InDesign for Beginners – Document Setup”  
<https://www.youtube.com/watch?v=Z-lbcTf8A2A>
- Free Course: “InDesign Essentials – Print Layouts” – Envato Tuts+  
<https://design.tutsplus.com/courses/adobe-indesign-essentials>

<b>LU 3.3:</b> <b>Working with</b> <b>Multi-page</b> <b>Documents</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Understand the importance of multi-page document design in</li> </ul>	Multi-page documents such as magazines, reports, catalogs, and brochures require careful planning to maintain consistency, readability, and visual appeal across all pages. Adobe InDesign provides powerful tools for managing multi-page layouts, including <b>master pages, page numbers, and sections</b> , which help designers create
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	<ul style="list-style-type: none"> <li>print media (magazines, reports, catalogs).</li> <li>Learn how to use master pages, page numbers, and sections in Adobe InDesign.</li> <li>Organize and manage text and images across multiple pages.</li> <li>Apply consistency and hierarchy in multi-page layouts.</li> </ul>	<p>professional, organized print media. This learning unit guides trainees to efficiently design and manage multi-page documents while applying consistent layout principles.</p> <p><b>Understanding Multi-Page Document Design</b></p> <p>Multi-page documents must be visually cohesive and easy to navigate. Key principles include:</p> <ol style="list-style-type: none"> <li><b>Consistency</b> <ul style="list-style-type: none"> <li>Maintain consistent fonts, colors, margins, and spacing throughout all pages.</li> <li>Use master pages for recurring elements like headers, footers, and page numbers.</li> </ul> </li> <li><b>Hierarchy</b> <ul style="list-style-type: none"> <li>Prioritize information visually using headings, subheadings, and body text.</li> <li>Keep a clear flow to guide the reader through content logically.</li> </ul> </li> <li><b>Organization</b> <ul style="list-style-type: none"> <li>Use sections to separate chapters or topics.</li> <li>Ensure images and text blocks align across pages for a professional look.</li> </ul> </li> </ol> <p><b>Using Master Pages</b></p> <p>Master pages are templates applied to multiple pages to maintain consistency.</p> <p><b>Key Features</b></p> <ul style="list-style-type: none"> <li>Add repeating elements such as headers, footers, logos, and page numbers.</li> <li>Automatically update across all pages using that master.</li> <li>Apply multiple master pages for different sections (e.g., title page vs. content pages).</li> </ul> <p><b>How to Use</b></p> <ol style="list-style-type: none"> <li>Open <b>Pages Panel</b> (Window → Pages).</li> <li>Double-click a <b>Master Page</b> to edit.</li> <li>Add text boxes, images, or guides.</li> <li>Apply master page to desired document pages by dragging onto page thumbnails.</li> </ol> <p><b>Adding Page Numbers &amp; Sections</b></p> <ol style="list-style-type: none"> <li><b>Page Numbers</b> <ul style="list-style-type: none"> <li>Use the <b>Type Tool</b> → Insert Special Character → Markers → Current Page Number.</li> <li>Place on master page for automatic numbering.</li> </ul> </li> </ol>
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		<p>2. <b>Sections</b></p> <ul style="list-style-type: none"> <li>• Divide document into sections with independent numbering if needed (e.g., Volume 1, Chapter 1).</li> <li>• Use the <b>Pages Panel</b> → New Section.</li> </ul> <p><b>Organizing Text and Images</b></p> <ul style="list-style-type: none"> <li>• Use <b>paragraph and character styles</b> for consistent formatting.</li> <li>• Align images and text with <b>grids and guides</b>.</li> <li>• Group related content and maintain equal spacing across pages.</li> <li>• Flow text between pages using the <b>Primary Text Frame</b> or <b>Threaded Text Frames</b>.</li> </ul> <p><b>Tip:</b> Use <b>Preview Mode</b> to check layout flow without distractions from guides.</p> <p><b>Applying Consistency Across Multi-Page Layouts</b></p> <ul style="list-style-type: none"> <li>• Maintain a consistent color palette, typography, and spacing.</li> <li>• Apply master pages and styles to save time and reduce errors.</li> <li>• Use grids to align elements across pages.</li> <li>• Ensure each page follows the document hierarchy for easy readability.</li> </ul> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• “<b>Working with Multi-Page Documents in Adobe InDesign</b>”  <a href="https://www.youtube.com/watch?v=cJv_s_ykX5c">https://www.youtube.com/watch?v=cJv_s_ykX5c</a></li> <li>• “<b>Master Pages and Page Numbers Tutorial</b>”  <a href="https://www.youtube.com/watch?v=6z6g9o9a9O0">https://www.youtube.com/watch?v=6z6g9o9a9O0</a></li> <li>• “<b>InDesign Multi-Page Layout Tips</b>”  <a href="https://www.youtube.com/watch?v=0tN5V7NmT1o">https://www.youtube.com/watch?v=0tN5V7NmT1o</a></li> <li>• “<b>Organizing Text and Images Across Pages</b>”  <a href="https://www.youtube.com/watch?v=2ztC7-3nG7o">https://www.youtube.com/watch?v=2ztC7-3nG7o</a></li> <li>• <b>Free Course: “Adobe InDesign Multi-Page Documents” – Envato Tuts+</b>  <a href="https://design.tutsplus.com/courses/adobe-indesign-multi-page-documents">https://design.tutsplus.com/courses/adobe-indesign-multi-page-documents</a></li> </ul>
<b>LU 3.4:</b> <b>Brochure and Magazine Page Design</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Understand the structure and purpose of brochures and magazine pages.</li> </ul>	Brochures and magazine pages are common print materials used for marketing, information sharing, and storytelling. Designing these materials requires a balance between text, images, and white space to guide the reader's eye and communicate the intended message effectively. This learning unit helps trainees plan and execute professional brochure and magazine layouts using Adobe InDesign, applying principles of hierarchy, grids, and typography.

	<ul style="list-style-type: none"> <li>• Learn how to plan content flow, hierarchy, and visual appeal for multipurpose print materials.</li> <li>• Apply layout principles, grids, and typography in Adobe InDesign.</li> <li>• Design professional brochures and magazine pages that balance text and visuals.</li> </ul> <p><b>Understanding Brochure and Magazine Design Purpose and Structure</b></p> <ul style="list-style-type: none"> <li>• <b>Brochures:</b> Used to promote products, services, events, or information in a compact, folded format.</li> <li>• <b>Magazine Pages:</b> Feature articles, images, advertisements, and design elements arranged in a visually appealing multi-page layout.</li> </ul> <p>Key goals for both:</p> <ul style="list-style-type: none"> <li>• Communicate content clearly</li> <li>• Maintain visual interest</li> <li>• Guide the reader through a logical flow</li> </ul> <p><b>Planning Content Flow and Hierarchy</b></p> <ol style="list-style-type: none"> <li>1. <b>Define the Message</b> <ul style="list-style-type: none"> <li>• Determine the main purpose (inform, sell, or entertain).</li> </ul> </li> <li>2. <b>Establish Hierarchy</b> <ul style="list-style-type: none"> <li>• Headline: Most prominent, grabs attention</li> <li>• Subheadings: Organize sections</li> <li>• Body Text: Provides detailed information</li> <li>• Call to Action (CTA): Clear instruction or engagement point</li> </ul> </li> <li>3. <b>Flow</b> <ul style="list-style-type: none"> <li>• Use grids to align text and images for smooth reading</li> <li>• Ensure visual and textual balance across pages</li> </ul> </li> </ol> <p><b>Applying Layout Principles in InDesign</b></p> <p><b>Grids and Guides</b></p> <ul style="list-style-type: none"> <li>• Use <b>column grids</b> for brochures and magazine layouts</li> <li>• Apply <b>baseline grids</b> to align text consistently</li> <li>• Use <b>margins</b> and <b>safe zones</b> to avoid cutting important content</li> </ul> <p><b>Typography</b></p> <ul style="list-style-type: none"> <li>• Apply consistent fonts, sizes, and styles</li> <li>• Use paragraph and character styles for easy formatting</li> <li>• Adjust spacing for readability and visual appeal</li> </ul> <p><b>Images and Visuals</b></p>
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		<ul style="list-style-type: none"> <li>• High-resolution images for print clarity</li> <li>• Maintain aspect ratios to avoid distortion</li> <li>• Use alignment, white space, and balance to enhance text readability</li> </ul> <p><b>Designing Professional Brochures and Magazine Pages</b></p> <p><b>Workflow Example</b></p> <ol style="list-style-type: none"> <li>1. Set up document size and orientation.</li> <li>2. Define columns, margins, and bleed for print readiness.</li> <li>3. Place text and image frames according to hierarchy.</li> <li>4. Apply styles, colors, and consistent typography.</li> <li>5. Add visual elements such as shapes, icons, or graphics.</li> <li>6. Review spacing, alignment, and readability.</li> <li>7. Export as <b>PDF Print</b> with bleed and crop marks for professional output.</li> </ol> <p><b>Tip:</b> Experiment with layouts and visuals but maintain consistency and clarity to produce high-quality designs.</p> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <b>“Adobe InDesign Brochure Design Tutorial”</b> <a href="https://www.youtube.com/watch?v=5R7u4Ozz0Zw">https://www.youtube.com/watch?v=5R7u4Ozz0Zw</a></li> <li>• <b>“Magazine Page Layouts in InDesign – Beginner Guide”</b> <a href="https://www.youtube.com/watch?v=3DBxWzB5jC4">https://www.youtube.com/watch?v=3DBxWzB5jC4</a></li> <li>• <b>“Typography and Layout Tips for Print Media”</b> <a href="https://www.youtube.com/watch?v=TX7t-BPgelc">https://www.youtube.com/watch?v=TX7t-BPgelc</a></li> <li>• <b>“Creating Professional Brochures in InDesign”</b> <a href="https://www.youtube.com/watch?v=LgK3RzZJzLU">https://www.youtube.com/watch?v=LgK3RzZJzLU</a></li> <li>• <b>Free Course: “Adobe InDesign Layout Essentials” – Envato Tuts+</b> <a href="https://design.tutsplus.com/courses/adobe-indesign-layout-essentials">https://design.tutsplus.com/courses/adobe-indesign-layout-essentials</a></li> </ul>
<b>LU 3.5: Preparing Files for Print</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Understand the requirements for preparing print-ready files.</li> <li>• Learn how to export documents from InDesign in correct formats.</li> </ul>	<p>Before sending designs to print, it is essential to ensure that files are <b>print-ready</b> to avoid errors such as missing fonts, low-resolution images, or incorrect colors. Adobe InDesign provides tools for exporting, preflighting, and packaging documents so that all resources are included for professional printing. This learning unit teaches trainees how to prepare high-quality, error-free files for print production.</p> <p><b>Understanding Print-Ready Requirements</b></p>

- Apply preflight checks to identify and fix design issues before printing.
- Use packaging to collect all fonts, images, and resources for printers.

A print-ready file ensures that:

- Colors are set to **CMYK** for accurate printing.
- Images are high-resolution (at least 300 DPI).
- Fonts are embedded or packaged.
- Bleed, margins, and safe zones are correctly applied.
- All linked resources (images, graphics) are included.

Failing to meet these requirements can result in blurred images, missing text, or improper layout in printed materials.

## Exporting Documents for Print

### Steps to Export

1. **File → Export**
2. Choose **Adobe PDF (Print)**
3. **Settings:**
  - **High Quality Print** for general print
  - **Press Quality** for professional offset printing
  - Include **bleed and crop marks** if needed
4. Check **Color Conversion**: Ensure CMYK output
5. Click **Export**

### Tips

- Use **Preview Mode** to inspect final layout.
- Verify that all fonts and images are visible.
- Confirm that text and graphics are within safe zones.

### Preflight Checks

The Preflight tool identifies issues that could affect printing, such as:

- Missing fonts
- Low-resolution images
- Overset text
- Color profile mismatches

### How to Use Preflight

1. **Window → Output → Preflight**
2. Create a **custom profile** or use the **default profile**
3. Review errors and warnings
4. Fix issues before exporting

## Packaging Files for Printers

Packaging ensures all elements of the document are included for printing.

### Steps to Package

1. File → Package
2. Review **Fonts, Links, and Images**
3. Add instructions or notes if needed
4. Save the packaged folder
5. Deliver the folder to the printer

### Benefits of Packaging:

- Prevents missing fonts or images
- Keeps all resources organized
- Simplifies the printing process

### Watch / Learn

- “**Preparing Print-Ready Files in InDesign**”  
<https://www.youtube.com/watch?v=UwWxIZpfswA>
- “**InDesign Preflight and Packaging Tutorial**”  
<https://www.youtube.com/watch?v=GJ1xTZRzE3c>
- “**Exporting Print-Ready PDFs in Adobe InDesign**”  
<https://www.youtube.com/watch?v=2MfUO3pKXpo>
- “**InDesign Tips – Bleed, Margins & Color Setup for Print**”  
<https://www.youtube.com/watch?v=szgZxBqxAro>
- **Free Course: “Adobe InDesign for Print” – Envato Tuts+**  
<https://design.tutsplus.com/courses/adobe-indesign-print-preparation>

## Module 4: Social Media Design & Branding

**Objective:** Learn to design engaging social media content and build consistent brand identity across platforms using professional tools like Canva, Adobe Express, and UI/UX basics.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 4.1: Brand Identity Systems, UI/UX Basics</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Define brand identity and explain its importance in design.</li> <li>Identify key components of a brand identity system.</li> <li>Understand the basics of UI/UX and their role in digital design.</li> <li>Recognize the relationship between branding and user experience.</li> </ul>	<p>A strong brand identity ensures that a company or individual is easily recognizable and consistent across all platforms. Brand identity systems include visual elements, typography, colors, logos, and messaging that together create a cohesive experience. Additionally, understanding <b>UI (User Interface)</b> and <b>UX (User Experience)</b> principles helps designers create digital content that is not only visually appealing but also functional and engaging. This learning unit introduces trainees to brand identity fundamentals and the basics of UI/UX design for social media and digital platforms.</p> <p><b>Understanding Brand Identity Systems</b></p> <p><b>Definition</b></p> <p>Brand identity is the visible elements of a brand (colors, design, logo, typography) that distinguish it from others and communicate its values.</p> <p><b>Key Components</b></p> <ol style="list-style-type: none"> <li><b>Logo:</b> Central visual symbol of the brand.</li> <li><b>Color Palette:</b> Consistent colors representing the brand personality.</li> <li><b>Typography:</b> Fonts that reflect the brand's tone and style.</li> <li><b>Visual Style:</b> Consistent design elements (icons, graphics, photography).</li> <li><b>Brand Guidelines:</b> Rules for how elements are used to maintain consistency.</li> </ol> <p><b>Importance of Brand Identity</b></p> <ul style="list-style-type: none"> <li>Builds recognition and trust</li> <li>Creates a professional, cohesive look across social media</li> <li>Guides design decisions and content creation</li> </ul> <p><b>Basics of UI/UX</b></p> <p><b>UI (User Interface)</b></p> <ul style="list-style-type: none"> <li>Refers to the visual layout and interactive elements of a digital product.</li> <li>Includes buttons, menus, icons, and overall page design.</li> </ul> <p><b>UX (User Experience)</b></p> <ul style="list-style-type: none"> <li>Focuses on how users interact with the product or content.</li> <li>Ensures navigation is intuitive, content is accessible, and experience is enjoyable.</li> </ul> <p><b>UI/UX Principles for Social Media Design</b></p> <ol style="list-style-type: none"> <li><b>Clarity:</b> Ensure text and visuals are easy to understand.</li> <li><b>Consistency:</b> Use similar styles and layouts for posts and stories.</li> <li><b>Accessibility:</b> Consider font size, contrast, and readability.</li> </ol>

4. **Engagement:** Design to encourage likes, shares, clicks, or interactions.

### **Relationship Between Branding and UX**

- A strong brand identity enhances user trust and recognition.
- Consistent visual language improves usability and engagement.
- Well-designed interfaces make brand interactions enjoyable and memorable.

**Example:** A social media page with consistent colors, typography, and button layouts ensures users immediately recognize the brand while navigating content smoothly.

### **Practical Applications for Social Media Design**

- Create templates for posts, stories, and ads using brand colors and fonts.
- Apply UI/UX principles to layout content for clarity and engagement.
- Maintain visual consistency across multiple platforms (Instagram, Facebook, LinkedIn).
- Test designs for readability, balance, and impact.

### **Watch / Learn**

- **“What is Brand Identity? – Explained for Beginners”**

<https://www.youtube.com/watch?v=H2Fv6bN1qMg>

- **“UI vs UX Design – Basics for Beginners”**

<https://www.youtube.com/watch?v=9B2e5-4wqYQ>

- **“Social Media Branding Tips & Guidelines”**

<https://www.youtube.com/watch?v=ZqKjM7p-F3I>

- **“Canva Social Media Design Tutorial for Beginners”**

<https://www.youtube.com/watch?v=1A3y6zDdsYY>

- **Free Course: “UI/UX Design Fundamentals” – Coursera**

<https://www.coursera.org/learn/ui-ux-design>

## **LU 4.2: Social Media Post Templates**

### **Trainee will be able to:**

- Understand the role of visual consistency in social media branding.
- Learn the basic design requirements for different social media platforms.

Social media posts are a primary way brands communicate with their audience. Consistency in visual style, color, typography, and imagery ensures that a brand is recognizable across platforms. Creating reusable post templates saves time, maintains brand identity, and allows content to be produced efficiently. This learning unit guides trainees to design professional, platform-specific templates using tools like Canva, Adobe Express, or Illustrator.

### **Role of Visual Consistency**

- Create reusable social media templates to save time and maintain brand identity.
- Apply typography, color, and imagery effectively for digital content.

- Consistent design reinforces brand recognition.
- Helps followers identify your content instantly.
- Builds trust and professionalism across all social media channels.

### **Elements to Maintain Consistently:**

1. Brand colors and color palette
2. Typography and font hierarchy
3. Logo placement
4. Layout and spacing
5. Imagery style (photography, illustrations, icons)

### **Design Requirements for Social Media Platforms**

Different platforms have specific post requirements:

<b>Platform</b>	<b>Recommended Size</b>	<b>Notes</b>
Instagram Post	1080 × 1080 px (square)	Visual-focused, balanced text/images
Instagram Story	1080 × 1920 px (vertical)	Eye-catching, minimal text
Facebook Post	1200 × 630 px	Clear CTA, readable on desktop/mobile
Twitter Post	1024 × 512 px	Short text, strong visual impact
LinkedIn Post	1200 × 627 px	Professional, informative content

**Tip:** Always check platform updates as dimensions may change.

### **Creating Reusable Templates**

1. **Set Up Canvas**
  - Choose the platform-specific size.
  - Apply bleed or safe margins if needed for export.
2. **Apply Brand Elements**
  - Add logo, brand colors, and fonts.
  - Use consistent positioning for recurring elements.
3. **Design Layout**
  - Reserve space for images, text, headlines, and CTAs.
  - Use grids to align elements.

4. **Add Typography & Imagery**
  - Use clear hierarchy: headlines > subtext > CTA.
  - Choose high-quality images, illustrations, or icons.
5. **Save as Template**
  - In Canva: Save as template to reuse.
  - In Adobe tools: Save as PSD/AI with layers intact.
6. **Test & Iterate**
  - Preview on different devices.
  - Ensure readability and visual balance.

#### **Tips for Effective Social Media Posts**

- Keep text concise and readable.
- Use contrast to make text stand out from background.
- Include a clear call-to-action (CTA).
- Align visuals and text to maintain balance.
- Use consistent filters or styles for images.

#### **Watch / Learn**

- “**Creating Social Media Post Templates – Canva Tutorial**”  
<https://www.youtube.com/watch?v=1A3y6zDdsYY>
- “**Social Media Post Design Tips for Beginners**”  
<https://www.youtube.com/watch?v=5ZC4XsPzy7g>
- “**Adobe Express Social Media Templates Tutorial**”  
<https://www.youtube.com/watch?v=Q7Z9t9sIgOY>
- “**Typography & Color for Social Media Design**”  
<https://www.youtube.com/watch?v=8hkHyF8dZxA>
- **Free Course: “Social Media Content Design Basics” – Canva Learn**  
<https://www.canva.com/learn/social-media-design/>

<b>LU 4.3: Branding for Facebook, Instagram, LinkedIn</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Understand the branding requirements and audience differences across Facebook, Instagram, and LinkedIn.</li> </ul>	<p>Different social media platforms serve different audiences and require tailored branding approaches. While visual consistency is essential for brand recognition, each platform demands unique design strategies, tone, and content styles. This learning unit helps trainees create <b>platform-specific branded visuals</b> that maintain brand identity while appealing to the target audience on Facebook, Instagram, and LinkedIn.</p> <p><b>Understanding Platform Differences</b></p>
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	<ul style="list-style-type: none"> <li>• Learn how to adapt design styles while keeping brand consistency.</li> <li>• Create platform-specific branded visuals.</li> <li>• Apply content strategy with appropriate tone and design elements.</li> </ul>	<p><b>1. Facebook</b></p> <ul style="list-style-type: none"> <li>• Audience: Wide-ranging, mix of casual users and professionals.</li> <li>• Content Style: Engaging, shareable, informative posts.</li> <li>• Visual Guidelines: <ul style="list-style-type: none"> <li>• Image: 1200 × 630 px</li> <li>• Video: 1080 × 1080 px or 16:9</li> <li>• CTA buttons visible for campaigns</li> <li>• Best Practices: Bold headlines, clear CTA, readable on desktop/mobile.</li> </ul> </li> </ul> <p><b>2. Instagram</b></p> <ul style="list-style-type: none"> <li>• Audience: Visual-focused, younger demographic.</li> <li>• Content Style: Eye-catching posts, stories, and reels.</li> <li>• Visual Guidelines: <ul style="list-style-type: none"> <li>• Post: 1080 × 1080 px (square)</li> <li>• Story: 1080 × 1920 px (vertical)</li> <li>• Reels/Shorts: 1080 × 1920 px</li> <li>• Best Practices: Consistent filters, vibrant visuals, minimal text, interactive stickers.</li> </ul> </li> </ul> <p><b>3. LinkedIn</b></p> <ul style="list-style-type: none"> <li>• Audience: Professionals, B2B audiences, job seekers.</li> <li>• Content Style: Informative, polished, and professional posts.</li> <li>• Visual Guidelines: <ul style="list-style-type: none"> <li>• Post: 1200 × 627 px</li> <li>• Banner: 1584 × 396 px</li> <li>• Best Practices: Professional tone, concise text, branded graphics, charts, or infographics.</li> </ul> </li> </ul> <p><b>Adapting Design Styles While Maintaining Brand Consistency</b></p> <ol style="list-style-type: none"> <li>1. <b>Use Core Brand Elements</b> <ul style="list-style-type: none"> <li>• Brand colors, typography, and logo placement remain consistent.</li> </ul> </li> <li>2. <b>Adjust Layouts</b> <ul style="list-style-type: none"> <li>• Tailor composition for platform-specific dimensions and visual behavior.</li> </ul> </li> <li>3. <b>Content Tone</b> <ul style="list-style-type: none"> <li>• Friendly and casual for Facebook</li> </ul> </li> </ol>
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- Creative and visually appealing for Instagram
- Professional and informative for LinkedIn

#### 4. **Imagery Style**

- Use high-quality visuals that reflect audience expectations and platform style.

### **Creating Platform-Specific Branded Visuals**

#### **Workflow Example**

1. Select the platform and determine post type (image, video, carousel).
2. Set correct dimensions and orientation.
3. Apply brand colors, fonts, and logo placement consistently.
4. Adjust design elements for audience engagement (CTA, stickers, icons).
5. Export in appropriate format (JPEG, PNG, MP4).
6. Preview and test for readability and engagement across devices.

#### **Tips for Effective Cross-Platform Branding**

- Maintain a recognizable brand voice across all platforms.
- Use templates to save time while ensuring consistency.
- Optimize designs for mobile viewing.
- Schedule posts according to platform-specific engagement times.
- Regularly review analytics to improve design and content strategy.

#### **Watch / Learn**

- “**Social Media Branding Tips for Facebook, Instagram, LinkedIn**”  
<https://www.youtube.com/watch?v=8r4FQ2r1AAk>
- “**Designing Branded Social Media Content – Canva Tutorial**”  
<https://www.youtube.com/watch?v=1Vv8Ajp6X1c>
- “**Platform-Specific Social Media Design Guidelines**”  
<https://www.youtube.com/watch?v=XrVnAqvIk6s>
- “**Creating Consistent Brand Identity Across Social Media**”  
<https://www.youtube.com/watch?v=l7XG9sm3g8I>
- **Free Course: “Social Media Branding Basics” – Canva Learn**  
<https://www.canva.com/learn/social-media-branding/>

<b>LU 4.4:</b> <b>Designing with Canva and Adobe Express</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Understand the features and benefits of Canva and Adobe Express for quick design tasks.</li> <li>Learn how to use pre-made templates for social media, posters, and presentations.</li> <li>Customize templates with brand colors, fonts, and logos.</li> <li>Export designs in different formats for digital and print use.</li> </ul>	<p>Canva and Adobe Express are powerful, beginner-friendly design tools that allow users to create professional-looking graphics quickly. They provide pre-made templates for social media posts, posters, presentations, and marketing materials, which can be easily customized to match a brand's identity. This learning unit helps trainees leverage these tools for efficient design while maintaining consistency and quality.</p> <p><b>Features and Benefits of Canva &amp; Adobe Express</b></p> <ol style="list-style-type: none"> <li><b>User-Friendly Interface</b> <ul style="list-style-type: none"> <li>Drag-and-drop functionality</li> <li>Intuitive menus and easy access to design elements</li> </ul> </li> <li><b>Templates Library</b> <ul style="list-style-type: none"> <li>Thousands of pre-made templates for social media, print, and presentations</li> <li>Designed to meet platform-specific requirements</li> </ul> </li> <li><b>Branding Tools</b> <ul style="list-style-type: none"> <li>Upload brand logos, set brand colors, and save custom fonts</li> <li>Ensure consistency across all designs</li> </ul> </li> <li><b>Collaboration and Sharing</b> <ul style="list-style-type: none"> <li>Share designs with team members for feedback</li> <li>Export in multiple formats for web, print, or social media</li> </ul> </li> </ol> <p><b>Using Pre-Made Templates</b></p> <ol style="list-style-type: none"> <li><b>Select a Template</b> <ul style="list-style-type: none"> <li>Choose a design suited for your purpose (post, story, flyer, presentation).</li> </ul> </li> <li><b>Customize Layout</b> <ul style="list-style-type: none"> <li>Replace placeholder text and images with your own content.</li> <li>Adjust positioning, spacing, and alignment for clarity.</li> </ul> </li> <li><b>Apply Brand Identity</b> <ul style="list-style-type: none"> <li>Change colors to match brand palette</li> <li>Apply brand fonts and logo consistently</li> <li>Maintain visual style across multiple templates</li> </ul> </li> <li><b>Add Design Elements</b> <ul style="list-style-type: none"> <li>Shapes, icons, stickers, and illustrations to enhance engagement</li> <li>Use minimal elements to avoid clutter</li> </ul> </li> </ol> <p><b>Exporting Designs</b></p>
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	<ol style="list-style-type: none"> <li>1. <b>Choose File Type</b> <ul style="list-style-type: none"> <li>• PNG/JPEG for digital use (social media posts, stories)</li> <li>• PDF for printing (flyers, brochures, posters)</li> <li>• MP4/GIF for animated content</li> </ul> </li> <li>2. <b>Adjust Settings</b> <ul style="list-style-type: none"> <li>• Check resolution and quality</li> <li>• Include transparent background if required</li> </ul> </li> <li>3. <b>Download and Share</b> <ul style="list-style-type: none"> <li>• Save locally or share directly to social media platforms</li> </ul> </li> </ol> <p><b>Tip:</b> Always preview designs on the intended platform to ensure readability and proper layout.</p> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• “<b>Canva Tutorial for Beginners – Full Guide</b>”  <a href="https://www.youtube.com/watch?v=1A3y6zDdsYY">https://www.youtube.com/watch?v=1A3y6zDdsYY</a> </li> <li>• “<b>Adobe Express Basics – Design Templates and Branding</b>”  <a href="https://www.youtube.com/watch?v=Q7Z9t9sIgOY">https://www.youtube.com/watch?v=Q7Z9t9sIgOY</a> </li> <li>• “<b>How to Customize Templates in Canva</b>”  <a href="https://www.youtube.com/watch?v=Z9m0hjfHCgU">https://www.youtube.com/watch?v=Z9m0hjfHCgU</a> </li> <li>• “<b>Exporting Designs for Web and Print in Canva/Adobe Express</b>”  <a href="https://www.youtube.com/watch?v=l9FQhYhWmOA">https://www.youtube.com/watch?v=l9FQhYhWmOA</a> </li> <li>• <b>Free Course: “Canva for Beginners – Design Social Media Graphics”</b>  <a href="https://www.canva.com/learn/social-media-design/">https://www.canva.com/learn/social-media-design/</a> </li> </ul>
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### **Module 5.1: Project Completion, Portfolio, & Assessment**

**Objective:** Develop a professional portfolio, complete capstone projects, and gain practical exposure to freelancing, pricing, client communication, and job market readiness.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 5.1.1: Freelancing Opportunities (Fiverr, Upwork)</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Understand the concept of freelancing and its relevance to graphic design.</li> <li>Learn how platforms like Fiverr and Upwork operate.</li> <li>Explore strategies to create effective freelancer profiles.</li> <li>Recognize key skills required to succeed in freelancing marketplaces.</li> </ul>	<p>Freelancing provides graphic designers with opportunities to work independently, gain real-world experience, and earn income by offering their services online. Platforms like Fiverr and Upwork connect freelancers with clients globally, allowing trainees to showcase their skills and complete projects remotely. This learning unit introduces trainees to the freelancing ecosystem, helping them understand how to create strong profiles, find projects, and build a successful freelance career.</p> <p><b>Understanding Freelancing</b></p> <p><b>Definition</b></p> <p>Freelancing is working independently for clients rather than being employed full-time by a single company. Freelancers manage their projects, clients, timelines, and pricing.</p> <p><b>Importance in Graphic Design</b></p> <ul style="list-style-type: none"> <li>Provides flexibility to work on diverse projects.</li> <li>Enhances practical skills through real-world assignments.</li> <li>Builds a professional portfolio that attracts clients.</li> <li>Offers potential for income and career growth.</li> </ul> <p><b>Platforms for Freelancers</b></p> <p><b>1. Fiverr</b></p> <ul style="list-style-type: none"> <li>Offers “gigs” where freelancers list services at various price points.</li> <li>Ideal for beginners to gain small projects and reviews.</li> <li>Focuses on project-based work with clear expectations.</li> </ul> <p><b>2. Upwork</b></p> <ul style="list-style-type: none"> <li>Clients post projects or jobs; freelancers submit proposals.</li> <li>Suitable for long-term projects and more professional assignments.</li> <li>Offers hourly or fixed-price contracts.</li> </ul> <p><b>Tip:</b> Start with small projects to build credibility and gather positive reviews.</p> <p><b>Creating an Effective Freelancer Profile</b></p> <ol style="list-style-type: none"> <li><b>Profile Picture</b> <ul style="list-style-type: none"> <li>Use a professional, clear photo.</li> </ul> </li> <li><b>Profile Description</b> <ul style="list-style-type: none"> <li>Highlight skills, experience, and the value you provide.</li> </ul> </li> </ol>

**3. Portfolio Samples**

- Upload best work that reflects your skills and style.
- Include posters, social media posts, logos, or any completed projects.

**4. Skill Tags & Keywords**

- Use relevant keywords so clients can find your profile easily.

**5. Pricing Strategy**

- Start competitively, then increase rates with experience.
- Offer packages with clear deliverables.

**Key Skills for Freelance Success**

- **Technical Skills:** Mastery of graphic design tools (Photoshop, Illustrator, InDesign, Canva, Adobe Express).
- **Communication Skills:** Respond professionally to client messages and clarify requirements.
- **Time Management:** Meet deadlines and manage multiple projects efficiently.
- **Client Understanding:** Listen to client needs, provide suggestions, and deliver value.
- **Marketing Skills:** Promote your profile and services effectively online.

**Watch / Learn**

- **“How to Start Freelancing on Fiverr – Beginner Guide”**

<https://www.youtube.com/watch?v=7qF3hvzxwAk>

- **“Upwork Tutorial for Beginners – Freelancing Basics”**

<https://www.youtube.com/watch?v=vYwQiUjGZx4>

- **“Freelancing Tips for Graphic Designers”**

<https://www.youtube.com/watch?v=G0R5Xjl3ff8>

- **“Creating an Effective Freelance Portfolio”**

[https://www.youtube.com/watch?v=3C9F\\_1pA5fU](https://www.youtube.com/watch?v=3C9F_1pA5fU)

- **Free Course: “Freelancing for Beginners – Fiverr & Upwork” – Coursera**

<https://www.coursera.org/learn/freelancing-basics>

LU 5.1.2: Pricing Designs,	<b>Trainee will be able to:</b> <ul style="list-style-type: none"><li>Understand how to price graphic design projects fairly and competitively.</li></ul>	Freelancing not only requires strong design skills but also the ability to <b>price services fairly</b> and <b>communicate effectively with clients</b> . Understanding pricing strategies, negotiation techniques, and professional communication ensures that freelancers are valued for their work and can maintain long-term client relationships. This learning unit

<b>Communication with Clients</b>	<ul style="list-style-type: none"> <li>• Learn different pricing models (per hour, per project, value-based).</li> <li>• Develop effective communication skills with clients.</li> <li>• Handle negotiations, feedback, and revisions professionally.</li> </ul>	<p>guides trainees to manage project pricing, client interactions, and revisions professionally.</p> <p><b>Understanding Pricing for Graphic Design</b></p> <p><b>Factors Affecting Pricing</b></p> <ol style="list-style-type: none"> <li>1. <b>Experience Level:</b> Beginners may charge less; experienced designers can command higher rates.</li> <li>2. <b>Project Complexity:</b> More time-consuming or specialized work costs more.</li> <li>3. <b>Market Rates:</b> Research industry standards on Fiverr, Upwork, or local markets.</li> <li>4. <b>Deliverables:</b> Number of revisions, file types, and design complexity impact pricing.</li> </ol> <p><b>Common Pricing Models</b></p> <ol style="list-style-type: none"> <li>1. <b>Per Hour</b> – Charge based on the number of hours worked.</li> <li>2. <b>Per Project</b> – Fixed price for the entire project.</li> <li>3. <b>Value-Based</b> – Price based on the value delivered to the client, not just time spent.</li> </ol> <p><b>Tip:</b> Start with competitive rates and gradually increase as experience and reputation grow.</p> <p><b>Effective Communication with Clients</b></p> <p>Clear communication ensures smooth collaboration and successful project delivery.</p> <p><b>Key Practices</b></p> <ol style="list-style-type: none"> <li>1. <b>Understand Requirements</b> <ul style="list-style-type: none"> <li>• Ask questions to clarify project scope, deadlines, and expectations.</li> </ul> </li> <li>2. <b>Set Clear Terms</b> <ul style="list-style-type: none"> <li>• Agree on pricing, deliverables, timelines, and number of revisions.</li> <li>• Use contracts or agreements if necessary.</li> </ul> </li> <li>3. <b>Professional Tone</b> <ul style="list-style-type: none"> <li>• Respond politely and promptly.</li> <li>• Maintain a positive, solution-oriented attitude.</li> </ul> </li> <li>4. <b>Provide Updates</b> <ul style="list-style-type: none"> <li>• Share progress regularly to keep clients informed.</li> </ul> </li> <li>5. <b>Handling Feedback &amp; Revisions</b> <ul style="list-style-type: none"> <li>• Accept constructive feedback gracefully.</li> </ul> </li> </ol>
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- Suggest solutions or improvements if needed.
- Keep revisions within agreed limits to avoid scope creep.

### **Tips for Negotiation**

- Know your worth and explain the value you provide.
- Be open to discussion but maintain minimum acceptable rates.
- Offer packages or add-ons instead of reducing quality to lower prices.
- Document all agreements in writing to avoid misunderstandings.

### **Watch / Learn**

- **“How to Price Freelance Graphic Design Projects”**  
<https://www.youtube.com/watch?v=7Lq2w3u12Sk>
- **“Freelance Client Communication Tips for Designers”**  
<https://www.youtube.com/watch?v=fxzvQipBkKk>
- **“Negotiation Skills for Freelancers”**  
<https://www.youtube.com/watch?v=0a5Zf9xM74I>
- **“Handling Client Feedback Professionally”**  
<https://www.youtube.com/watch?v=qFg6q2phzns>
- **Free Course: “Freelancing Essentials: Pricing & Client Communication” – Skillshare**  
<https://www.skillshare.com/classes/Freelancing-Essentials-Pricing-and-Client-Communication/1947385>

<b>LU 5.1.3: Preparing Portfolio for Job/Freelance Market</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Understand the importance of a professional portfolio for jobs and freelancing.</li> <li>• Learn how to select and organize design works effectively.</li> <li>• Develop both physical and digital portfolio formats.</li> <li>• Present personal branding through portfolio design.</li> </ul>	<p>A professional portfolio is a key tool for showcasing a designer's skills, creativity, and experience. Whether applying for jobs or freelancing, a well-organized portfolio demonstrates your expertise, style, and professionalism. This learning unit guides trainees on selecting work samples, organizing them effectively, and presenting a polished portfolio in both digital and physical formats.</p> <p><b>Importance of a Professional Portfolio</b></p> <ul style="list-style-type: none"> <li>• Demonstrates skills and design capabilities to potential employers or clients.</li> <li>• Reflects your personal brand and style.</li> <li>• Helps build credibility and trust in freelancing marketplaces.</li> <li>• Differentiates you from other candidates or designers.</li> </ul> <p><b>Selecting and Organizing Design Works</b></p>
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1. **Choose Best Work**
  - Include diverse projects showing range: posters, social media posts, logos, brochures, etc.
  - Prioritize quality over quantity.
2. **Organize by Category or Skill**
  - Group similar work together (e.g., branding, print design, social media).
  - Showcase workflow: concept → design → final output.
3. **Highlight Key Projects**
  - Include brief descriptions: objective, tools used, challenges, solutions, and results.
  - Show before-and-after examples if possible.

### **Physical vs Digital Portfolios**

#### **Physical Portfolio**

- Printed booklet or folder showcasing selected designs.
- Use high-quality prints, clean layouts, and professional binding.
- Handy for in-person interviews, presentations, or client meetings.

#### **Digital Portfolio**

- PDF or online portfolio (Behance, Dribbble, personal website).
- Interactive elements: clickable links, animations, or embedded videos.
- Easy to share with clients or employers globally.

### **Presenting Personal Branding**

1. **Brand Identity**
  - Use consistent colors, typography, and logo throughout the portfolio.
2. **Portfolio Layout**
  - Clean, professional, and easy to navigate.
  - Use white space to avoid clutter.
3. **Introduction Section**
  - Include short bio, skills, and contact information.
4. **Consistency**
  - Maintain the same style for all portfolio pages to reinforce your brand.

### **Watch / Learn**

- “How to Create a Graphic Design Portfolio for Jobs & Freelancing”  
[https://www.youtube.com/watch?v=3C9F\\_1pA5fU](https://www.youtube.com/watch?v=3C9F_1pA5fU)

		<ul style="list-style-type: none"> <li>• “Organizing Your Design Work for a Portfolio” <a href="https://www.youtube.com/watch?v=l1QK8Hk4K4g">https://www.youtube.com/watch?v=l1QK8Hk4K4g</a></li> <li>• “Digital Portfolio Tips for Graphic Designers” <a href="https://www.youtube.com/watch?v=G6hCg4gM8kl">https://www.youtube.com/watch?v=G6hCg4gM8kl</a></li> <li>• “Portfolio Design: Show Your Work Professionally” <a href="https://www.youtube.com/watch?v=2rZQ7UjO0yM">https://www.youtube.com/watch?v=2rZQ7UjO0yM</a></li> <li>• Free Course: “Building a Graphic Design Portfolio” – Coursera <a href="https://www.coursera.org/learn/graphic-design-portfolio">https://www.coursera.org/learn/graphic-design-portfolio</a></li> </ul>
LU 5.1.4: <b>Finalize Capstone Projects</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Guide learners to polish and complete their capstone design projects.</li> <li>• Ensure professional presentation quality across all design elements.</li> <li>• Provide feedback to refine deliverables in line with industry standards.</li> <li>• Prepare final projects for portfolio inclusion and client presentation.</li> </ul>	<p>Capstone projects are a culmination of the skills trainees have learned throughout the graphic design course. Completing these projects professionally demonstrates competence and readiness for jobs or freelancing. This learning unit focuses on polishing design work, ensuring presentation quality, and preparing projects for portfolio or client submission.</p> <p><b>Polishing Capstone Projects</b></p> <ol style="list-style-type: none"> <li><b>1. Review All Elements</b> <ul style="list-style-type: none"> <li>• Check alignment, spacing, color consistency, and typography.</li> <li>• Ensure images are high-resolution and properly cropped.</li> </ul> </li> <li><b>2. Refine Layout &amp; Composition</b> <ul style="list-style-type: none"> <li>• Apply principles of visual hierarchy, balance, and readability.</li> <li>• Remove unnecessary clutter and simplify design for clarity.</li> </ul> </li> <li><b>3. Apply Branding Consistency</b> <ul style="list-style-type: none"> <li>• Ensure logos, brand colors, and fonts are applied consistently across all deliverables.</li> <li>• Verify that design aligns with intended audience or client guidelines.</li> </ul> </li> </ol> <p><b>Feedback and Revisions</b></p> <ul style="list-style-type: none"> <li>• Seek feedback from trainers, peers, or mentors.</li> <li>• Evaluate designs against industry standards and best practices.</li> <li>• Make iterative improvements to strengthen the visual impact and functionality.</li> <li>• Document changes to show progress and reasoning behind design decisions.</li> </ul> <p><b>Preparing Projects for Portfolio &amp; Client Presentation</b></p> <ol style="list-style-type: none"> <li><b>1. Organize Files</b> <ul style="list-style-type: none"> <li>• Separate source files (PSD, AI, InDesign) and final exports (JPEG, PNG,</li> </ul> </li> </ol>

		<p>PDF).</p> <ul style="list-style-type: none"> <li>• Label files clearly for easy access.</li> </ul> <ol style="list-style-type: none"> <li>2. <b>Create Final Mockups</b> <ul style="list-style-type: none"> <li>• Present work in realistic settings (e.g., posters on walls, social media screens).</li> <li>• Highlight key features and design strengths.</li> </ul> </li> <li>3. <b>Compile Portfolio Version</b> <ul style="list-style-type: none"> <li>• Include project description, objectives, tools used, and outcomes.</li> <li>• Maintain clean, professional layouts in digital or printed formats.</li> </ul> </li> <li>4. <b>Presentation Readiness</b> <ul style="list-style-type: none"> <li>• Prepare to explain design choices, workflow, and problem-solving approach.</li> <li>• Ensure projects are client-ready and showcase professional competency.</li> </ul> </li> </ol> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <b>“How to Finalize and Present Your Graphic Design Projects”</b>  <a href="https://www.youtube.com/watch?v=3GzzgXv6y3I">https://www.youtube.com/watch?v=3GzzgXv6y3I</a></li> <li>• <b>“Capstone Project Tips for Graphic Designers”</b>  <a href="https://www.youtube.com/watch?v=8p7dZHYu5J0">https://www.youtube.com/watch?v=8p7dZHYu5J0</a></li> <li>• <b>“Polishing Design Work – Best Practices”</b>  <a href="https://www.youtube.com/watch?v=9X2Lp4i2FeU">https://www.youtube.com/watch?v=9X2Lp4i2FeU</a></li> <li>• <b>“Preparing Design Projects for Portfolio”</b>  <a href="https://www.youtube.com/watch?v=v9G5MPSIVjk">https://www.youtube.com/watch?v=v9G5MPSIVjk</a></li> <li>• <b>Free Course: “Portfolio and Capstone Project Completion” – Skillshare</b>  <a href="https://www.skillshare.com/classes/Building-a-Professional-Portfolio-and-Capstone-Project/1512456">https://www.skillshare.com/classes/Building-a-Professional-Portfolio-and-Capstone-Project/1512456</a></li> </ul>
<b>LU 5.1.5: Peer Reviews &amp; Mock Interviews</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Enable learners to critically evaluate design projects through structured peer review.</li> <li>• Prepare learners for professional interviews in both freelancing and job markets.</li> </ul>	<p>Peer reviews and mock interviews help trainees <b>refine their design work</b>, gain constructive feedback, and build confidence for professional interactions. Structured peer evaluation encourages critical thinking, while mock interviews simulate real-world client or job scenarios, preparing trainees to present their portfolios and articulate design decisions effectively.</p> <p><b>Peer Reviews</b></p> <p><b>Purpose</b></p>

- Build confidence in presenting creative work and articulating design choices.
- Develop communication and feedback exchange skills.

- Encourage objective evaluation of design work.
- Identify strengths and areas for improvement.
- Foster collaboration and knowledge sharing among peers.

### **Structured Peer Review Process**

#### **1. Review Criteria**

- Visual hierarchy, layout, typography, color usage
- Creativity, originality, and adherence to project brief
- Technical execution and polish

#### **2. Providing Feedback**

- Be specific: highlight exact elements (e.g., “Text alignment could be improved”).
- Be constructive: suggest actionable improvements.
- Balance positives and areas for improvement.

#### **3. Receiving Feedback**

- Listen actively and without defensiveness.
- Note recommendations for refinement.
- Reflect and apply changes where necessary.

### **Mock Interviews**

#### **Purpose**

- Simulate real-world job or client interactions.
- Practice presenting portfolios and explaining design choices.
- Build confidence in professional communication and self-presentation.

#### **Preparation Tips**

##### **1. Know Your Portfolio**

- Be ready to discuss projects, tools used, challenges, and outcomes.

##### **2. Anticipate Questions**

- “What inspired this design?”
- “Why did you choose this color/font/layout?”
- “How do you handle client feedback and revisions?”

##### **3. Presentation Skills**

- Speak clearly and confidently.
- Use visual examples to support explanations.
- Highlight problem-solving, creativity, and workflow.

		<p><b>4. Professionalism</b></p> <ul style="list-style-type: none"> <li>• Dress appropriately for virtual or in-person interviews.</li> <li>• Maintain polite and respectful communication.</li> <li>• Demonstrate readiness to learn and collaborate.</li> </ul> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• Builds critical thinking and self-evaluation skills.</li> <li>• Enhances communication, negotiation, and client management abilities.</li> <li>• Prepares trainees for both freelancing and traditional employment opportunities.</li> <li>• Improves overall portfolio quality and presentation skills.</li> </ul> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• “How to Conduct Peer Reviews in Design” <a href="https://www.youtube.com/watch?v=LZ91I7iO5ko">https://www.youtube.com/watch?v=LZ91I7iO5ko</a></li> <li>• “Mock Interview Tips for Graphic Designers” <a href="https://www.youtube.com/watch?v=V0XeGQ9_XqE">https://www.youtube.com/watch?v=V0XeGQ9_XqE</a></li> <li>• “Presenting Your Portfolio Confidently” <a href="https://www.youtube.com/watch?v=8dGzP4r3hH4">https://www.youtube.com/watch?v=8dGzP4r3hH4</a></li> <li>• “How to Give and Receive Constructive Feedback” <a href="https://www.youtube.com/watch?v=ytKjqcK1rHg">https://www.youtube.com/watch?v=ytKjqcK1rHg</a></li> <li>• Free Course: “Portfolio Presentation and Interview Skills for Designers” – Coursera <a href="https://www.coursera.org/learn/design-portfolio-interview-skills">https://www.coursera.org/learn/design-portfolio-interview-skills</a></li> </ul>
<b>LU 5.1.6: Portfolio Compilation</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Organize all completed design projects into a cohesive professional portfolio.</li> <li>• Prepare both digital and physical versions suitable for freelance or job applications.</li> <li>• Ensure portfolio reflects personal branding and design style.</li> </ul>	<p>A well-compiled portfolio showcases a designer's <b>skills, creativity, and professional growth</b>. This learning unit guides trainees to organize their completed projects into a cohesive collection that demonstrates their expertise, personal style, and readiness for freelancing or job opportunities. Both digital and physical formats are considered to ensure versatility in professional presentations.</p> <p><b>Organizing Design Projects</b></p> <ol style="list-style-type: none"> <li><b>Select Key Works</b> <ul style="list-style-type: none"> <li>• Choose a mix of projects that highlight different skills (e.g., posters, logos, social media content, brochures).</li> <li>• Prioritize quality over quantity—include only your strongest pieces.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>Highlight strengths and key skills through selected works.</li> </ul> <ol style="list-style-type: none"> <li><b>Categorize Projects</b> <ul style="list-style-type: none"> <li>Group by type, skill, or theme (e.g., branding, print design, digital campaigns).</li> <li>Maintain logical flow for easy navigation.</li> </ul> </li> <li><b>Add Project Details</b> <ul style="list-style-type: none"> <li>Include project title, objective, tools used, and a short description.</li> <li>Highlight problem-solving approaches and creative decisions.</li> </ul> </li> </ol> <p><b>Preparing Digital &amp; Physical Portfolios</b></p> <p><b>Digital Portfolio</b></p> <ul style="list-style-type: none"> <li>PDF, online portfolio platforms (Behance, Dribbble, personal website).</li> <li>Include interactive elements where possible (clickable links, slideshows).</li> <li>Optimize file size and resolution for easy sharing.</li> </ul> <p><b>Physical Portfolio</b></p> <ul style="list-style-type: none"> <li>Printed booklet or folder with high-quality reproductions of your designs.</li> <li>Professional layout and consistent style to reflect personal branding.</li> <li>Useful for interviews, client meetings, or portfolio reviews.</li> </ul> <p><b>Reflecting Personal Branding</b></p> <ul style="list-style-type: none"> <li>Consistently apply brand colors, typography, and logo throughout the portfolio.</li> <li>Ensure layout and design style reflect your professional identity.</li> <li>Introduce yourself with a short bio and contact information at the beginning.</li> <li>Showcase unique skills and strengths through highlighted projects.</li> </ul> <p><b>Tips for a Strong Portfolio</b></p> <ul style="list-style-type: none"> <li>Keep the design clean and uncluttered.</li> <li>Include before-and-after examples or process snapshots to show workflow.</li> <li>Update regularly as skills and projects evolve.</li> <li>Tailor versions of the portfolio for specific clients, jobs, or freelance opportunities.</li> </ul> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>“How to Compile a Professional Graphic Design Portfolio” <a href="https://www.youtube.com/watch?v=3C9F_1pA5fU">https://www.youtube.com/watch?v=3C9F_1pA5fU</a></li> <li>“Digital vs Physical Portfolios – Best Practices” <a href="https://www.youtube.com/watch?v=G6hCg4gM8kl">https://www.youtube.com/watch?v=G6hCg4gM8kl</a></li> <li>“Showcasing Your Design Work Effectively” <a href="https://www.youtube.com/watch?v=l1QK8Hk4K4q">https://www.youtube.com/watch?v=l1QK8Hk4K4q</a></li> </ul>
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		<ul style="list-style-type: none"> <li>• <b>“Building a Cohesive Portfolio for Freelance or Jobs”</b>  <a href="https://www.youtube.com/watch?v=2rZQ7UjO0yM">https://www.youtube.com/watch?v=2rZQ7UjO0yM</a></li> <li>• <b>Free Course: “Portfolio Creation for Graphic Designers” – Coursera</b>  <a href="https://www.coursera.org/learn/graphic-design-portfolio">https://www.coursera.org/learn/graphic-design-portfolio</a></li> </ul>
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## Module 5.2: Entrepreneurship Session

**Objective:** Understand the fundamentals of entrepreneurship by exploring idea generation, business planning, financing, and strategies to overcome challenges in starting and running a business.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
LU 5.2.1: <b>Introduction to Entrepreneurship</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define entrepreneurship and explain its importance in today's economy.</li> <li>• Identify characteristics of successful entrepreneurs.</li> <li>• Recognize opportunities where entrepreneurial thinking can be applied.</li> </ul>	<p>Entrepreneurship is the process of identifying opportunities, taking initiative, and creating value through innovative solutions, products, or services. This unit introduces trainees to the entrepreneurial mindset, its role in economic development, and how individuals can apply entrepreneurial thinking across various fields—including creative industries like graphic design, digital marketing, and tech.</p> <p><b>What is Entrepreneurship?</b></p> <ul style="list-style-type: none"> <li>• <b>Entrepreneurship</b> involves starting or managing a business to solve problems or meet market needs.</li> <li>• It includes <b>risk-taking, innovation, and resource management</b>.</li> <li>• Entrepreneurs drive job creation, economic growth, and social development.</li> </ul> <p><b>Why Entrepreneurship Matters Today</b></p> <ul style="list-style-type: none"> <li>• The global economy values <b>innovation</b> and <b>self-employment</b>.</li> <li>• Digital tools have made it easier to start and scale businesses.</li> <li>• Freelancers, designers, marketers, and IT professionals often grow into entrepreneurs.</li> </ul> <p><b>Characteristics of Successful Entrepreneurs</b></p> <ol style="list-style-type: none"> <li>1. <b>Creativity &amp; Innovation</b> Ability to think differently and develop unique solutions.</li> <li>2. <b>Risk-Taking Ability</b> Willingness to step into uncertainty with confidence.</li> </ol>

### 3. Persistence & Resilience

Staying motivated despite challenges or failures.

### 4. Strong Communication

Clear communication with clients, partners, investors, and customers.

### 5. Problem-Solving Skills

Understanding user needs and developing practical solutions.

### 6. Leadership & Decision Making

Ability to lead teams and make timely, effective decisions.

## Recognizing Opportunities

Entrepreneurship begins with identifying gaps in the market or problems that need solving.

### Sources of Opportunity

- Customer pain points
- Emerging trends (e.g., digital services, e-commerce)
- Technology and automation
- Niche markets (e.g., logo design for small businesses)
- Local community needs

### How to Spot Business Ideas

- Observe everyday problems
- Analyze interests and strengths
- Explore platforms like Fiverr, Upwork, or Daraz to see trending services
- Conduct basic market research (surveys, social media insights)

### Tips for Developing an Entrepreneurial Mindset

- Think long-term and take proactive steps.
- Be open to learning new skills or adapting to change.
- Network with professionals, mentors, and peers.
- Embrace experimentation—test ideas on a small scale first.

### Watch / Learn

- “What is Entrepreneurship?” – Short Explanation

<https://www.youtube.com/watch?v=QEOQzIUbkYw>

- “Top Traits of Successful Entrepreneurs”

<https://www.youtube.com/watch?v=kQw5qH9V8AE>

		<ul style="list-style-type: none"> <li>• “How to Find a Business Idea (Beginner Friendly)” <a href="https://www.youtube.com/watch?v=bFaoK2GJr5U">https://www.youtube.com/watch?v=bFaoK2GJr5U</a></li> <li>• “Entrepreneurial Mindset for Beginners – Free Course” <a href="https://www.coursera.org/learn/entrepreneurship-mindset">https://www.coursera.org/learn/entrepreneurship-mindset</a></li> </ul>
LU 5.2.2: <b>Types of Entrepreneur- ships</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Identify different types of entrepreneurship.</li> <li>• Explain the characteristics of each type with examples.</li> <li>• Recognize which type of entrepreneurship suits different business ideas.</li> </ul>	<p>Entrepreneurship comes in many forms, depending on the size of the business, the goals of the entrepreneur, available resources, and market needs. Understanding these types helps trainees choose the right path for their skills and ideas.</p> <p><b>1. Small Business Entrepreneurship</b></p> <p><b>What it is:</b></p> <p>Businesses started to support a family or local community. These are not built to become very large companies.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Local shops</li> <li>• Freelance graphic designers</li> <li>• Small digital marketing agencies</li> <li>• Beauty salons</li> <li>• Repair shops</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>• Low to medium investment</li> <li>• Run by owner and a small team</li> <li>• Focus on stable income, not massive expansion</li> </ul> <p><b>2. Scalable Startup Entrepreneurship</b></p> <p><b>What it is:</b></p> <p>Businesses created with the intention to grow fast, attract investors, and scale globally.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Software companies</li> <li>• Apps like Careem or Airbnb</li> <li>• Tech startups</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>• Innovation-based</li> <li>• Requires investment (venture capital)</li> </ul>

- High risk, high reward
- Rapid expansion mindset

### **3. Social Entrepreneurship**

#### **What it is:**

Businesses built to solve social, environmental, or community problems.

#### **Examples:**

- NGOs offering sustainable solutions
- Startups providing education access
- Eco-friendly product companies

#### **Characteristics:**

- Purpose-driven
- Focus on societal impact instead of only profit
- Often supported by grants or donations

### **4. Large Company Entrepreneurship**

#### **What it is:**

Large companies create new products, enter new markets, or innovate like startups.

#### **Examples:**

- Google launching new tools
- PepsiCo introducing new product lines
- Jazz or Telenor launching new digital services

#### **Characteristics:**

- Big resources and teams
- Driven by competition and changing markets
- Structured innovation processes

### **5. Innovative Entrepreneurship**

#### **What it is:**

Entrepreneurs who introduce completely new ideas or technologies.

#### **Examples:**

- Inventors
- Tech innovators
- Designers creating unique product solutions

#### **Characteristics:**

- Creative, forward-thinking
- High risk but high potential
- Focus on invention and disruption

## 6. Hustler Entrepreneurship

### What it is:

Entrepreneurs who start small and work extremely hard to grow step by step.

### Examples:

- A freelancer growing into an agency
- A small shop turning into a chain
- A digital designer building a brand over years

### Characteristics:

- Determination
- Gradual growth
- High personal effort

### Which Type Suits You?

Depending on the business idea, one model may be a better fit:

Business Idea	Best Type of Entrepreneurship
Freelance graphic design	Small business / Hustler
Launching a mobile app	Scalable startup
Selling eco-friendly products	Social / Small business
Opening a fast-food chain	Small or large company entrepreneurship
Creating a unique tech tool	Innovative entrepreneurship

### Watch / Learn

- *Types of Entrepreneurship Explained Simply*  
<https://www.youtube.com/watch?v=0x85ZI-pjC0>
- *Small Business vs Startup – What's the Difference?*  
<https://www.youtube.com/watch?v=O-1ZfU2RrX4>
- *Understanding Social Entrepreneurship*  
<https://www.youtube.com/watch?v=TxD8qKjJqo>

<b>LU 5.2.3: Business Idea Generation</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Explain the importance of generating creative and practical business ideas.</li> <li>Apply methods for brainstorming and identifying business opportunities.</li> <li>Evaluate ideas based on feasibility, market demand, and resources.</li> <li>Develop at least one potential business idea individually or in groups.</li> </ul>	<p>Generating business ideas is the first and most important step in entrepreneurship. A strong idea is practical, meets a need, and can realistically be executed with available resources. In this unit, learners explore creative methods to generate, evaluate, and refine business ideas.</p> <p><b>1. Why Business Idea Generation Matters</b></p> <p>A successful business starts with a <b>clear, useful, and marketable idea</b>. Good idea generation helps you:</p> <ul style="list-style-type: none"> <li>Identify real-world needs</li> <li>Create solutions people are willing to pay for</li> <li>Reduce business failure risks</li> <li>Plan a practical pathway for starting a business</li> </ul> <p><b>2. Methods for Business Idea Generation</b></p> <p><b>A. Brainstorming</b></p> <p>A free-thinking process where you write down all ideas without judging them.</p> <p><b>Tips:</b></p> <ul style="list-style-type: none"> <li>Work individually or in groups</li> <li>Encourage creativity</li> <li>Avoid criticism during idea collection</li> </ul> <p><b>B. Problem-Solving Approach</b></p> <p>Look for common problems around you and design solutions.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>Students want affordable design services → Start a mini design studio</li> <li>Local businesses lack digital presence → Social media management service</li> </ul> <p><b>C. Market Observation</b></p> <p>Observe trends, consumer behavior, and unmet needs.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>Rise in e-commerce → Product photography</li> <li>Growing startups → Logo design and branding services</li> </ul> <p><b>D. Skills &amp; Passion Mapping</b></p> <p>Generate ideas based on what you already know or enjoy.</p> <p><b>Example for Graphic Designers:</b></p> <ul style="list-style-type: none"> <li>T-shirt design</li> </ul>
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- Poster and banner printing
- Social media branding packages

#### **E. SCAMPER Technique**

A structured idea-generation tool:

- **Substitute**
- **Combine**
- **Adapt**
- **Modify**
- **Put to another use**
- **Eliminate**
- **Rearrange**

#### **3. Evaluating Business Ideas**

After generating ideas, evaluate them using these criteria:

##### **A. Feasibility**

Is it realistic? Do you have the skills, tools, and time?

##### **B. Market Demand**

Will people pay for it? Is there a clear audience?

##### **C. Competition**

Are there too many similar businesses? Can you offer something better?

##### **D. Resources**

Do you have the required money, equipment, and support?

##### **E. Profitability**

Can the idea earn enough to sustain the business?

#### **4. Practical Classroom Activity**

##### **Individual Task:**

Write down **5 ideas** based on your skills and passions.

Evaluate them using the criteria above. Select **1 final idea**.

##### **Group Task:**

In groups of 3–5, conduct a **brainstorming session**.

Each member presents one idea.

Group selects the **best idea** and explains why.

#### **5. Sample Business Ideas for Graphic Design Trainees**

		<ul style="list-style-type: none"> <li>• Social media content creation service</li> <li>• Logo design and brand identity packages</li> <li>• Resume and CV design studio</li> <li>• Custom t-shirt and merchandise design</li> <li>• Event poster and banner design</li> <li>• Product photography + design bundle</li> <li>• Digital marketing and design combo service</li> </ul> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <i>How to Generate Business Ideas</i> <a href="https://www.youtube.com/watch?v=HiZf6QJ-1Kc">https://www.youtube.com/watch?v=HiZf6QJ-1Kc</a></li> <li>• <i>Turn Your Skills Into a Business</i> <a href="https://www.youtube.com/watch?v=XT2fH8n2R44">https://www.youtube.com/watch?v=XT2fH8n2R44</a></li> <li>• <i>SCAMPER Method Explained</i> <a href="https://www.youtube.com/watch?v=dJIGX0rB3J8">https://www.youtube.com/watch?v=dJIGX0rB3J8</a></li> </ul>
<b>LU 5.2.4: Business Planning and Strategy</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of business planning for entrepreneurs.</li> <li>• Identify the key components of a simple business plan.</li> <li>• Understand basic strategies for launching and growing a business.</li> <li>• Develop a mini business plan for a selected idea.</li> </ul>	<p>A business plan is a roadmap that guides entrepreneurs from idea to execution. It helps clarify goals, organize resources, identify risks, and plan strategies for launching and growing a business. This unit provides a simple, practical approach to planning for beginners.</p> <p><b>1. Why Business Planning Is Important</b></p> <p>A clear business plan helps entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Understand the business idea in detail</li> <li>• Identify customers, competitors, and market trends</li> <li>• Plan finances and resources effectively</li> <li>• Reduce risks and avoid common startup mistakes</li> <li>• Communicate the business idea to partners, investors, or clients</li> </ul> <p>A good business plan increases the chances of success and gives direction during the early stages.</p> <p><b>2. Key Components of a Simple Business Plan</b></p> <p>Beginners do not need a long or complicated plan. A <b>one-page or mini business plan</b> is enough to start.</p> <p><b>A. Business Idea Summary</b></p> <p>A short explanation of what your business does and why it is valuable.</p>

**B. Target Audience**

Who will buy your product or service?

Examples: students, small businesses, startups, local shops, etc.

**C. Problem & Solution**

Identify the problem your customers face and how your business solves it.

Example:

**Problem:** Local shops lack attractive posters.

**Solution:** Affordable poster and banner design services.

**D. Products or Services Offered**

List what you will sell.

Examples for design trainees:

- Logo design
- Social media posts
- Flyers and brochures
- Branding packages

**E. Pricing Strategy**

Decide how much you will charge.

Common pricing models:

- Per project
- Per hour
- Package-based

**F. Competitor Analysis**

Identify existing businesses offering similar services.

Ask:

- What do they do well?
- What can you do differently or better?

**G. Required Resources**

List what you need to start.

Examples: laptop, design software, internet, phone, sample portfolio.

**H. Marketing Strategy**

Explain how you will promote your business.

Examples:

- Facebook page

- Instagram portfolio
- WhatsApp marketing
- Fiverr/Upwork gig optimization

### **I. Financial Plan**

Basic estimates:

- Start-up costs
- Expected monthly income
- Expected monthly expenses
- Profit forecast

## **3. Basic Strategies for Launching & Growing a Business**

### **A. Start Small**

Begin with one or two services and expand gradually.

### **B. Use Branding**

Create a logo, consistent colors, and a clean portfolio to build credibility.

### **C. Build Customer Trust**

Deliver high-quality work, maintain communication, and meet deadlines.

### **D. Offer Packages**

Examples:

- Social media monthly package
- Branding bundle (logo + stationery)

Packages make services easier to sell.

### **E. Use Online Platforms**

Create visibility through:

- Facebook Page
- Instagram
- LinkedIn
- Fiverr & Upwork

### **F. Learn from Feedback**

Adjust your services, pricing, and workflow based on customer responses.

## **4. Activity: Create a Mini Business Plan**

### **Step-by-Step Exercise**

Select one idea from the previous unit (5.2.3).

Create a **one-page business plan** including:

		<ol style="list-style-type: none"> <li>1. Business name</li> <li>2. Business idea summary</li> <li>3. Target audience</li> <li>4. Problem + solution</li> <li>5. Services to offer</li> <li>6. Pricing strategy</li> <li>7. Marketing plan</li> <li>8. Required resources</li> <li>9. 1-month growth goal</li> </ol> <p>Students can present their business plans in class for evaluation.</p> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <i>Business Plan for Beginners – Step-by-Step Guide</i>  <a href="https://www.youtube.com/watch?v=Fqch5OrUPvA">https://www.youtube.com/watch?v=Fqch5OrUPvA</a></li> <li>• <i>How to Start a Small Business with No Money</i>  <a href="https://www.youtube.com/watch?v=ayD3IXJxGk8">https://www.youtube.com/watch?v=ayD3IXJxGk8</a></li> <li>• <i>Marketing Strategies for Small Businesses</i>  <a href="https://www.youtube.com/watch?v=wGDW5pZ1eJc">https://www.youtube.com/watch?v=wGDW5pZ1eJc</a></li> </ul>
<b>LU 5.2.5: Financing Business</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Explain why financing is important for starting and running a business.</li> <li>• Identify different sources of business financing.</li> <li>• Understand the difference between debt and equity financing.</li> <li>• Create a simple financial plan for a business idea.</li> </ul>	<p>Financing is one of the most important parts of starting and running a business. Even small businesses need money to launch products, buy equipment, market their services, and manage operations. This unit helps trainees understand where business money comes from, how to choose the right financing method, and how to plan basic financial needs.</p> <p><b>1. Why Financing Is Important</b></p> <p>Every business—big or small—needs money for:</p> <ul style="list-style-type: none"> <li>• Purchasing tools, equipment, or raw materials</li> <li>• Renting or setting up a workspace</li> <li>• Marketing and advertising</li> <li>• Paying bills and operational costs</li> <li>• Hiring people or outsourcing work</li> <li>• Expanding services or products</li> </ul> <p>Without proper financing, even a good business idea can fail. Proper financial planning ensures stability and growth.</p>

## **2. Sources of Business Financing**

There are many ways to finance a business. Trainees should choose based on the size, stage, and nature of their business.

### **A. Personal Savings**

- Most common and safest for beginners
- No need to repay anyone
- Good for small design or service-based startups

### **B. Family & Friends**

- Borrowing small amounts
- Usually interest-free
- Requires trust and clear agreements

### **C. Bank Loans**

- Larger financing option
- Must repay with interest
- Requires documents, guarantees, or business record

### **D. Microfinance Institutions (MFIs)**

Examples: Akhuwat, Khushhali Microfinance, NRSP

- Easy to access
- Small loans for small businesses
- Lower requirements than banks

### **E. Government Grants / Schemes**

Examples (Pakistan-based):

- Kamyab Jawan Program
- NAVTTC entrepreneurship support
- SMEDA programs

These often offer low-interest or interest-free loans.

### **F. Crowdfunding**

- Raising money online through platforms
- Useful for creative or social projects

### **G. Angel Investors or Venture Capital**

- Investors provide money in exchange for business shares
- Usually for technology or high-growth startups

## **3. Debt Financing vs Equity Financing**

Understanding the difference helps entrepreneurs choose wisely.

### **A. Debt Financing**

You **borrow money** and return it later with interest.

Examples: bank loans, microfinance, borrowing from family.

#### **Pros:**

- Full ownership stays with you
- Predictable repayment schedule

#### **Cons:**

- Must repay even if business is slow
- May require collateral or documents

### **B. Equity Financing**

You **give a share of your business** to someone who invests money.

#### **Pros:**

- No loan repayment
- Investor may provide guidance and connections

#### **Cons:**

- You share profits
- You lose some control over decisions

Beginners often start with **personal savings, small loans, or grants** rather than giving up ownership.

## **4. Creating a Simple Financial Plan**

A mini financial plan helps estimate how much money is needed to start and operate the business.

### **Step 1: Calculate Start-up Costs**

List everything needed to begin.

Example for a graphic design startup:

- Laptop
- Design software / subscriptions
- Internet
- Branding materials (logo, business card)

### **Step 2: Estimate Monthly Operating Costs**

- Internet bill
- Electricity

- Marketing budget
- Software renewal
- Transport

### **Step 3: Estimate Monthly Revenue**

Predict how much you will earn from services.

Example:

- 5 logo design projects  $\times$  Rs. 3,000 = Rs. 15,000
- 10 social media posts  $\times$  Rs. 500 = Rs. 5,000

### **Step 4: Calculate Profit**

Profit = Total Revenue – Total Expenses

This helps determine if your business is financially viable.

### **Step 5: Identify Funding Sources**

Choose whether you will use:

- Personal savings
- Small loan
- Microfinance
- Family support

A simple financial plan keeps your business realistic and manageable.

### **Watch / Learn**

- *Financing for Small Businesses – Basics Explained*  
<https://www.youtube.com/watch?v=leV1CkX7Kjg>
- *Business Funding Options for Beginners*  
<https://www.youtube.com/watch?v=YpM3Aa9KqNE>
- *Debt vs Equity Financing – Simple Explanation*  
<https://www.youtube.com/watch?v=9mVjA0RduCM>
- *How to Create a Simple Financial Plan for Your Startup*  
<https://www.youtube.com/watch?v=5kUI5IAe-Rc>

<b>LU 5.2.6: Entrepreneurship Challenges and Possible Solutions</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Identify common challenges faced by entrepreneurs.</li> <li>• Explain how these challenges affect business success.</li> </ul>	<p>Entrepreneurship is exciting, but it also comes with challenges that can affect the growth and success of a business. New entrepreneurs often face issues related to finance, competition, marketing, customer management, and personal stress. Understanding these challenges early helps trainees prepare better and develop</p>
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	<ul style="list-style-type: none"> <li>• Propose practical solutions to overcome entrepreneurial challenges.</li> <li>• Build resilience and problem-solving skills as future entrepreneurs.</li> </ul> <p>strong problem-solving skills. This unit focuses on common entrepreneurial challenges and offers practical strategies to overcome them.</p> <p><b>1. Common Challenges Faced by Entrepreneurs</b></p> <p><b>A. Lack of Capital (Insufficient Funds)</b> Many businesses struggle because they do not have enough money to start, run, or grow their operations.</p> <p><b>B. High Competition</b> New businesses face strong competition from established brands and other startups offering similar products or services.</p> <p><b>C. Limited Market Knowledge</b> Entrepreneurs may not fully understand their target audience, market needs, or industry trends.</p> <p><b>D. Poor Time Management</b> Balancing marketing, finance, operations, and customer management can overwhelm beginners.</p> <p><b>E. Difficulty in Getting Customers</b> Attracting customers, building trust, and convincing people to try a new business is often challenging.</p> <p><b>F. Lack of Business Skills</b> Skills such as marketing, budgeting, branding, and communication are essential but not always well-developed in new entrepreneurs.</p> <p><b>G. Fear of Failure &amp; Stress</b> Entrepreneurs often experience self-doubt, pressure, and stress due to risks and uncertainty.</p> <p><b>2. How These Challenges Affect Business Success</b> These challenges can create obstacles such as:</p> <ul style="list-style-type: none"> <li>• Slow business growth</li> <li>• Financial losses</li> <li>• Poor customer retention</li> <li>• Low motivation and burnout</li> <li>• Poor decision-making</li> <li>• Weak business performance</li> <li>• Eventually, business failure if not handled properly</li> </ul>
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Recognizing the impact helps entrepreneurs take these challenges seriously and plan ahead.

### **3. Practical Solutions to Overcome Entrepreneurial Challenges**

#### **A. Managing Limited Funds**

- Start small—grow step by step
- Use low-cost tools (e.g., Canva, free marketing platforms)
- Apply for microfinance or government grants
- Track income and expenses regularly

#### **B. Handling Competition**

- Offer unique value (better design, better quality, faster delivery)
- Study competitors to learn what they offer and how to improve
- Focus on a niche instead of trying to serve everyone

#### **C. Improving Market Understanding**

- Conduct surveys or polls
- Engage with potential customers online
- Research similar businesses and successful strategies
- Test ideas before launching full-scale services

#### **D. Strengthening Time Management**

- Use daily schedules or productivity apps
- Set priorities (important vs urgent tasks)
- Divide tasks into smaller, manageable steps

#### **E. Attracting and Keeping Customers**

- Use social media marketing
- Offer promotions or discounts for first-time buyers
- Provide excellent customer service
- Ask satisfied clients for reviews or referrals

#### **F. Building Business Skills**

- Take short online courses
- Learn from mentors or successful entrepreneurs
- Practice communication and negotiation regularly

#### **G. Overcoming Fear & Stress**

- Set realistic goals
- Celebrate small achievements

- Talk to mentors or peers for guidance
- Build resilience by learning from setbacks instead of quitting

#### **4. Building an Entrepreneurial Mindset**

An entrepreneur must develop qualities such as:

- Persistence
- Problem-solving skills
- Adaptability
- Creativity
- Confidence
- Discipline

These traits help in facing challenges and finding solutions effectively.

#### **Watch / Learn**

- *Top 10 Challenges Entrepreneurs Face and How to Overcome Them*

<https://www.youtube.com/watch?v=RXK8VxBInZg>

- *How to Deal with Fear of Failure as an Entrepreneur*

<https://www.youtube.com/watch?v=VYJx6QInk6E>

- *Time Management Tips for Entrepreneurs*

<https://www.youtube.com/watch?v=8VdG8e0T5Kk>

- *Understanding Your Market – Basics for Beginners*

<https://www.youtube.com/watch?v=W4G7Pnh-k5U>

- *Free Course: “Entrepreneurial Mindset” – Coursera*

<https://www.coursera.org/learn/entrepreneurial-mindset>

### **Module 5.3: Environment Session**

**Objective:** Build awareness of environmental issues, hazards, and climate change while learning sustainable practices and ways individuals can contribute to environmental protection.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 5.3.1: Introduction to Environmental Issues</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Define environmental issues and explain why they matter for communities and businesses.</li> <li>Identify common local and global environmental problems.</li> <li>Recognize the role individuals and entrepreneurs can play in reducing environmental impact.</li> </ul>	<p>Environmental awareness is an essential part of creating safe, healthy, and sustainable communities. In this module, trainees learn how environmental issues affect daily life, workplaces, and long-term well-being. Understanding these issues encourages responsible behavior and supports environmentally friendly practices at home, in training environments, and in future jobs.</p> <p><b>Why Environmental Issues Matter</b></p> <p>Environmental issues influence the quality of air we breathe, the water we drink, and the spaces where we live and work. When pollution increases or natural resources are misused, communities face more health risks, unsafe surroundings, and reduced productivity.</p> <p>Simple examples include smoke from vehicles, open garbage dumping, unsafe drinking water, and cutting down trees. These problems do not just harm nature; they directly affect people's health, comfort, and economic stability.</p> <p>For businesses and entrepreneurs, being environmentally responsible builds trust and shows commitment to sustainability, which is increasingly valued by customers.</p> <p><b>Common Local and Global Environmental Problems</b></p> <p><b>Local issues often include:</b></p> <ul style="list-style-type: none"> <li>Improper waste disposal and littering</li> <li>Air pollution from traffic and factories</li> <li>Contaminated drinking water</li> <li>Noise pollution in crowded areas</li> <li>Loss of trees and green spaces</li> </ul> <p><b>Global issues include:</b></p> <ul style="list-style-type: none"> <li>Climate change and global warming</li> <li>Melting glaciers and rising sea levels</li> <li>Ocean pollution, especially plastic waste</li> <li>Wildlife habitat destruction</li> <li>Decreasing biodiversity</li> </ul> <p>Recognizing these issues helps trainees understand how individual actions can contribute to larger environmental challenges.</p> <p><b>Role of Individuals and Entrepreneurs</b></p>

	<p>Everyone can help reduce environmental impact through simple daily habits. Trainees can conserve electricity, reduce plastic use, sort waste, reuse materials, and avoid burning trash. Entrepreneurs can adopt sustainable materials, reduce waste in production, save energy, and use eco-friendly packaging. Small actions, when repeated consistently, lead to meaningful environmental improvements.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <p><b>What Are Environmental Issues?</b></p> <p>Basic introduction to common environmental problems.</p> <p><a href="https://www.youtube.com/watch?v=KuyrKTSQh2s">https://www.youtube.com/watch?v=KuyrKTSQh2s</a></p> <p><b>Local &amp; Global Environmental Challenges</b></p> <p>Helps learners understand environmental issues at different levels.</p> <p><a href="https://www.youtube.com/watch?v=ZTruW2u8xxE">https://www.youtube.com/watch?v=ZTruW2u8xxE</a></p> <p><b>Simple Eco-Friendly Habits</b></p> <p>Practical tips for reducing environmental impact in daily life.</p> <p><a href="https://www.youtube.com/watch?v=PZL2xJeJ1M4">https://www.youtube.com/watch?v=PZL2xJeJ1M4</a></p> <p><b>Summary</b></p> <p>Environmental issues affect health, safety, and economic well-being. By learning how local and global problems are connected, trainees develop awareness and responsibility. Small habits—such as saving energy, reducing waste, and choosing reusable materials—help protect the environment and promote sustainable living. This learning unit prepares trainees to make environmentally conscious decisions in both personal and professional settings.</p>
<b>LU 5.3.2: Types of Environmental Hazards</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Define environmental hazards and explain their impact on people, businesses, and communities.</li> <li>Identify different types of environmental hazards with local and global examples.</li> </ul> <p>Environmental hazards are conditions in the environment that can harm people, property, or the natural ecosystem. Understanding these hazards helps trainees stay safe, make informed decisions, and support healthier communities. Both individuals and businesses play an important role in reducing risks and preventing damage caused by environmental hazards.</p> <p><b>What Are Environmental Hazards?</b></p> <p>Environmental hazards are events or conditions that negatively affect human health, surroundings, or economic activity. These hazards can be natural—like floods or earthquakes—or human-made—such as chemical pollution or waste mismanagement.</p>

- Recognize how businesses and individuals can reduce risks from these hazards.

Their impact can range from health issues and damaged infrastructure to long-term environmental degradation.

Businesses must also understand these hazards because they affect operations, supply chains, and community reputation. Awareness prepares organizations to adopt safe, sustainable practices.

### **Types of Environmental Hazards**

#### **1. Natural Hazards**

These hazards occur naturally and often affect large populations.

Examples include:

- Floods and heavy rainfall
- Earthquakes
- Landslides in hilly areas
- Heatwaves and extreme temperatures
- Storms and droughts

These hazards can damage property, interrupt daily life, and affect local economies.

#### **2. Biological Hazards**

These involve organisms or substances that threaten human health.

Examples include:

- Contaminated water or food
- Viruses and bacteria causing diseases
- Improper waste disposal attracting insects or animals

Such hazards spread quickly in crowded or unsanitary areas.

#### **3. Chemical Hazards**

These arise from industrial processes, household chemicals, or agricultural activities.

Examples include:

- Air pollution from vehicles or factories
- Chemical spills and leakage
- Pesticides and fertilizers
- Improper handling of cleaning products

Chemical hazards can cause long-term health problems if not managed properly.

#### **4. Physical Hazards**

These are environmental conditions that pose a risk without necessarily touching the body.

Examples include:

- Excessive noise from machinery or traffic
- Radiation
- Unsafe building conditions
- Poor lighting or ventilation

Physical hazards affect comfort, safety, and productivity.

## **5. Human-Made or Anthropogenic Hazards**

These hazards result directly from human actions.

Examples include:

- Industrial waste and pollution
- Deforestation
- Open garbage dumping
- Overuse of natural resources

Such hazards damage ecosystems and contribute to climate change.

### **Reducing the Risks**

Individuals and businesses can reduce environmental hazard risks through simple and responsible actions:

- Proper waste disposal and recycling
- Using eco-friendly materials
- Planting trees and protecting green spaces
- Conserving water and energy
- Following safety guidelines and using protective equipment in workplaces
- Regular maintenance of machinery and electrical systems

These preventive measures protect health, reduce economic losses, and build safer communities.

### **Helpful Free Videos / Online Resources**

#### **Types of Environmental Hazards Explained**

Breaks down natural, chemical, and biological hazards in simple terms.

<https://www.youtube.com/watch?v=2u8ZtS2pP5k>

#### **Natural vs Human-Made Hazards**

A clear explanation with practical examples.

<https://www.youtube.com/watch?v=G1f2qkG5VxY>

#### **Reducing Environmental Risks**

		<p>Tips for minimizing hazards at individual and community levels.  <a href="https://www.youtube.com/watch?v=Jfr8c1dsIZs">https://www.youtube.com/watch?v=Jfr8c1dsIZs</a></p> <p><b>Summary</b></p> <p>Environmental hazards come in many forms—natural, biological, chemical, physical, and human-made. They affect health, safety, and economic stability. By recognizing these hazards and adopting preventive measures, trainees can protect themselves and contribute to safer, more resilient communities. Businesses that understand and manage these risks operate more responsibly and sustainably.</p>
<p><b>LU 5.3.3: The Impact of Human Activity on the Environment</b></p>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain how human activities affect the natural environment.</li> <li>• Identify both positive and negative impacts of human behavior on ecosystems.</li> <li>• Recognize the role of responsible practices in reducing environmental damage.</li> </ul>	<p>Human activities influence the natural environment every day—sometimes in positive ways, but often with harmful consequences. Understanding these impacts helps trainees become more responsible citizens and professionals who can contribute to a cleaner, safer future.</p> <p><b>How Human Activities Affect the Environment</b></p> <p>The environment is shaped by how people use land, water, energy, and other natural resources. Everyday actions—such as transportation, farming, construction, and waste disposal—directly affect air quality, soil health, forests, and wildlife. When these activities are not managed properly, they cause pollution, climate change, and the loss of natural habitats.</p> <p>At the same time, humans also have the power to improve the environment through sustainable choices, conservation efforts, and responsible resource use.</p> <p><b>Negative Impacts of Human Activity</b></p> <p>Certain practices harm natural ecosystems and create long-term environmental problems. Examples include:</p> <p><b>1. Pollution</b></p> <ul style="list-style-type: none"> <li>• Factory smoke and vehicle emissions cause air pollution.</li> <li>• Plastic waste pollutes rivers and oceans.</li> <li>• Chemicals from farms contaminate soil and water.</li> </ul> <p><b>2. Deforestation</b></p> <p>Cutting trees for construction, fuel, or agriculture leads to:</p> <ul style="list-style-type: none"> <li>• Loss of wildlife habitats</li> <li>• Increased risk of floods and soil erosion</li> <li>• Reduced oxygen production and higher carbon levels</li> </ul>

**3. Overuse of Natural Resources**

Excessive use of water, minerals, fuel, and land reduces future availability and harms ecosystems.

**4. Climate Change**

Human activities—especially burning fossil fuels—release greenhouse gases that trap heat and raise global temperatures, causing unpredictable weather patterns.

**5. Improper Waste Disposal**

Throwing garbage in open areas, drains, or water bodies spreads disease, pollutes soil, and affects community health.

**Positive Impacts of Human Activity**

Not all human actions harm the environment. Many responsible practices help protect and restore ecosystems, such as:

**1. Recycling and Waste Management**

Recycling materials reduces pollution and saves natural resources.

**2. Afforestation and Tree Plantation**

Planting trees improves air quality and supports wildlife.

**3. Renewable Energy Use**

Using solar panels, wind energy, and energy-efficient appliances reduces carbon emissions.

**4. Conservation Efforts**

Protecting forests, water bodies, and wildlife ensures environmental balance.

**5. Sustainable Agriculture**

Using organic methods and reducing chemicals improves soil health and reduces water contamination.

**Role of Responsible Practices**

Small, everyday decisions can significantly reduce environmental damage. Individuals, families, and businesses can contribute by:

- Reducing plastic use
- Conserving electricity and water
- Recycling household and workplace waste
- Following eco-friendly transportation (carpooling, walking, cycling)
- Supporting green products and policies
- Maintaining cleanliness in local communities

		<p>Responsible behavior builds a healthier environment and sets an example for future generations.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <p><b>How Human Activities Affect the Environment</b></p> <p>Explains major human actions that damage the environment.</p> <p><a href="https://www.youtube.com/watch?v=JNfHh0YHM7Q">https://www.youtube.com/watch?v=JNfHh0YHM7Q</a></p> <p><b>Positive Human Impact on the Environment</b></p> <p>Shows how people can improve ecosystems through sustainable actions.</p> <p><a href="https://www.youtube.com/watch?v=0Puv0Pss33M">https://www.youtube.com/watch?v=0Puv0Pss33M</a></p> <p><b>Simple Ways to Protect the Environment</b></p> <p>Practical, everyday steps for individuals and communities.</p> <p><a href="https://www.youtube.com/watch?v=LVIKpRNSk8s">https://www.youtube.com/watch?v=LVIKpRNSk8s</a></p> <p><b>Summary</b></p> <p>Human activities have both positive and negative effects on the environment. While pollution, deforestation, and waste mismanagement cause serious damage, responsible practices—like recycling, using renewable energy, and planting trees—help restore and protect ecosystems. By understanding their impact, trainees can make better choices that contribute to a sustainable and healthy environment.</p>
<b>LU 5.3.4: Conservation and Sustainability</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Define conservation and sustainability in simple terms.</li> <li>Explain why conserving natural resources is important for future generations.</li> <li>Identify sustainable practices individuals and businesses can adopt.</li> <li>Demonstrate small actions that contribute to long-term environmental care.</li> </ul>	<p>Conservation and sustainability are at the heart of protecting our environment. These concepts guide how individuals, communities, and businesses can use resources wisely so that future generations can enjoy clean air, safe water, and a healthy planet. By understanding simple conservation methods and adopting sustainable habits, trainees can contribute to long-term environmental well-being.</p> <p><b>What Are Conservation and Sustainability?</b></p> <p><b>Conservation</b></p> <p>Conservation means <b>protecting and using natural resources carefully</b>. This includes water, forests, soil, air, and wildlife. The goal is to avoid waste and prevent permanent damage to the environment.</p> <p><b>Sustainability</b></p> <p>Sustainability means <b>meeting today's needs without harming the ability of future generations to meet theirs</b>. It involves choosing methods and materials that do not destroy or exhaust natural resources.</p>

Both concepts help ensure environmental balance and long-term survival for plants, animals, and humans.

### **Why Conservation Matters for Future Generations**

Future generations depend on the decisions we make today. Overuse of water, cutting too many trees, pollution, and wasteful lifestyles put pressure on the earth's resources. If these resources run out or become damaged beyond repair, future communities will struggle to live healthy, safe, and productive lives.

Conserving resources today means:

- Protecting clean drinking water
- Reducing air pollution and climate change
- Keeping soil healthy for farming
- Preserving forests and wildlife habitats
- Ensuring energy resources last longer

Sustainable actions today create a better world tomorrow.

### **Sustainable Practices for Individuals and Businesses**

#### **Sustainable Actions for Individuals**

Simple everyday habits make a big difference:

- Turn off lights, fans, and appliances when not in use.
- Use energy-efficient bulbs and devices.
- Reduce water waste by fixing leaks and using water wisely.
- Carry reusable bags, bottles, and containers.
- Recycle paper, plastic, and metal waste.
- Plant trees and participate in community clean-up drives.
- Use public transport, walk, or cycle when possible.

#### **Sustainable Practices for Businesses**

Businesses also play a major role in environmental protection:

- Adopt energy-efficient machines and renewable energy sources.
- Reduce paper usage through digital documentation.
- Properly dispose of industrial waste and follow environmental rules.
- Use sustainable packaging (recyclable, biodegradable).
- Encourage employees to follow green practices.
- Support tree-planting and conservation initiatives.

When individuals and businesses work together, sustainability becomes achievable and impactful.

### **Small Actions That Make a Big Difference**

Even simple steps can create long-term positive change:

- Unplug chargers when not in use.
- Reuse old items creatively instead of throwing them away.
- Compost organic kitchen waste.
- Collect rainwater for plants or cleaning.
- Choose products with eco-friendly labels.
- Share awareness with friends and family.

These everyday practices build a culture of environmental responsibility.

### **Helpful Free Videos / Online Resources**

#### **Conservation and Sustainability Explained**

A simple video explaining key concepts with examples.

[https://www.youtube.com/watch?v=1t\\_WJsEcyFM](https://www.youtube.com/watch?v=1t_WJsEcyFM)

#### **Easy Sustainable Living Tips**

Practical habits for reducing waste and saving resources.

<https://www.youtube.com/watch?v=g4U3sq4JbOs>

#### **How Individuals and Businesses Can Help the Planet**

Shows actions everyone can take to protect natural resources.

<https://www.youtube.com/watch?v=xWZ4A-t1J1k>

### **Summary**

Conservation and sustainability ensure that natural resources are protected for future generations. By adopting simple, responsible habits—such as saving water, reducing waste, recycling, and using energy wisely—individuals and businesses can make a lasting positive impact. These small steps build a sustainable environment that supports healthy communities and a thriving planet.

**LU 5.3.5:  
Climate Change  
and Its Effects**

**Trainee will be able to:**

- Define climate change and explain its causes.
- Identify the effects of climate change at local and global levels.
- Recognize the role of individuals and businesses in reducing climate change impact.
- Propose small actions to help mitigate climate change.

**Understanding Climate Change**

Climate change refers to long-term changes in the Earth's temperature and weather patterns. While some natural changes occur over time, today's rapid climate change is mainly caused by human activities. Burning fuel, cutting trees, and releasing gases from industries and vehicles trap heat in the atmosphere, causing the planet to warm faster than it should.

**Causes of Climate Change**

- Burning fossil fuels (petrol, diesel, coal, natural gas)
- Deforestation and land clearing
- Industrial emissions and smoke from factories
- Agricultural activities that release methane
- Poor waste management and burning garbage

These actions increase greenhouse gases in the air, leading to a rise in global temperature.

**Effects of Climate Change (Global and Local)**

Climate change affects every country, including Pakistan. Some of the major impacts include:

**Global impacts:**

- Rising temperatures around the world
- Melting glaciers and increasing sea levels
- More frequent storms, floods, heatwaves, and droughts

**Local impacts in Pakistan:**

- Intense heatwaves, especially in major cities
- Erratic monsoon patterns and heavy flooding
- Water shortages affecting homes and agriculture
- Lower crop yield due to temperature changes
- Health issues like heatstroke and respiratory problems

These effects disrupt daily life, hurt businesses, and put communities at risk.

**Reducing Climate Change Risks**

Both individuals and organizations can play an important role in reducing climate change effects.

**Individual actions:**

- Save electricity by turning off fans and lights

- Reduce plastic use and avoid burning waste
- Plant trees and protect green areas
- Use public transport or walk for short distances

**Business actions:**

- Use energy-efficient appliances
- Manage waste properly and recycle where possible
- Reduce paper use and adopt digital systems
- Support environmental protection initiatives

Small actions, when practiced consistently, help lower greenhouse gases and protect the planet.

**Helpful Free Videos / Online Resources**

**Climate Change for Beginners**

Simple explanation of causes and effects.

[https://www.youtube.com/watch?v=3CM\\_KkDuzGQ](https://www.youtube.com/watch?v=3CM_KkDuzGQ)

**How Human Activities Affect Climate**

Shows real examples of climate-related changes.

<https://www.youtube.com/watch?v=Vut14-lqRpo>

**Local Impacts of Climate Change in South Asia**

Explains climate effects in countries like Pakistan.

<https://www.youtube.com/watch?v=zAuvvKcQ2Zk>

**Summary**

Climate change is a global issue with serious local consequences. Understanding its causes and impacts helps trainees make responsible choices. By adopting simple daily habits—saving energy, reducing waste, and supporting greener practices—individuals and organizations can significantly reduce environmental damage and contribute to a healthier planet.

<p><b>LU 5.3.6:</b> <b>How to Contribute to Environmental Protection?</b></p>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the role of individuals, businesses, and communities in protecting the environment.</li> <li>• Identify simple, practical steps for environmental protection.</li> </ul>	<p><b>Understanding Environmental Protection</b></p> <p>Environmental protection means taking steps to preserve natural resources, reduce pollution, and keep the environment healthy for future generations. Every person, business, and community has a role in reducing damage to the environment. By making conscious choices, we can protect water, air, land, and living organisms from harm.</p>
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	<ul style="list-style-type: none"> <li>• Demonstrate how entrepreneurs can integrate eco-friendly practices into their work.</li> <li>• Commit to at least one personal action toward protecting the environment.</li> </ul>	<p><b>Roles of Individuals, Businesses, and Communities</b></p> <p><b>Individuals</b> can make daily lifestyle choices that reduce pollution and waste. <b>Businesses</b> can run operations responsibly and adopt eco-friendly practices. <b>Communities</b> can work together to protect shared spaces and raise awareness. Each level of action contributes to long-term environmental sustainability.</p> <p><b>Simple Practical Steps for Environmental Protection</b></p> <p>Everyone—students, workers, entrepreneurs—can take small actions such as:</p> <ul style="list-style-type: none"> <li>• Saving electricity by switching off lights, fans, and unused appliances</li> <li>• Reducing, reusing, and recycling materials</li> <li>• Using cloth bags instead of plastic</li> <li>• Avoiding burning garbage and disposing of waste properly</li> <li>• Conserving water by fixing leaks and using water carefully</li> <li>• Planting trees and protecting plants in the neighborhood</li> </ul> <p>These habits help reduce pollution and support cleaner, healthier environments.</p> <p><b>Eco-Friendly Practices for Entrepreneurs</b></p> <p>Entrepreneurs can integrate sustainable practices into their businesses by:</p> <ul style="list-style-type: none"> <li>• Choosing energy-efficient equipment</li> <li>• Reducing paper use through digital systems</li> <li>• Offering products made from recycled or eco-friendly materials</li> <li>• Managing waste properly and avoiding harmful chemicals</li> <li>• Encouraging customers to adopt green habits</li> <li>• Designing services that support environmental care (e.g., repair shops, recycling services, organic products)</li> </ul> <p>Environment-friendly businesses build trust, reduce costs, and contribute to community well-being.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <p><b>Simple Ways to Protect the Environment</b></p> <p>Shows easy actions individuals can take daily.</p> <p><a href="https://www.youtube.com/watch?v=OqHp03RRTDs">https://www.youtube.com/watch?v=OqHp03RRTDs</a></p> <p><b>Eco-Friendly Business Ideas</b></p> <p>Explains how entrepreneurs can support sustainability.</p> <p><a href="https://www.youtube.com/watch?v=3h4i7w5U6Ew">https://www.youtube.com/watch?v=3h4i7w5U6Ew</a></p>
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**Community Efforts for Environmental Care**

Highlights how groups can work together to protect the environment.

<https://www.youtube.com/watch?v=m3-yT2KwlBA>

**Summary**

Environmental protection begins with simple everyday choices. Individuals, businesses, and communities all play important roles in creating a cleaner and safer environment. By saving resources, reducing waste, and adopting eco-friendly habits, trainees can contribute to long-term sustainability. Even one small personal commitment—such as reducing plastic use or saving energy—can make a meaningful difference.

## 7. Trainer Qualification Level:

Category	Qualification/Criteria
Academic Qualification	DAE/Bachelor's Degree in IT, Computer Science, Computer Engineering or related field
Experience	Minimum 2-3 years of relevant industry experience or teaching/training experience in Graphic Design
Technical Skills	Proficient in Adobe Photoshop, Illustrator, InDesign, CorelDRAW, Canva, and other design tools
Instructional Skills	Knowledge of Competency-Based Training (CBT) & Assessment; ability to deliver skill-oriented training

## 8. Assessment Structure:

Since this training is fast-track & skill-oriented, therefore special mode of assessment is recommended as under:

Component	Marks	Passing Criteria
Theory (MCQs + Short Questions)	30	50% (15 marks)
Practical (Capstone + Presentation)	70	60% (42 marks)
Total	100	To be eligible for the Certificate of Competency in Graphic Design, trainees must maintain at least 75% attendance and successfully pass both the theory and practical components of the assessment.

## 9. Recommended Books & Readings:

1. Graphic Design School: The Principles and Practice of Graphic Design – David Dabner, Sandra Stewart
2. Adobe Photoshop Classroom in a Book (2023 Release) – Conrad Chavez
3. Adobe Illustrator Classroom in a Book (2022 Release) – Brian Wood
4. The Non-Designer's Design Book – Robin Williams
5. Logo Design Love – David Airey

## 10. Recommended Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- Canva / Adobe Express (for online design)
- CorelDRAW, InPage (for Urdu content)

## 11. Online Resources:

- Learn Freelancing with Hisham Sarwar ([https://youtube.com/playlist?list=PLHi\\_NUJDIGWIU1-pPxaiVLNFwtX2Z2wwJ&si=h9TMMToYLAqSE3H\\_](https://youtube.com/playlist?list=PLHi_NUJDIGWIU1-pPxaiVLNFwtX2Z2wwJ&si=h9TMMToYLAqSE3H_))
- Canva Design School (<https://www.canva.com/learn/>)
- Envato Tuts+ Graphic Design Tutorials (<https://design.tutsplus.com/>)
- Adobe Tutorials Hub (<https://helpx.adobe.com/learning.html>)
- Coursera – Fundamentals of Graphic Design (CalArts) (<https://www.coursera.org/learn/fundamentals-of-graphic-design>)
- Freepik & Flaticon – Free design assets (<https://www.freepik.com/>)



## KP-RETP – Component 2: Classroom SECAP Evaluation Checklist

### **Purpose:**

To ensure that classroom-based skills and entrepreneurship trainings under KP-RETP are conducted in an environmentally safe, socially inclusive, and climate-resilient manner, in line with the Social, Environmental, and Climate Assessment Procedures (SECAP).

**Evaluator:** \_\_\_\_\_

**Training Centre / Location:** \_\_\_\_\_

**Trainer:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## Project Management Unit

### Khyber Pakhtunkhwa Rural Economic Transformation Project

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Category	Evaluation Points	Status		Remarks /Recommendation
		Yes	No	
Social Safeguards	Is the training inclusive (equal access for women, youth, and vulnerable groups)?			
	Does the classroom environment ensure safety and dignity for all participants (no harassment, discrimination, or child Labor)?			
	Are Gender considerations integrated into examples, discussions, and materials?			
	Is the Grievance Redress Mechanism (GRM) process, along with the relevant contact number, clearly displayed in the classroom			
	Are the Facilities and activities being accessible and inclusive for specially-abled			



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	(persons with disabilities)			
<b>Environmental Safeguards</b>	Is the classroom clean, ventilated, and free from pollution or hazardous materials?			
	Is there proper waste management (bins, no littering)			
	Are materials used in practical sessions environmentally safe (non-toxic paints, safe disposal of wastes)?			
	Are lights, fans, and equipment turned off when not in use (energy conservation)?			
<b>Climate Resilience</b>	Are trainees oriented on how their skills link with climate-friendly practices (e.g., renewable energy, efficient production, recycling)?			
	Are trainers integrating climate-smart examples in teaching content?			
	Are basic health and safety measures			



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	available (first aid kit, safe exits, fire safety)?			
	Is the trainer using protective gear or demonstrating safe tool use (where relevant)?			
<b>Institutional Aspects</b>	Is SECAP awareness shared with trainees (via short briefing, posters, or examples)?			
	Are trainees encouraged to report unsafe, unfair, or environmentally harmful practices?			
<b>Overall Compliance</b>	Overall SECAP compliance observed	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low		

### Overall remarks/ recommendations

Name	Designation	Signature	Date