

# **The Graphic Design School**

## Online Course Brochure







# Welcome to **The Graphic Design School brochure.** Let's take a look at what's inside.

Online Courses	8
CUA40720 Certificate IV in Design	15
CUA40720 Certificate IV in Design (Web Design)	22
Intensive Foundation Course	26
Design@Work Course	29
Design for Social Media Course	35
Student Testimonials	47
Payments & Pricing	51



# Do you have a creative spirit? A penchant for solving puzzles? Then you could have all of key the ingredients to become a great graphic designer.

The Graphic Design School courses are designed to **inspire** the designer inside you.

Whether you are looking to kick start a career in graphic or web design, or you simply want to create better ads, flyer's, brochures and websites for your business, we'll give you the tools you need to create dynamic, meaningful, professional quality logos, layouts, flyer's, ads, posters and websites.

**Read on to find the course right for you.**



Head to the website to learn more on why you may possess all the necessary traits it takes to be a successful designer! **Click here** to head over to the site & take the quiz.









# 9 really great reasons to study with us & become the designer of your dreams.

## 1. Design is all around us.

Think about it. **EVERY** industry needs graphic design and will continue to need the services of graphic designers. Which makes graphic design a smart career choice!

## 2. Graphic Design comes in many flavours.

Print, web, interactive, motion, animation, editorial, packaging and many more. You're sure to find a niche that speaks to you.

## 3. Graphic Designers have workplace flexibility.

As a graphic designer, you can work for small studios or firms, large scale ad agencies, corporations or even from home as a freelance designer!

## 4. Graphic design is universal.

Every country and city will have companies and individuals that will need your services across all industries. Think retail, marketing, advertising!

## 5. Graphic design is fun.

There are not many other fields where you get to be creative everyday, and get paid to do it!

## 6. You're never alone.

The graphic design field is huge. There are hundreds of groups, organisations, websites, blogs, magazines and books devoted just to the field of graphic design.

## 7. Graphic designers can do freelance work.

Not many professional fields have the ability to work on a freelance basis. As a freelance graphic designer you can be your own boss or make extra money on the weekends.

## 8. There's so much room to grow!

The Graphic design field is continuously growing and evolving. There are so many new ways to evolve and up-skill!

## 9. We know you will love it!

Take our word for it. Graphic design offers a path of self-discovery, not just a set of skills. With our guidance, you'll explore your creative potential alongside industry experts.

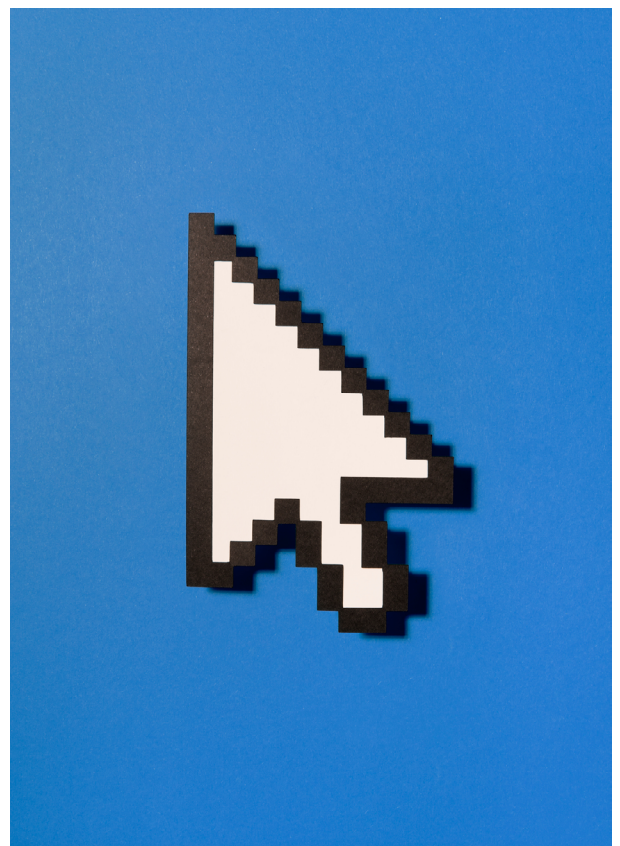


**What do employers require? Well, whether you work for a studio, ad agency or large corporation, you'll need specific skills. Luckily for you we cover most of them!**

- Understanding of design principles & theory
- Logo Design
- Layout Design
- Photography
- Colour Theory
- Layout, Illustration & Photography
- Design Software
- Resumes
- Portfolio
- Website Design



Have a chat with us about which course will best suit your career objectives! **Call us on 1300 655 485 or if you are outside Australia call + 61 1300 655 485**



# Online Courses







# We offer five online courses. The Intensive Foundation Course, CUA40720 Certificate IV in Design and Web Design, Design for Social Media and Design@Work.

Our Graphic Design Courses are run completely online, offering you the flexibility to **study in your own time, at your own pace and around your lifestyle**. Our courses have been specially designed to create a dynamic and engaged student community. Students have the opportunity to communicate and exchange ideas with tutors, staff and fellow students in the forum.

The Graphic Design School is not just about teaching Graphic Design, its about helping you evolve as a visual communicator. **We have been inspiring students for 13 years!** Our students and graduates love us and we love them! We teach intelligent and relevant design and the successes of our students speak for themselves. You will see student work spattered throughout this brochure, be sure to check out the full gallery of what students have achieved on the [student](#) work page of our website too.

Our method of teaching and mentoring enables every student to fulfill their creative dreams by teaching **industry relevant skills** while offering constructive individual feedback from tutors as you progress through your journey. If you are passionate about a new career or hobby and would like to learn from the best, take the challenge and enrol in The Graphic Design School Today!



Student work by **Kristen Boydston**



## CUA40720 Certificate IV in Design Course & Intensive Foundation Courses

CUA40720 Certificate IV in Design is comprised of 12 modules that have been holistically designed around the 15 units of competency comprised in the CUA40720 Certificate IV in Design training package.

The total cost for the course is **\$6290**, these costs are broken down into part payments. (See the last pages of this brochure for pricing). **Approximate time to complete the course is 750 hours. Students who wish to apply for Austudy may do so via this full enrolment option.**

The Intensive Foundation Course is our non-qualification, foundational course in graphic design. You will cover 11 modules during the course and be issued with a **Certificate of Completion** after successfully completing the course. The Graphic Design School offers this course for people who are wanting a start in graphic design and do not need a government accredited qualification.

Approximate time to complete this course is **700 hours**. The full price of this course is **\$5500**.

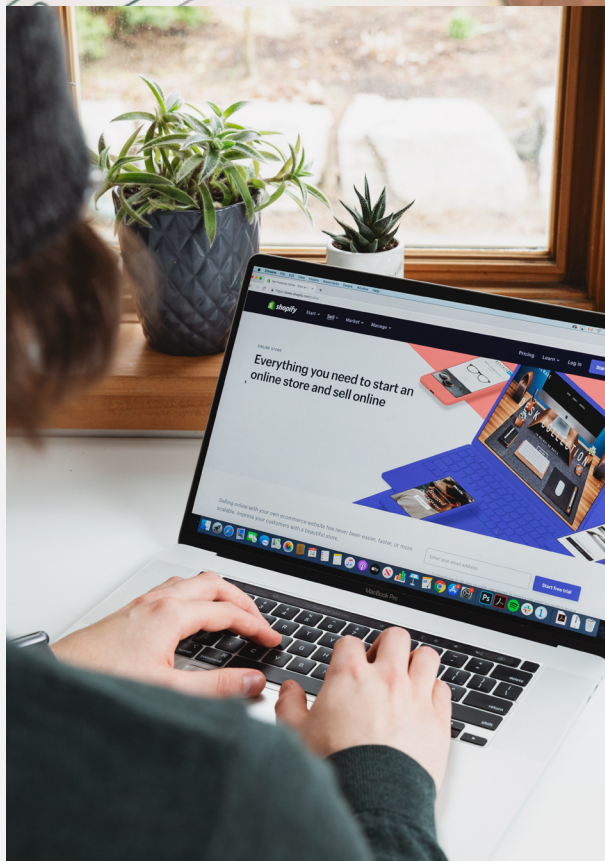
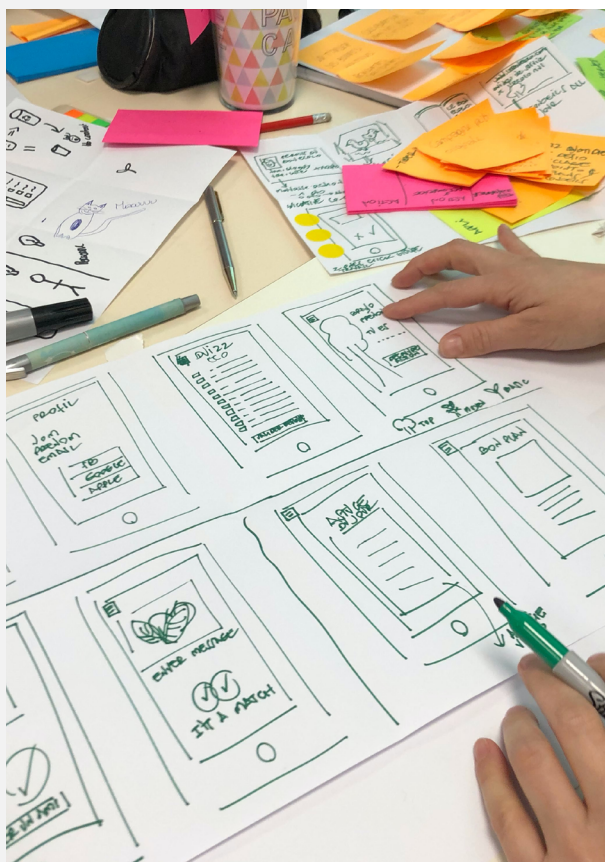
If you do need a qualification for your studies, we have the solution. Students who complete the Intensive Foundation Course are eligible to **upgrade to the accredited CUA40720 Certificate IV in Design qualification.**

We recommend the upgrade pathway for those students who start out in the Intensive Foundation Course thinking they won't need a qualification, then change their mind.

If you would like more information on the upgrade course email: **info@thegraphicdesignschool.com**







## CUA40720 Certificate IV in Design (Web Design)

Our Web Design course zeroes in on User Experience (UX) and User Interface (UI) design, honing in on aspects like colour, typography, and responsive design tailored for web platforms. Graduates emerge with confidence in marketing their web design skills and mastering responsive design techniques across desktop, tablet, and mobile devices. It's a **no-code course, focusing on design principles and online deployment platforms** rather than HTML, CSS, or JavaScript.

Comprising six holistic modules, **this course guides students through the entire website design and deployment process.** With enrolments open year-round, it's ideal for graphic designers seeking to delve into web design, self-taught designers aiming to enhance their skill set, developers intrigued by design and user experience, and anyone passionate about web design.

Students work at their own pace, with an approximate duration of **400 hours over 12 months.**

By the end, participants gain a deep understanding of UX principles, project management skills from briefing to prototype creation, and proficiency in **Figma** for crafting high-fidelity designs and prototypes.

Additionally, **the curriculum integrates teachings on emerging technologies like artificial intelligence (AI),** empowering students to navigate the evolving landscape of web design with creativity and critical thinking.



## Design@Work course

The design course for non-designers. The Design@Work course is a course which focuses on teaching you how to approach and accomplish design tasks without the years of design training.

Does your job role rely on you to be "a little bit of a designer"? Yet you have no intention of becoming a fully fledged designer? Or are you an employer (minus the huge design budget) and you have an employee in mind that you would like to train to accomplish a few design tasks? Then this is the course for you!

We'll supply you with a selection of beautiful work related design templates, teach you a set of working design skills and instruct you on how to use **Adobe InDesign** so that you can apply your own designs. You'll learn the tools, apply images, type and colour of your choosing and voila, you've got yourself a brochure, flyer, business card — the list goes on.

You can **enrol anytime on any day of the year**.

As our courses are delivered online and training is self paced, there is no pressure!

Enrol when you are ready to start, from anywhere in the world.

**If you would like more information on this course or any of our other courses, send us an email at:**  
[info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)

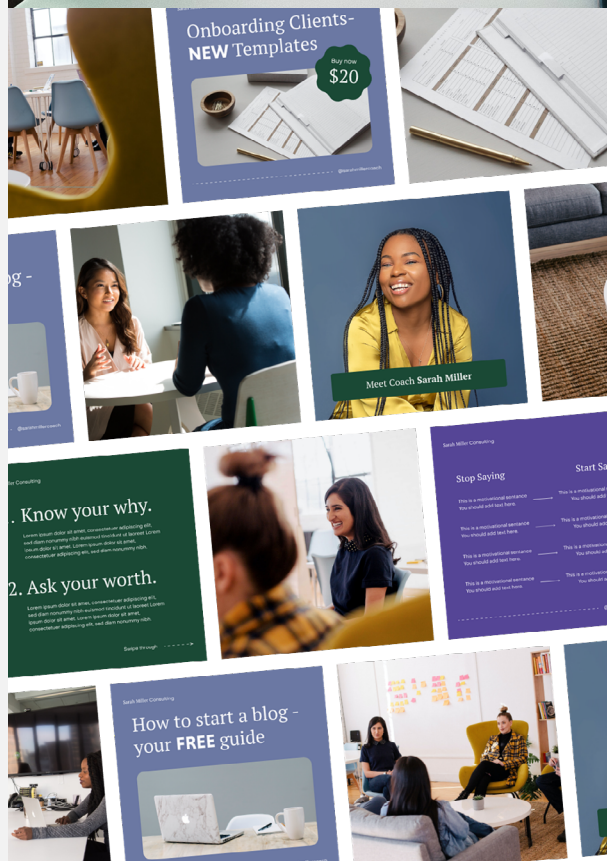


## Request a quote for your employers



Your employers may think it beneficial to have you up-skill within your existing role to support the business [Click here](#) to request a quote.





## Design for Social Media Course

The TGDS Design for Social Media Course offers a **comprehensive journey into the world of design and social media marketing**. Whether you're an experienced designer or just starting out, this course equips you with essential skills to create impactful content and strategies.

Through a blend of theory and practical exercises, you'll dive into the elements of design, including colour theory, typography, and spatial systems. Using **Canva**, a versatile design tool, you'll **learn to craft visually pleasing template designs tailored to your clients' needs**.

The course doesn't stop at design theory. You'll also explore the practical aspects of social media marketing, from conducting client audits to setting SMART goals and developing targeted personas. Gain insights into crafting creative briefs, establishing brand guidelines, and leveraging analytics to optimise content performance.

**What sets this course apart is its emphasis on real-world application.** You'll have the opportunity to conduct your own photography shoot, mastering the art of visual storytelling and image editing. From crafting Instagram posts to designing Pinterest templates, you'll learn to create content that resonates with your audience across platforms.

With self-paced modules and optional assessments, you can tailor your learning experience to fit your schedule. Enrol when you are ready to start, from anywhere in the world.

**If you would like more information on this course or any of our other courses, send us an email at:**  
[info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)

# CUA40720 Certificate IV in Design





# The CUA40720 Certificate IV in Design qualification is recognised by employers and industry groups Australia wide. Here's an overview of everything you'll learn.

## Module 1: Introduction to Graphic Design

An overview of what graphic design is and the varied professional opportunities it provides. Students will be inspired by great work and introduced to the most popular designer sites and understand work in the various industries that designers work in.

The assessment work involves research of a chosen designer, that will open the eyes of the student to the amazing design everywhere around us.

## Module 2: Design Basics

Students will begin putting design elements and principles into practice and make decisions using the visual language of a designer. By doing very simple studies, this module will introduce students to vector based Adobe Illustrator, and help them see the power of design and carefully applied principles.

## Module 3: Introduction to Typography

Typography is a critical skill to the graphic designer. In Module 3, An overview of what typography is and the integral role it plays in graphic design. Upon completion of this module, students will be introduced to typography as design, and be able to identify type styles and render font families. The module that inspires a love of type.

## Module 4: Colour Theory and Practice

In module 4 students will learn the critical elements and principles of colour that create meaningful design

Upon completion of this module, students will have a knowledge of the vocabulary and tools needed to create dynamic, meaningful colour compositions and palettes, understanding the power of colour choice in design. When it comes to software, students will discover the range of colour tools available in the Adobe Illustrator programme.

## Module 5: Type Fundamentals

Typographic elements and principles will be put into practice through layout studies within a given format. Exploration of type as a singular letter form, a line of type and paragraph will open the eyes of the student to type as a design element. Students will research and analyse iconic designs, expanding their design knowledge and vocabulary.



For more information about the **Certificate IV in Design** course you can email us at [info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)



Student work by **Saale Surtee**

With the aid of Adobe Illustrator software and our in depth video tutorials, students will build upon their knowledge as they begin to draw letter forms and practice letter kerning. Students will understand how Typography affects the way we read and communicate and how to communicate effectively through type choice and applied design principles.

### Module 6: Photography

An overview of digital photography. Upon completion of this module, students will have a working knowledge of the vocabulary and tools needed to create dynamic, meaningful photographic compositions.

This module is where students are introduced to pixel-based software and start to manipulate images in Adobe Photoshop. The importance of using grid systems is introduced here. Students learn to conceptualise, sketch ideas and finally produce a magazine ready ad, using their own photography.

### Module 7: Logo Design

Students will use the tools they have learned to create basic typographic systems. The focus is on creating dynamic logotypes and understanding how colour and type choice communicate a message. Students will learn how to analyse and manipulate letter forms to create legible, well crafted, meaningful and dynamic logos.

Students will start to solve 'real world' design problems with the client in mind. This project introduces students to the creative process, the design brief and the integral part that research plays in the design process. Students will use briefs from this point onwards in the course.

Student work by **Eduardo Velloso**





### Module 8: Design Systems

Students will begin to show a command of design principles by creating, refining and developing a dynamic, unified organic animal and an icon design system. Students will use Adobe Illustrator (vector-based software) to develop their marks and icon system. Students will further their understanding of design principles and elements by focusing on unity in design in particular throughout this module.

### Module 9: Layout Design

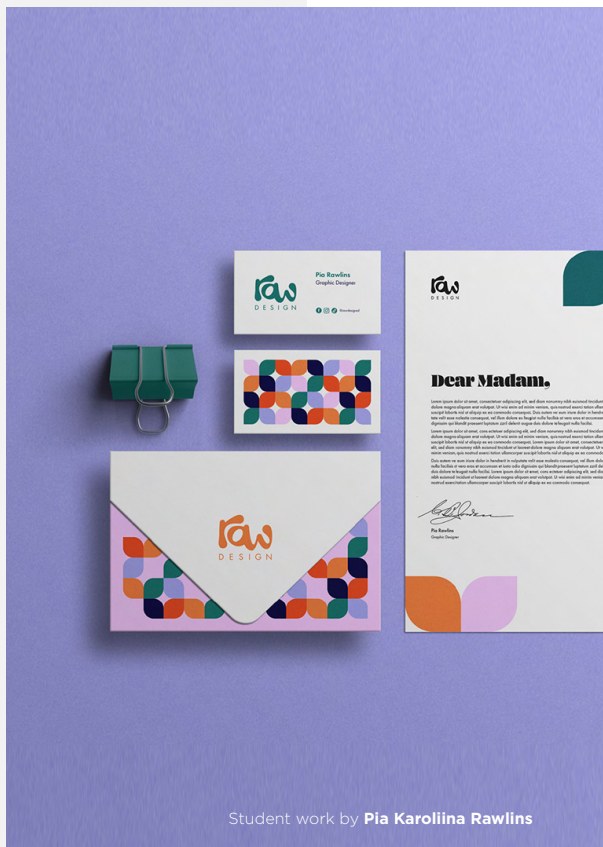
Students will deepen their knowledge of composition, proportion and layout design by incorporating grid system, typography, imagery and layout skills in a commercial magazine layout. The ability to plan and create multi-page typographic layouts is taken to an advanced level in this module.

### Module 10: Design Systems Part II:

Students will continue to create design solutions with the real world client in mind. They will learn to define project goals and create a design brief for a client of their choosing. In this module students will create a complete design system for their client, including a Corporate Identity System (logo, business card, letterhead, branding). Students will also delve into the world of packaging with a complete packaging project.

Finally, they will conceptualise, plan and execute a complete Advertising Campaign for a chosen client.





## Module 11: Preparing your Portfolio

In Module 11, students will explore the important aspects of self-marketing and portfolio preparation. Understanding the significance of presenting oneself and one's work effectively, participants will work on crafting a professional portfolio that effectively showcases their skills and expertise. The module begins with an examination of the concept of a Personal Identity System, highlighting its role in effective branding and self-presentation. Through practical exercises and guidance, students will learn not only to develop their personal brand but also to plan their portfolio meticulously.

## Module 12: Making your Portfolio Great

Module 12 is designed to help students take their portfolios to the next level. Through expert guidance and industry insights, participants refine their portfolios, ensuring they resonate strongly with potential employers and clients. A key aspect of this module is the opportunity for students to seek feedback from experienced professionals, gaining valuable perspectives that enrich their portfolio development process. Additionally, students learn essential skills such as crafting compelling cover letters and resumes, navigating workplace health and safety protocols, and understanding copyright laws. Armed with this comprehensive knowledge, students graduate from Module 12 fully prepared to embark on their professional journey with confidence and assurance.



For more information about the **Certificate IV in Design** course you can email us at [info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)

**The 12 modules within the course have been holistically designed around the 15 units of competency comprised in the CUA40720 Certificate IV in Design training package.**

### **Core Units**

**BSBCRT411** Apply critical thinking to work practices

**CUADES305** Source and apply information on the history and theory of design

**CUADES411** Generate design solutions

**CUADES412** Interpret and respond to a design brief

**CUAWHS312** Apply work health and safety practices

**CUAACD411** Integrate colour theory and design processes

**CUAPPR411** Realise a creative project

### **Elective Units**

**CUADES301** Explore the use of colour

**CUADES302** Explore and apply the creative design process to 2D forms

**CUADES303** Explore and apply the creative design process to 3D forms

**CUADES304** Source and apply design industry knowledge

**CUAGRD312** Use typography techniques

**CUAGRD411** Research and apply graphic design techniques

**CUAPHI411** Capture images in response to a brief

**CUAPHI403** Enhance, manipulate and output photo images



# CUA40720 Certificate IV in Design (Web Design)





# It's here, the CUA40720 Certificate IV in Design (Website Design) course. Web learning, done the (awesome) TGDS way!

## Module 1: Introduction to Web Design

Students dive into the evolving landscape of web design, exploring its origins and how user interactions influence design choices. Topics include user-centred design evaluation, adapting designs for diverse devices, colour theory, and web accessibility. By the end, students grasp typography basics and visual hierarchy, laying a strong foundation for web design principles.

## Module 2: Graphic Design in the Web Environment

Module 2 focuses on integrating images, multimedia, and grid systems effectively into website design. Students learn about resolution considerations, multimedia file formats and optimisation, and the utilisation of fixed and fluid grids. By the end, students can enhance interface designs through critical analysis and practical application of acquired skills.

## Module 3: Designing Information and Navigation

In this module, students learn to organise information intuitively and navigate user profiles and email campaigns effectively. The curriculum covers information architecture, user profiles, designing for email campaigns, and interaction design. Students emerge with a solid understanding of how to structure content for optimal user experience.

## Module 4: Scoping and project Design Specification

Module 4 kicks off the Main Web Design Project, guiding students through creating a comprehensive design brief, specifications document, and minimum viable product prototype. Students also explore AI content generation for imagery, logos, and written content, ensuring thorough project planning and stakeholder engagement.

## Module 5: Building and Prototyping a Website

Module 5 delves deeper into user experience design, emphasising accessibility, interaction, and real-world data considerations. Topics include user interface design, accessibility principles, onboarding processes, and creating web banners. Students refine their websites based on tutor feedback and apply advanced design techniques.

## Module 6: Publishing Platform Solutions

In Module 6, students deploy their finalized website prototypes using chosen publishing platforms like Squarespace, WordPress, Shopify, or Wix. Through hands-on experience, students learn the deployment process, domain name configuration, and reflect on the success of their design choices in a live, deployed website environment.

**The course comprises six modules, each designed to provide a comprehensive understanding of essential concepts, tools, and techniques in web design.**

### Core Units

**BSBCRT411** Apply critical thinking to work practices

**CUAACD411** Integrate colour theory and design processes

**CUADES305** Source and apply information on the history and theory of design

**CUADES411** Generate design solutions

**CUADES412** Interpret and respond to a design brief

**CUAPPR411** Realise a creative project

**CUAWHS312** Apply work health and safety practices

### Elective Units

**CUACMP311** Implement copyright arrangements

**CUADIG412** Design user interfaces

**CUADIG413** Create user interface

**CUAPHI313** Process photo images

**BSBTEC405** Review and maintain organisation's digital presence

**ICTICT312** Use advanced features of applications

**ICTAIL401** Identify opportunities to apply artificial intelligence, machine learning and deep learning

**ICTWEB305** Produce digital images for the web

**ICTWEB432** Design website layouts

**ICTWEB433** Confirm accessibility of websites



# Intensive Foundation Course





# **The Intensive Foundation Course is a non-qualification course designed to arm you with the relevant skills & provide you with a pathway to a career in Graphic Design.**

## **Who is this course for?**

As this course is a non-qualification course, we recommend it for those who do not wish to obtain a qualification. Perhaps you are working for a small business and wish to take on the design role? Perhaps you want to 'test the waters' with design before making it a career choice.

The Graphic design industry is reputed to be an industry based on portfolio. This considered, the Graphic Design School believes that offering an alternate to the government accredited qualification pathway gives students the flexibility to undertake study without the price tag attached to a qualification.

For people wishing to obtain employment in the design industry we recommend the Certificate IV in Design Course. As the course is self-paced, you can decide how many hours a week you wish to concentrate on study.

**You have 12 months to complete this course.**

For students who have completed the Intensive Foundation Course and decide to pursue a career in Design, we have an option to upgrade to the Certificate IV In Design qualification.

## **Module Content**

**Module 1** Introduction to Graphic Design

**Module 2** Design Basics

**Module 3** Introduction to Typography

**Module 4** Colour

**Module 5** Advanced Typography

**Module 6** Photography

**Module 7** Logotype Design

**Module 8** Design Systems

**Module 9** Layout Design

**Module 10** Design Systems II

**Module 11** Preparing your Portfolio



# Design@Work Course



# Entirely online and self paced you can fit it in at work, around work, whenever you want! If ever there were one - this is the design course for non-designers.

## Who is this course for?

If your job role relies on you to be a 'little bit' of a designer yet you have no intention to become a fully fledged designer OR you are an employer that does not have a design budget, yet you have an employee you would like to train to accomplish some design tasks. This is for you! Give me the skills, but don't make me think!

We hear you! The course **focuses on enabling you to accomplish design tasks without years of design training.**

The **Design@Work** course takes a paint by numbers approach to designing. We give you a range of beautiful workplace related templates and we teach you the Adobe tools you need to apply your work content to our templates. Easy!

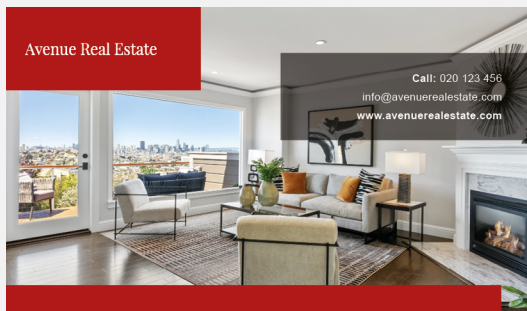
Our **Adobe video tutorials** will take you through in a very step by step approach to adjusting each template and making it your own, it's that simple, you learn the tools, apply images, type and colour to the placeholders. Viola!

You have a brochure, flyer, business card, mood board, newsletter; the list goes on from the choice of templates. We even teach you how to make your own colour palettes, source great images and use your company's existing resources.

**Fancy that.**







## For Premier Rentals

### 201 Harvest Crescent

From the moment you enter the apartment, the light floods into the expansive living space as it cuts across the tree top canopy of Harvest St and through the impressive floor to ceiling windows of the apartment.

The space is surprisingly quiet thanks to the building's double glazing. The quality of the building doesn't stop at double glazing, everything in the apartment has been so thoughtfully considered with you in mind! The well-appointed kitchen offers Miele appliances, dual inset basins and stone benchtops with waterfall ends.



@avenuerealestate

/avenuerealestate

@avenuerealestate

## Free yourself from Word & PowerPoint.

Microsoft Word and PowerPoint were not made to be design tools. Even the best designer would receive a very average design result using these programs. Great results require the right tools. Enter the Adobe suite. During the course you will be working with **Adobe InDesign** to accomplish your designs.

InDesign is what we call a 'multi page layout program'. This means that you can create documents featuring one or more pages. InDesign is the industry's go-to tool for creating type-heavy projects and also accepts both vector & pixel based graphics.

InDesign is very intuitive and can be used at both beginner and advanced levels. Using the InDesign programme during the course gives you the opportunity to expand your skills at work and in play. That's tonnes of scope and a world of creative possibilities. You will also be **eligible to subscribe to the Adobe Creative Cloud at student rates.**

## How does it work?

As this course is **self-paced and completely online** you can fit it in at work, around work — whenever you want. We'll give you an entire year to access the course, leaving it open to you so that you can continue to utilise the resources and templates at your leisure.

It won't take you anywhere near as long as this to complete, but we want you to be able to learn at a suitable pace, fitting the course around life's many other responsibilities.



Student work by **Cheneeta Boothe**

## What will I learn?

As you use the wide range of FREE templates for work, we will also be teaching you lots of other useful design stuff too.

Here is the course broken down:

- An introduction to desktop publishing.
- Preparation and design thinking.
- Using branding guidelines and gathering resources.
- How to create InDesign documents from scratch.
- How to quickly set up InDesign.
- Using tools and menus.
- Working with images and type.
- Working with colour and colour tools.
- How to create documents with impact.
- Using templates for quick design.
- How to make your own templates for repeatable, refined layouts.

## Can I get recognition for my work?

**Absolutely!** Even though most people will be completing the course to learn a Design@Work set of skills, we do offer the optional choice for students to **submit a set of 3 designs** that they have completed as part of their final assessments in Module 2.

### Do you still have questions?



For all questions and support send us an email at [info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)

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Successful completion of these assessments will achieve a **Certificate of Completion** accompanied by an **Accredited Statement of Attainment**. The following **5 Units of Competency** listed make up the **Statement of Attainment**:

- **ICPPRP224** Produce pages using a page layout application
- **CUAPPR411** Realise a creative project
- **CUAGRD311** Prepare files for print
- **BSBWRT411** Write complex documents
- **CUADIG304** Create visual design components

**The option to submit assessments is completely free.** We will require you to let us know when you are ready to submit the set of designs as outlined in the assessment pages of the module. We will then direct you to complete a few quick questions and officially enrol you in the assessment part of the course. There will be prompts to guide you through the process, it's super easy!

Assessment submission can happen any time you are ready to submit. Naturally, the only requirement is that you submit within the year that you are enrolled.

Your course will remain open to you for one whole year regardless of whether you submit early or later on in your enrolment period.

## Do I have to submit assessments?

You may decide not to submit assessments at all, completely your choice. This course is designed to give you a great set of Design@Work skills.

**If you don't want to bother handing in assessments that's perfectly fine**, we won't harass you for assessment submissions. However, if you would like a lovely Certificate of Completion and Statement of Attainment for your CV as recognition of your hard work, you have that option too.

## How much does it cost?

\$1500 upfront or \$550 per month for 3 months. For course prices and payment plan details please head to the prices page of this website, [thegraphicdesignschool.com/prices](https://thegraphicdesignschool.com/prices)

## How do I register?

**You can enrol any day of the year.** As we are online and training is self paced, there is no pressure. Enrol when you are ready to start.



# Design for Social Media Course







# Serious about earning an income as a Social Media Designer? You need a seriously good social media design course.

## About the Course

Whether you want to be designing for your own business, your current workplace, or a list of clients, we've got you covered!

Whether you are a current designer or a complete newbie, you will learn the real tricks of our trade.

You'll use the elements and principles of design, colour, typography and spacial systems while developing a suite of usable template designs for your chosen client.

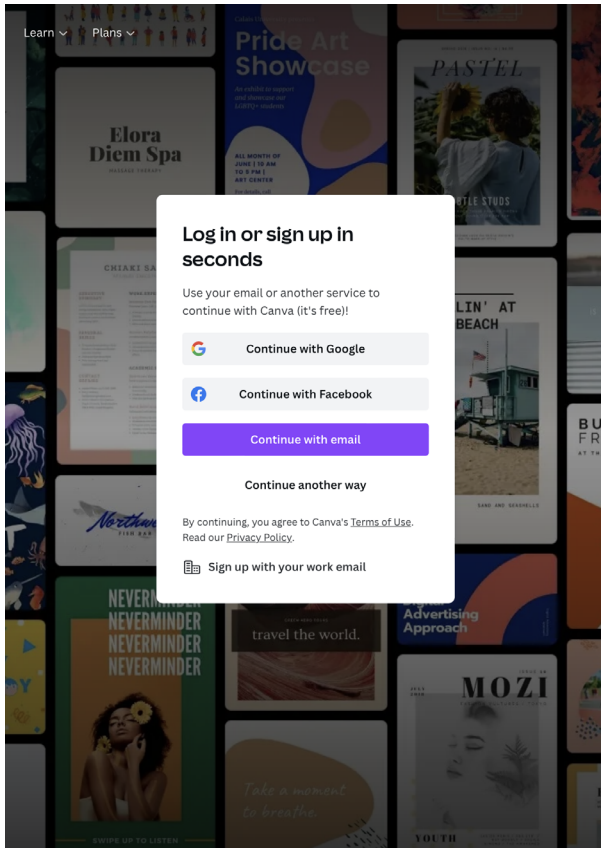
You will also choose from one of our awesome case studies (or a business of your choosing) to delve into the practical application of social media marketing by creating a clear social media marketing strategy. You will audit a client's social media accounts and set SMART goals to develop a target persona and perform a competitor analysis.

The best bit is we teach you how to make this work for your clients. They will benefit from your ability to create product shots from a simple home studio. By course completion you will have a brand style guide and client presentation of your amazing design work.

We teach in Canva so you, the designer, can create suites of original design templates enabling clients to manage their social media design accounts month to month. Coming back to you month in month out!







## Module 1

In this module we review the various business opportunities that lay in waiting for you as a Social Media Designer. We jump into the why's of Canva and consider the importance of elements and principles in graphic design and photography.

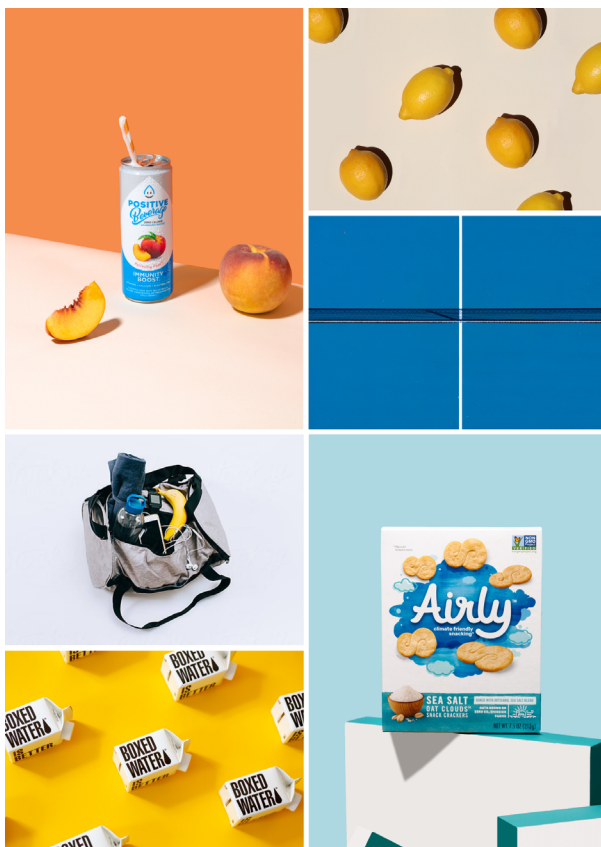
In Module 1 you will explore the theory and psychology of colour and how it applies to branding. You will also learn how to create accessible colour palettes for implementation across future design projects.

Finally, you will learn the fundamentals of type, how to successfully pair type styles and how to create a type system for your designs.

## Module 2

In Module 2 we will delve into social media marketing. Here we will learn how to create a successful social media marketing strategy from auditing your client's social media accounts and setting SMART goals, to developing a target persona and performing a competitor analysis.

You will learn how to write a creative brief with your client, create brand guidelines and identify yours or your client's unique tone and voice. You will begin to use analytics, review metrics, as well as schedule your client's content. You will also learn how to identify your client's best performing content buckets and create your first mood board in Canva. This module is part of the design process that will give you the confidence to produce incredible content.





## Module 3

Roll up those sleeves, you are about to get dirty! In this jam packed module you will be styling and conduct your own photography shoot with the build up of work that you have already done in Module 2.

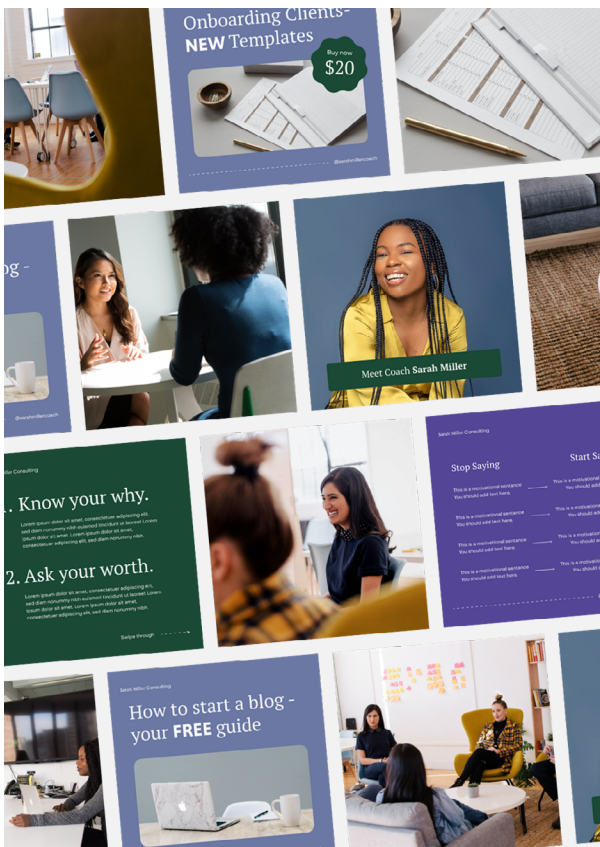
You will get to know the SLR camera functions and learn how to edit your images. We will start idea generating and executing your own template designs for social media. You will create a brand kit in order to organise your client's assets, logos and colour palettes.

We will teach you the importance and application of using grids in your designs. You will create an animation for use in your templates. As well as work on a full client presentation and style guide.

In this module you will have the opportunity to submit your final set of assessments. What an epic module!

If you would like more information about the Design for Social Media Course email:

**[info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)**



**Do you still have questions?**



For all questions and support send us an email at **[info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)**

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## What equipment will I need?

- **Canva** — Once you get to Module 3 we prefer you to have a Canva Pro account (you will get additional features that will help you in the professional space), we suggest waiting to start Module 3 and signing up for Canva Pro at that stage. Canva offers a 30 Day trial for Canva Pro, you might want to use the trial period to complete your Module 3 assessments. Note: Canva does not offer a student discount.
- **Computer & Printer** (this course *can not* be completed on a tablet or phone).
- **Camera Equipment for Module 3 Assignment 4 (if completing optional assignments):**
  - **DSLR or Mirrorless camera** (you can borrow one). Or really good camera phone.
  - **Tripod**
  - **Lighting** — 1 or 2 LED lights. We will give you more details in the course content.
  - **Backdrops** — Seamless matte paper backdrops are fantastic and can be purchased from sites such as Amazon. If you're feeling super creative, you can even get crafty with particle board (MDF), paint and create your own custom backgrounds.

- **Bull** or spring clips/wire/ double-sided tape or white tack to hold items and backdrops in place.
- **Light modifier** — soft box and reflector. White foam board is on the cheap side and acts as a great reflector.
- **Photography props**, any additional of your choosing.

### Do I have to submit the assessments?

Submission of Assessments is completely optional.

### How long is the course duration?

This course is entirely self paced, you have 3 months to complete the course. There is approximately 100hours in total to complete the course, including assessments. Regardless of whether you decide to submit Assessments, if you wish for your course to extend beyond the 3 month course duration. You may opt to extend via our paid extension system available to you in your course Schoolyard (LMS).



# 8 awesome benefits of our online courses and the reasons why we think you'll love studying graphic design online with us.

## 1. Value for Money

Study can be expensive, that's why we have created an Intensive Foundation Course that students can gain all of the design education necessary without the price tag of a qualification. We also understand that qualifications can be necessary, students who have completed the Intensive Foundation Course may upgrade to the CUA40720 Certificate IV in Design qualification, that's flexible!

## 2. Industry relevant teachings

The Graphic Design School teaches industry relevant skills, preparing you for real jobs in the real world. From idea generation techniques and accurately responding to real design briefs, to researching, sketching, critiquing and execution of your designs.

## 3. Challenging. Yet FUN.

The courses focus on practical industry skills. With fun, challenging studies and assignments contributing to your portfolio and less of the traditional educative style of tedious essay and assignment writing.

## 4. We work around you.

When you are learning in a supportive and user friendly E-learning environment like ours, studying from home at your own pace is a dream. No travel, no expensive parking, no waiting in an overcrowded classroom for 'your turn' with the teacher, with us you can study from the comfort of your own home.

## 5. Finish with a portfolio

We take you through the process of creating your very own portfolio and resume. The Intensive Foundation Course is designed to arm you with a GREAT portfolio. The CUA40720 Certificate IV in Design Course will arm you with a great portfolio, a qualification AND a personal letter of recommendation from your tutor.

## 6. Learn the RIGHT Software. No Microsoft Power point or Microsoft Word in sight.

Our courses not only focus on the theoretical and conceptual aspects of graphic design, we teach the technical aspects, including the design software skills you will need to know to become a designer. With tonnes of video tutorials and written instruction, software learning couldn't be easier.

## 7. Community Focused

While the courses are online, you are not alone. Each student has a tutor to grade and critique assignments. The school also has a large community of students and tutors to exchange ideas and assist you with any course questions should they arise.

## 8. We LOVE design

The Graphic Design School keeps unnecessary costs to a minimum, keeping course fees low. Look around! Graphic Design is all we do, and we love it! **Make sure you are learning design from people who specialise in design, it makes a difference.**



# You'll need a certain amount of equipment to study the Intensive Foundation Course and the CUA40720 Certificate in Design Course. Here's a detailed list.

- **A computer capable of running Adobe CC**
- **Adobe Creative Cloud (not until Module 2)**
- **Good Internet connection**
- **Scanner and printer**
- **Illustration supplies: paper and pencils**

For the **Intensive Foundation Course** and the **CUA40720 Certificate IV in Design Course**, you need access to Adobe Illustrator, Photoshop, InDesign and Acrobat Pro.

For the **CUA40720 Certificate IV in Design (Web Design) course** you will need Figma, Illustrator and Acrobat Pro. Adobe programs can be purchased on a subscription basis through the Adobe Creative Cloud.

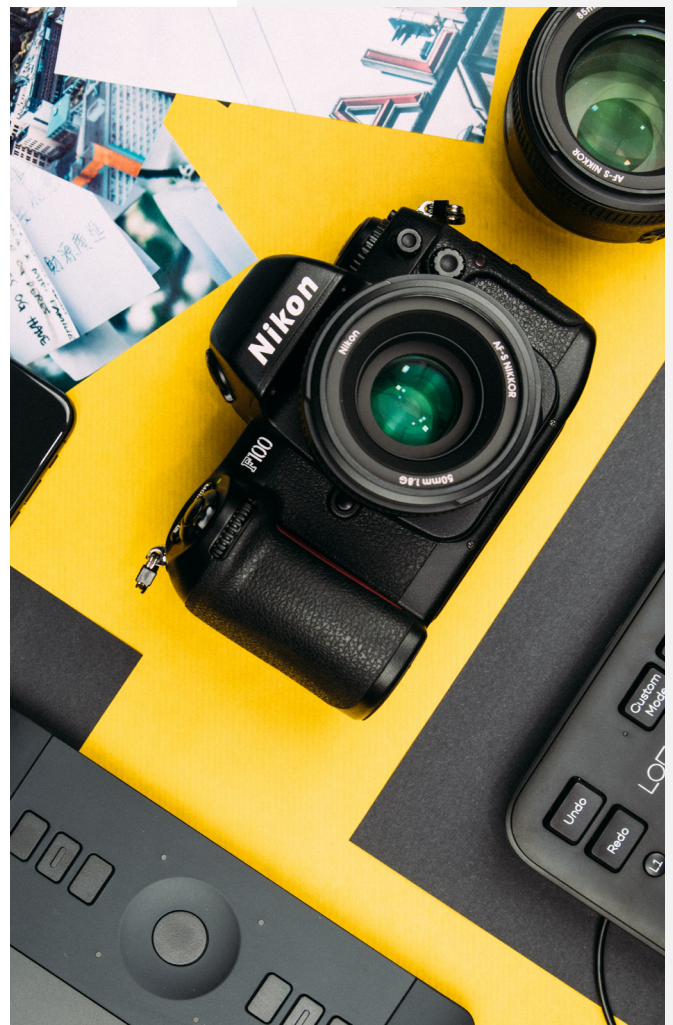
The following is also required for the Intensive Foundation and CUA40720 Certificate IV in Design Courses only, you won't need these until Module 6:

- **Access to a 35mm Digital SLR camera**

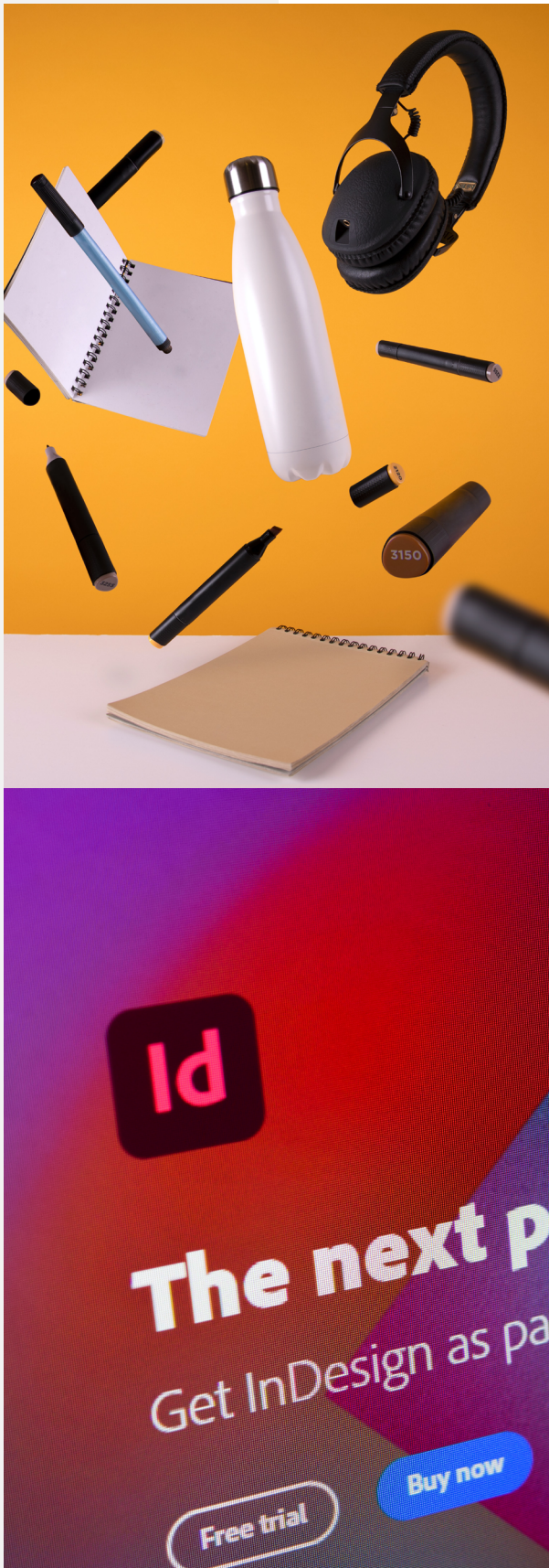
As well as equipment to set up a basic photoshoot:

- **2 lamps and a dropsheet**

**Note:** Full equipment list can be found in our online student handbook, click [here](#).







## How do I study online?

Once you enrol with The Graphic Design School you will be able to start your first module in as little as five minutes! You will be issued a unique username and password for entry into your own personal Student Secure site called the Schoolyard. In the Schoolyard you will find an e-library packed with design books, magazines, sample portfolios and video tutorials, a student support forum, your own gallery, information on resources and goings on in the design community, forum access to staff, students and tutors. All without leaving your living room.

## What about Software & Student Discounts?

Modules for the Intensive Foundation Course & CUA40720 Certificate IV in Design are taught in the following Adobe Creative Cloud software:

- **Illustrator**
- **Photoshop**
- **InDesign**
- **Acrobat Pro**

Modules for the CUA40720 Certificate IV in Design (Web Design) are taught in the following software:

- **Figma**
- **Acrobat Pro**

Modules for the **Design for Social media Course** are taught in the following software:

- **Canva**
- **Acrobat Pro**

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Modules for the **Design@Work Course** are taught in the following Adobe Creative Cloud software:

- **InDesign**
- **Acrobat Pro**

If software is uncharted territory for you, fear not! No prior Adobe knowledge is necessary. As a student you will qualify for the Adobe Student Discount. **Please note:** Adobe is a third party software and all discounts are at their sole discretion.

### Where are the jobs?

All industries have a need for graphic design. You can also do it anywhere; internally, at home or as a freelancer. Design is everywhere! Try and think of an industry that doesn't use visual communication. Impossible!

- **Ad agencies**
- **Digital agencies**
- **Magazines and newspapers**
- **Design firms and Studios**
- **Large and small businesses**
- **Fashion**
- **Government agencies**
- **Non-profit organizations** and many more!



# In order to become a great designer, we believe that you should be taught by great designers. Awesome even. Meet The Graphic Design School tutors.



## **Toni**

With three decades of experience in the design and communications industry, Toni has run her own practice, worked as a graphic designer in the Aboriginal and Torres Strait Islander healthcare sector and taught typography, advertising, visual communication and graphic design at several universities throughout Australia.



## **Danny**

Danny has been working in the design industry since 2005 and has had over 15 years experience with advertising, visual communication and film making. He has been an art director for several magazines and is the former creative director of Three Crowns Media.



## **Paloma**

Paloma is an experienced designer. Her design experience includes Branding and corporate identities, developing advertising campaigns, packaging, viral communications, illustration and B2B marketing materials.



# Student Testimonials

## A bunch of lovely things our students have said about us. You read them here first.



**Amy Ferreira** · *Sydney, Australia* ★★★★★

I completed a Certificate IV through The Graphic Design School and highly recommend the course. The team was always very helpful and supportive and the course was easy to follow. You can complete the course in your own time and I am really happy with the portfolio I now have since completing my studies. If you were looking to study graphic design online I would highly recommend TGDS!



**Erin Sangster** · *Victoria, Australia* ★★★★★

As a recent graduate of TGDS Cert IV I would fully recommend this course. The course covers 12 easy to understand Modules filled with practical activities and assessments that teach you and give you an understanding of graphic design in the real world. The Tutors and Support staff are all gems, and are always willing to help you out at any time. I loved my time at TGDS...if anyone is looking for a future involving Graphic Design - TGDS is a must!



**Becks Harrop** · *Jakarta, Indonesia* ★★★★★

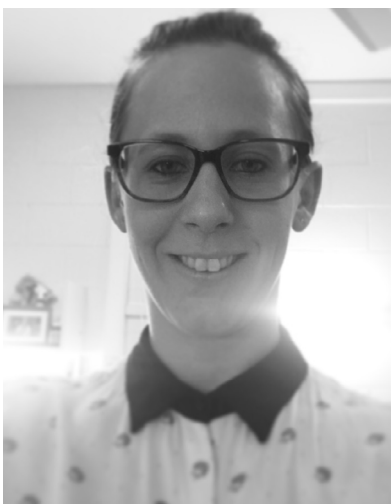
Highly recommend! TGDS is the ultimate self paced online learning platform with professional tutor support. Happy Graduate!

**Eleni Gayraud** • *Brussels, Belgium* ★★★★★

I am ever grateful to TGDS because it helped me change careers, when I thought it was impossible. The courses are perfectly planned and prepared, students have a 24/7 support and what's even more important is the fact that behind every module, every comment and every email, there is a person passionate about what they do, eager to help others learn and grow, full of empathy during the hard moments, happy for every student's progress, and, lastly, a real pro. Everyone in TGDS knows the profession inside and out and that's a huge plus. Highly recommended.

**Caio Fernandes** • *Ontario, Canada* ★★★★★

Simply put, I would not have been able to study graphic design in depth and at this level, if the TDGS wasn't around. I really appreciate the availability of such a program and the flexibility that it offers. As someone in his 40s, who was working full time, it was the perfect program for me. I thought the gradual progression of the course from the basics to complete projects was fantastic, and it really helped me grasp the skills and process of design. The projects were fun to work on and having a mentor and the forum was quite helpful. All this while studying from the other side of the world!

**Lauren Giroud** • *Sydney, Australia* ★★★★★

TGDS has changed my life! Starting the journey into design the staff and support team are always on-hand to help guide and mentor you. The structure of the course is great, on-line at your own pace and the resources and forums available are fantastic platforms to help get the feedback required to challenge yourself as a designer. All of the staff are extremely talented and know their stuff! I'd recommend TGDS to anyone who is thinking of embarking on a career in Graphic Design. You won't regret the choice!





**Anastasia Burtym** · *Moscow, Russia* ★★★★★

The best international online design school you could ever ask for, especially during the lockdown. The theory is structured very thoughtful, the video tutorials are really helpful, especially if English is not your native language. The forum format is very effective – tutors are amazing, they support, guide, navigate and explain very well and they are always available.

I recommend to take everything seriously as the workload is pretty heavy after the first 3 Modules, so don't think you're gonna get the easy-flowing design school experience. Grasp at many opportunities cause there are so many to take at this school. I highly recommend The Graphic Design School if you are considering studying remotely. Good luck!



**Robert Alexander** · *Melbourne, Australia* ★★★★★

The great thing about TGDS and their online course is that you can take it anywhere with you and it fits in nicely with the rest of life. I now work as a freelance designer in my hometown of Melbourne. A town that constantly inspires me and thanks to the course and all the lovely people at TDGS I now see everything with a fresh pair of eyes.



**Tania Loutfi** · *Montreal, Canada* ★★★★★

I started my journey at TGDS and felt so much support from the team and teachers. They are truly the dream team. You get the sense that we are all a community. During this time, I had my ups and downs especially when I worked 60 hours a week! However, I knew that I had to finish this certificate to prove myself that I started this journey for something. I was very proud of myself once I graduated and would recommend this for everyone interested in Graphic design!

# Payments & Pricing

## Intensive Foundation Course

Enrolling with us couldn't be easier and it's possible on any day of the year! We support **VISA, MasterCard & PayPal**. Enrolment for all courses (except the Upgrade) is provided via the TGDS website.

Web enrolment is available 24/7.

\$AUD	\$USD	£GBP	€EUR
<b>Option #1</b> Payment in full <b>\$5500 AUD</b> Total payable \$5500 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>\$3690 USD</b> Total payable \$3690 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>£3200 GBP</b> Total payable £3200 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>€3690 EUR</b> Total payable €3690 <a href="#">CLICK HERE</a>
<b>Option #2</b> 12 Month Plan <b>\$111 AUD</b> <b>per week</b> Charged \$481 per month Total payable \$5772 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>\$75 USD</b> <b>per week</b> Charged \$325 per month Total payable \$3900 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>£66 GBP</b> <b>per week</b> Charged £286 per month Total payable £3432 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>€75 EUR</b> <b>per week</b> Charged €325 per month Total payable €3900 <a href="#">CLICK HERE</a>



## CUA40720 Certificate IV in Design Course

Enrolling with us couldn't be easier and it's possible on any day of the year! We support **VISA, MasterCard & PayPal**. Enrolment for all courses (except the Upgrade) is provided via the TGDS website.

Web enrolment is available 24/7.

\$AUD	\$USD	£GBP	€EUR
<b>Option #1</b> Payment in full <b>\$6290 AUD</b> Total payable \$6290 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>\$4430 USD</b> Total payable \$4430 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>£3800 GBP</b> Total payable £3800 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>€4430 EUR</b> Total payable €4430 <a href="#">CLICK HERE</a>
<b>Option #2</b> 12 Month Plan <b>\$123 AUD</b> per week Charged \$533 per month Total payable \$6396 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>\$87 USD</b> per week Charged \$377 per month Total payable \$4524 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>£75 GBP</b> per week Charged £325 per month Total payable £3900 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>€87 EUR</b> per week Charged €377 per month Total payable €4524 <a href="#">CLICK HERE</a>

The online CUA40720 Certificate IV in Design Course may be paid in full by registered businesses, individuals must use the part payment system. For payment in full, please contact our accounts team for an invoice **accounts@thegraphicdesignschool.com** **Please Note:** Payment plans incur administration and bank charges. The prices in the table above include these charges. **Feel secure with our 7 days Money Back Guarantee!**

## Design for Social Media Course

Enrolments for The Graphic Design School **Design for Social Media Course** is available via the TGDS website. Enrolment is available 24/7 and day of the year. Once you enrol you can start studying immediately. Payment options include **Visa, MasterCard & PayPal**.

\$AUD	\$USD	£GBP	€EUR
Payment in full <b>\$595 AUD</b> Total payable \$595 <a href="#">CLICK HERE</a>	Payment in full <b>\$420 USD</b> Total payable \$420 <a href="#">CLICK HERE</a>	Payment in full <b>£370 GBP</b> Total payable £370 <a href="#">CLICK HERE</a>	Payment in full <b>€420 EUR</b> Total payable €420 <a href="#">CLICK HERE</a>

Please read the **Student Information Handbook** prior to enrolment, this handbook can be viewed before you enrol on the website. Click [here](#).

Electronic Funds Transfer details are available on request email us at [info](#) if you need an invoice or a quote. We do not accept cash. **Feel secure with our 7 days Money Back Guarantee!**

## Design@Work Course

Enrolling with us couldn't be easier and it's possible on any day of the year! Enrolment for all courses (except the Upgrade) is provided via the TGDS website. Web enrolment is available 24/7. Payment options include **Visa, MasterCard & PayPal**.

\$AUD	\$USD	£GBP	EUR
<b>Option #1</b> Payment in full <b>\$1500 AUD</b> Total payable \$1500 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>\$1100 USD</b> Total payable \$1100 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>£900 GBP</b> Total payable £900 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>€1100 EUR</b> Total payable €1100 <a href="#">CLICK HERE</a>
<b>Option #2</b> 3 Month Plan <b>\$550 AUD</b> Total payable \$1650 <a href="#">CLICK HERE</a>	<b>Option #2</b> 3 Month Plan <b>\$405 USD</b> Total payable \$1215 <a href="#">CLICK HERE</a>	<b>Option #2</b> 3 Month Plan <b>£355 GBP</b> Total payable £1065 <a href="#">CLICK HERE</a>	<b>Option #2</b> 3 Month Plan <b>€405 EUR</b> Total payable €1215 <a href="#">CLICK HERE</a>

Please read the Student Information Handbook prior to enrolment, this handbook can be downloaded before you enroll on the website. Click [here](#)

Electronic Funds Transfer details are available on request. **Feel secure with our 7 days Money Back Guarantee!**



## CUA40720 Certificate IV in Design (Web Design)

Enrolling with us couldn't be easier and it's possible on any day of the year! We support **VISA, MasterCard & PayPal**. Web enrolment is available 24/7.

\$AUD	\$USD	£GBP	€EUR
<b>Option #1</b> Payment in full <b>\$5690 AUD</b> Total payable: \$5690 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>\$3795 USD</b> Total payable: \$3795 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>£3300 GBP</b> Total payable: £3300 <a href="#">CLICK HERE</a>	<b>Option #1</b> Payment in full <b>€3795 EUR</b> Total payable: €3795 <a href="#">CLICK HERE</a>
<b>Option #2</b> 12 Month Plan <b>\$112 AUD</b> per week Charged \$488 per month Total payable: \$5856 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>\$75 USD</b> per week Charged \$325 per month Total payable: \$3900 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>£66 GBP</b> per week Charged £286 per month Total payable: £3432 <a href="#">CLICK HERE</a>	<b>Option #2</b> 12 Month Plan <b>€75 EUR</b> per week Charged €325 per month Total payable: €3900 <a href="#">CLICK HERE</a>

The online Web Design Course may be paid in full by registered businesses, individuals must use the part payment system. For payment in full, please contact our accounts team for an invoice [accounts@thegraphicdesignschool.com](mailto:accounts@thegraphicdesignschool.com)

**Please Note:** Payment plans incur administration and bank charges. The prices in the table above include these charges.  
**Feel secure with our 7 days Money Back Guarantee!**

## Get in Touch

AUS Contact [1300 655 485](tel:1300655485)

INTL Contact [+61 1300 655 485](tel:+611300655485) or

Book a [Callback](#)

[info@thegraphicdesignschool.com](mailto:info@thegraphicdesignschool.com)