

# Graphic Design

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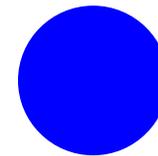


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## Why study Graphic Design @ GCITI Campus?



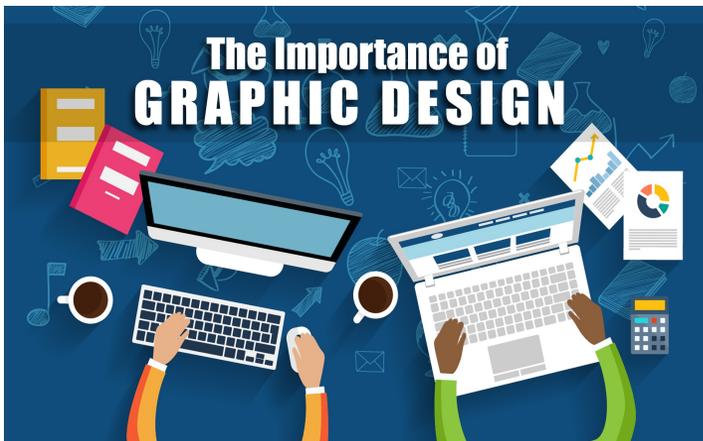
Graphic Designers express their creativity everyday. As well as picking colour palettes and choosing imagery and type they also have to think 'outside the box' to solve challenging briefs. If you want to be a creative type, and have a good eye for detail, G-CITI CAMPUS gives you the opportunity to bring your ideas to life.





# Why is Graphic Design important in the workplace?

1. Graphic Design can produce visual aids that will help you communicate your ideas.
2. You can use professionally designed images to create a positive impression.
3. Well - Design artwork to avoid misunderstandings.



The world needs more  
Content Developers!



## How does the Graphic Design course fit into the 4<sup>th</sup> Industrial Revolution

The nature of design has always been related to socio-technological forces. In the twentieth century, the first and second orders of design were central in the establishment of graphic and industrial design. In the early years of the twenty-first century, the third and fourth orders of design were related to interactions and environments.

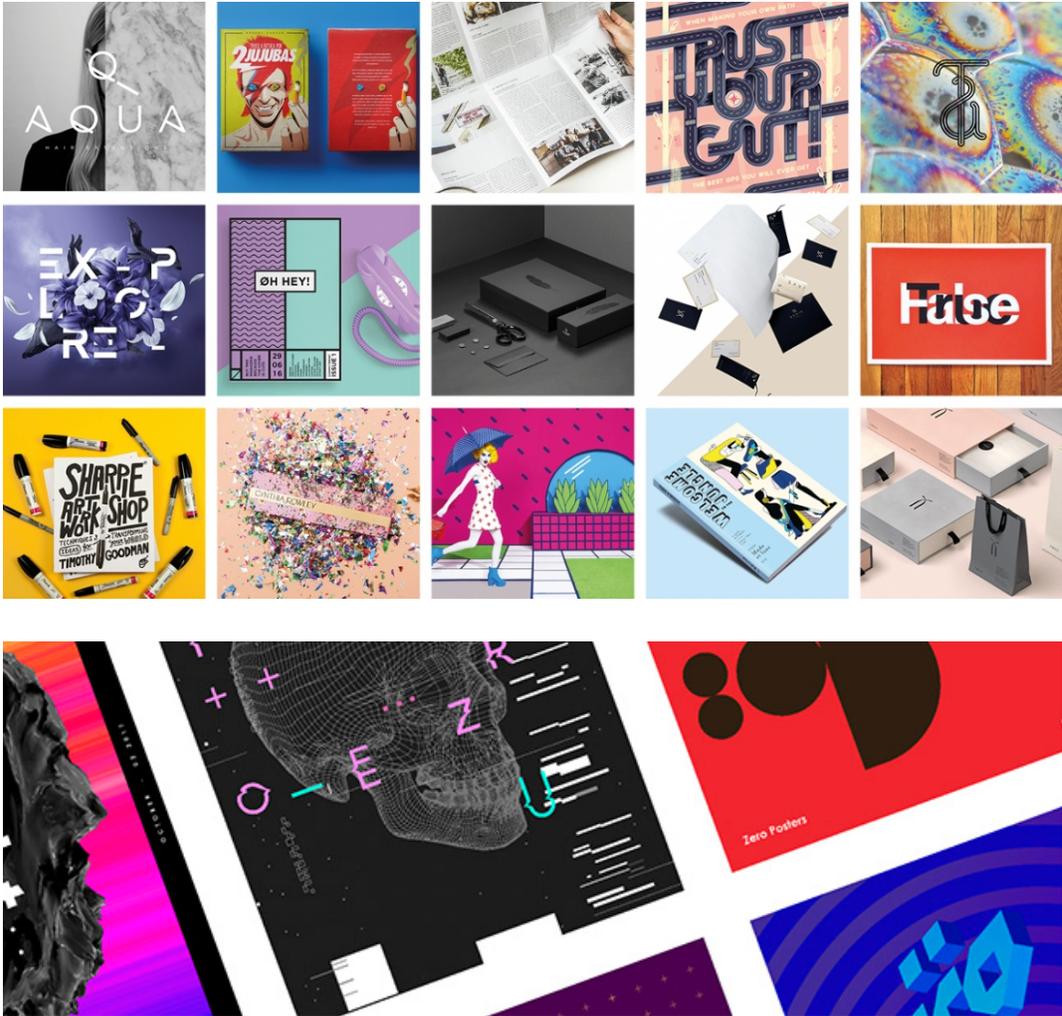
This description can be associated with different phases of the Industrial Revolution: the first two phases allowed the transition from a farming and feudal society to an industrial and capitalist one, a third one was related to a post-industrial or services society. The Fourth Industrial Revolution presents the Internet, 3D printers and genetic algorithms as the main technical achievements and green energies as the energy source. It is related to computers, software, artificial intelligence, the Internet of Things and machine learning. These technological forces will create the space for the most important design jobs of the future.

# Modules of the Graphic Design Course?

1. IC3 Digital Literacy Certification
2. Project Management Fundamentals
3. Intro to Business Entrepreneurship
4. Intro to Business Communication
5. Intro to Digital Marketing
6. Adobe Photoshop
7. Adobe InDesign
8. Adobe Illustrator
1. Fundamentals of CorelDraw
2. Mobile App Dev Fundamentals
3. Intro to UI / UX



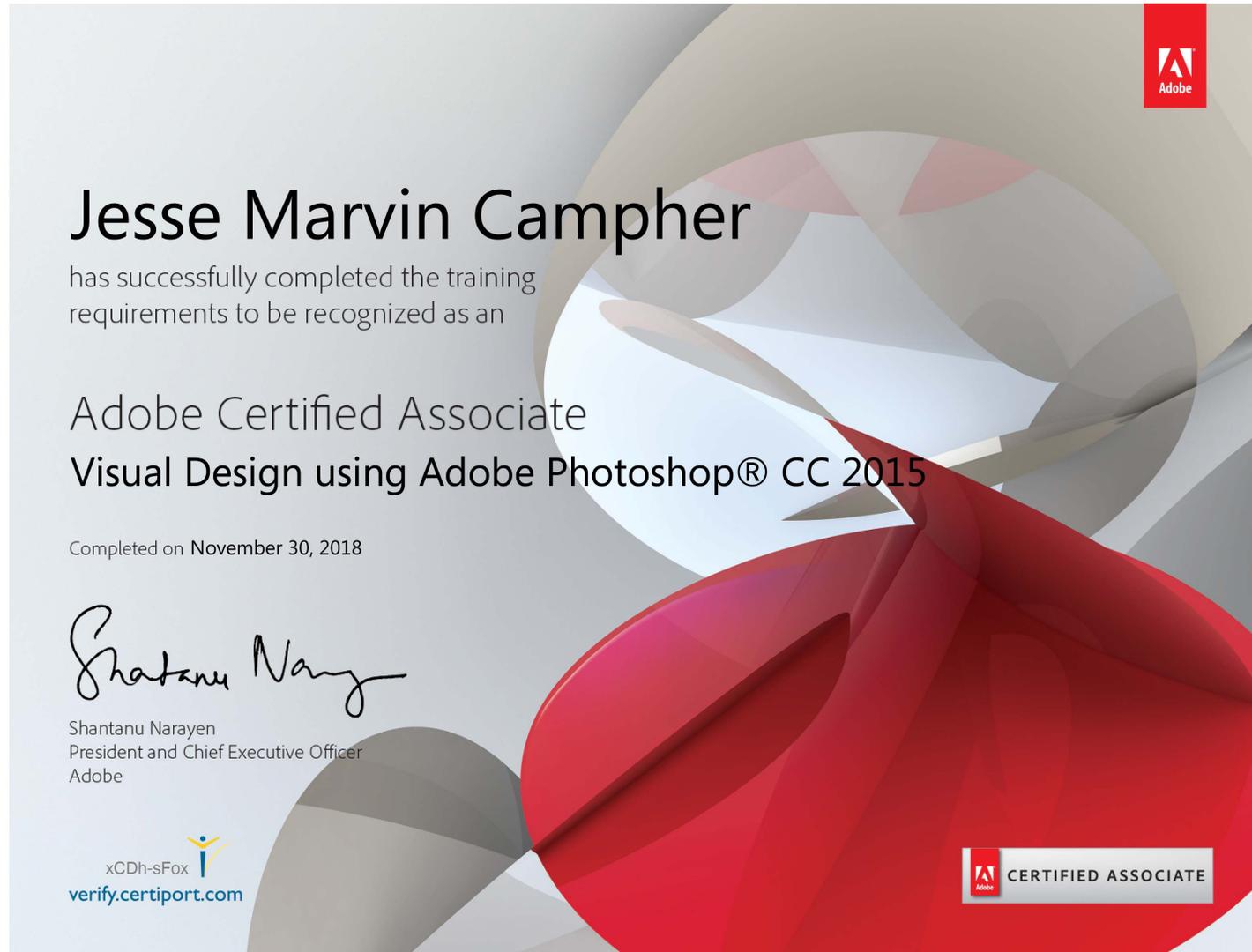
# The importance of an Visual Design Specialist Associate?



**Visual Specialists** assist with marketing, advertising, and product development for their organizations and typically work within marketing and creative departments to help create ad campaigns, web designs for online stores, and layouts for physical stores, and some even contribute to brainstorming and developing products.

**Visual Specialists** work primarily in an office environment on a computer or with a drafting table, depending on their expertise and experience with computer-assisted design. Some specialists may need to help adjust physical layouts and ad displays in stores by seeing them in-person, and they may also conduct presentations on products or ad campaigns for executives within the company.

# Certificate of Adobe Photoshop

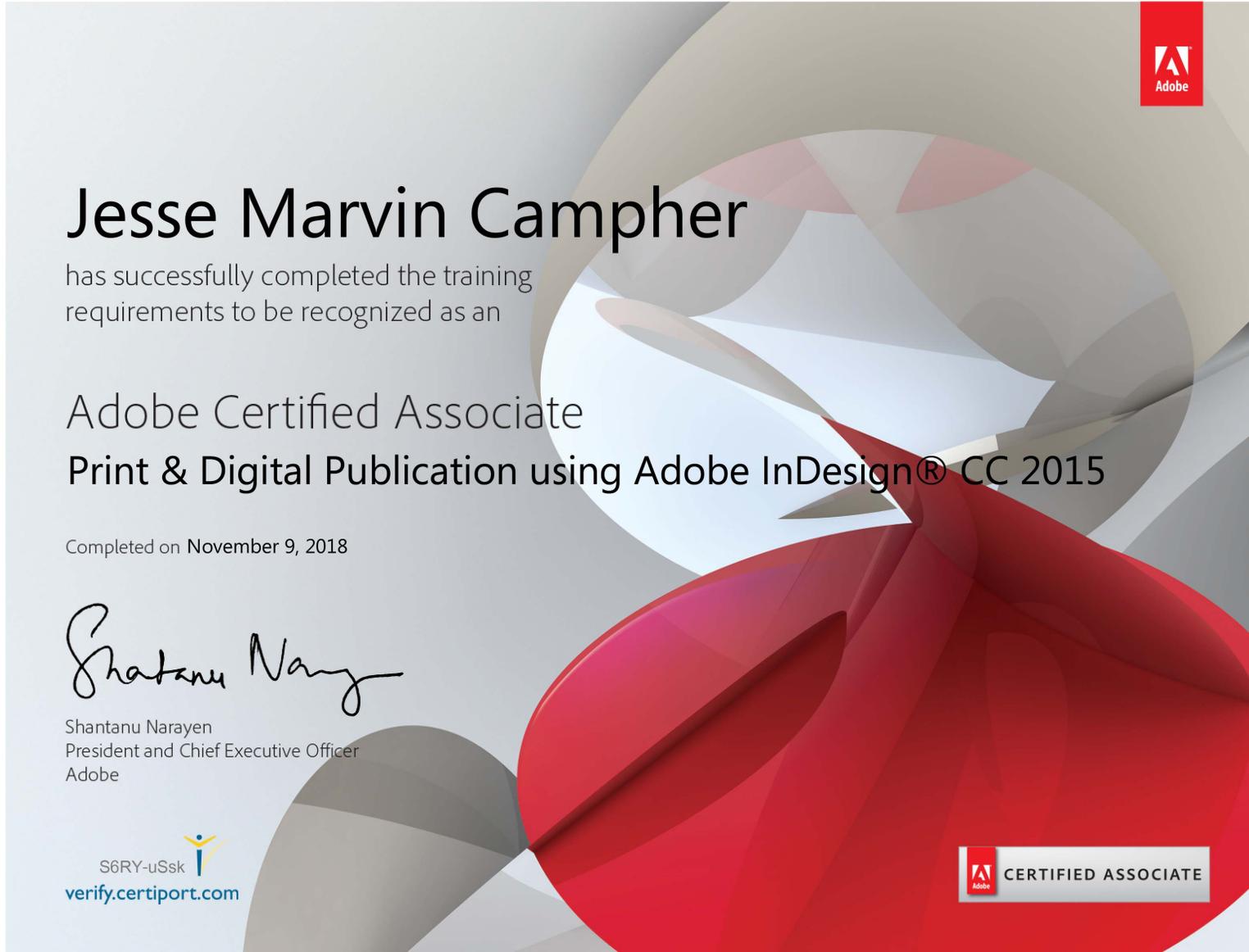
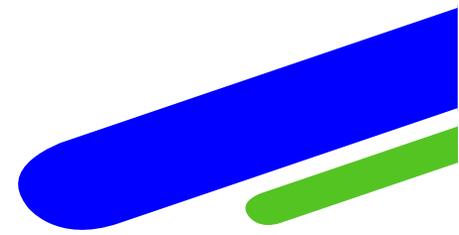


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# Certificate of Adobe InDesign



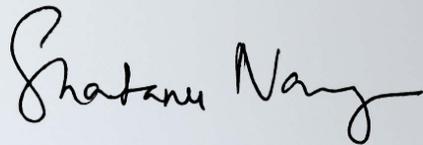
# Certificate of Adobe Illustrator

**Jesse Marvin Campher**

has successfully completed the training requirements to be recognized as an

Adobe Certified Associate  
Graphic Design & Illustration using Adobe Illustrator® CC 2015

Completed on October 5, 2018



Shantanu Narayen  
President and Chief Executive Officer  
Adobe

DS-eT-4TKb  
  
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 CERTIFIED ASSOCIATE

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# Certificate of Visual Specialist Associate



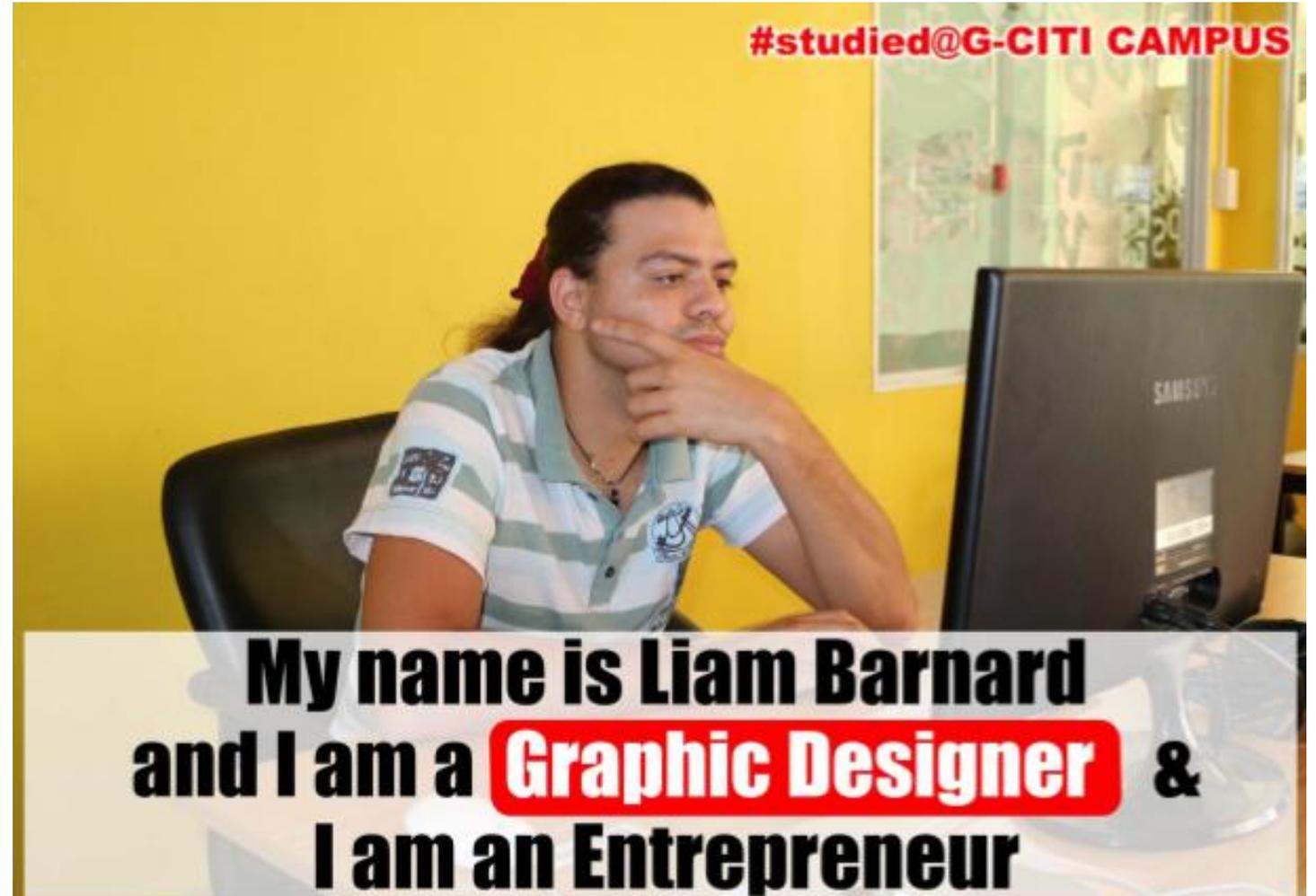
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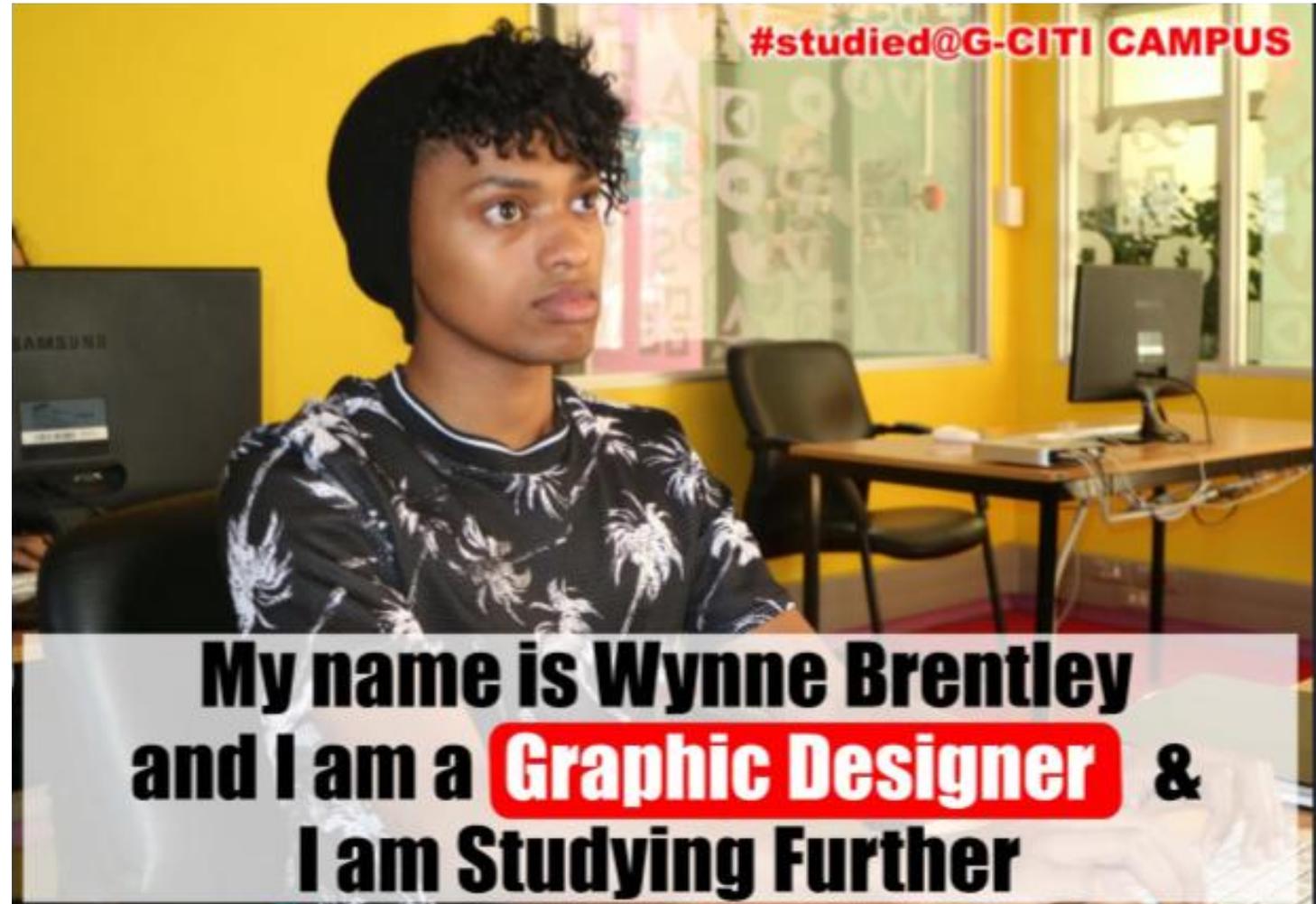
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# Success Story #1

I did a 8-months Graphic Design course at Genesis CITI in 2019. With my qualification I got, I started my Own business in designing artwork.



# Success Story #2



I did a 8-months Graphic Design course at Genesis CITI in 2019. With my qualification, I got into one of the Best Digital art academy in Cape Town

# Success Story #3

I did a 8-months Graphic Design course at Genesis CITI & Academy of Digital Arts in 2018. With my qualification I started Facilitating upcoming Graphic Designers



# How to apply for a Bursary?

[www.gciticampus.academy](http://www.gciticampus.academy)

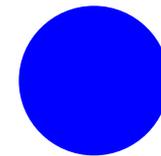
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