



Consulting and Training | Reach New Heights

Course Name

AI-Powered Graphic Design Masterclass

Sector Name

Information Technology

Document Type

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AI-Powered Graphic Design Masterclass

Course Introduction

The “**Graphic Design with AI - Complete Course**” is a comprehensive and hands-on training program designed to equip participants with the modern graphic design skills required in today’s AI-powered creative industry. The course combines core graphic design principles with the latest Artificial Intelligence tools and technologies to help participants create professional-quality visual content faster, smarter, and more creatively.

Throughout the program, participants will learn how to integrate AI into the complete design workflow — from idea generation and branding to image creation, social media content, presentations, advertisements, and motion graphics concepts. The course focuses on practical application using industry-relevant tools such as Adobe Photoshop, Adobe Illustrator, Canva, Figma, Midjourney, Adobe Firefly, and other AI-powered creative platforms.

The training includes real-world projects, practical exercises, branding simulations, prompt engineering for designers, AI-assisted content generation, and portfolio development activities. By the end of the course, participants will be able to produce professional designs while significantly improving productivity, creativity, and visual communication effectiveness using AI.

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Target Audience

- ✓ Graphic Designers
- ✓ Marketing and Branding Professionals
- ✓ Social Media Specialists
- ✓ Content Creators
- ✓ Corporate Communication Teams
- ✓ Entrepreneurs and Business Owners
- ✓ Digital Marketing Professionals
- ✓ UI/UX Beginners
- ✓ Creative Professionals
- ✓ Freelancers
- ✓ Administrative and Media Teams
- ✓ Anyone interested in modern AI-powered graphic design

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Learning Objectives

- Understand modern graphic design fundamentals and visual communication principles
- Apply AI tools to accelerate and enhance graphic design workflows
- Create professional branding and marketing materials using AI-assisted design platforms
- Develop high-quality social media visuals, advertisements, and promotional materials
- Use AI image generation tools for creative concept development
- Design logos, brand identities, and visual assets using AI-supported techniques
- Create layouts for presentations, brochures, and digital campaigns
- Utilize prompt engineering techniques for AI design generation
- Edit and enhance images using AI-powered editing tools
- Produce cohesive visual campaigns with consistent branding
- Improve creativity, speed, and design productivity through automation
- Build a professional graphic design portfolio using AI-generated and manually refined work



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Course Outline

✓ DAY 01

Foundations of Graphic Design & Introduction to AI Design

Introduction to Modern Graphic Design

- ✓ Understanding graphic design in the digital era
- ✓ Types of graphic design
- ✓ The role of AI in the creative industry
- ✓ Future trends in AI-powered design

Core Design Principles

- ✓ Colour theory and psychology
- ✓ Typography fundamentals
- ✓ Composition and layout techniques
- ✓ Visual hierarchy and balance
- ✓ Branding consistency

Introduction to AI Design Tools

- ✓ Overview of AI-powered design platforms

- ✓ Comparing traditional vs AI-assisted workflows
- ✓ Introduction to:
 - ✓ Canva
 - ✓ Adobe Firefly
 - ✓ Midjourney
 - ✓ ChatGPT
 - ✓ Figma

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Course Outline

✓ Day 02

AI-Powered Branding & Marketing Design

Branding Essentials

- ✓ Brand identity fundamentals
- ✓ Designing logos and visual identities
- ✓ Brand colors and typography systems
- ✓ Creating visual consistency

AI in Branding Design

- ✓ AI-assisted logo generation
- ✓ AI mood boards and brand concept development
- ✓ Smart color palette generation
- ✓ AI typography recommendations

Marketing & Advertising Design

- ✓ Designing social media campaigns
- ✓ Creating banners and promotional visuals
- ✓ Designing posters and advertisements

✓ AI-generated campaign concepts

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Course Outline

✓ Day 03

AI Image Generation & Advanced Creative Design

AI Image Generation Concepts

- ✓ Understanding generative AI
- ✓ Text-to-image technologies
- ✓ Ethical and copyright considerations

Advanced AI Prompt Engineering

- ✓ Writing professional design prompts
- ✓ Controlling style, lighting, composition, and mood
- ✓ Creating cinematic and commercial visuals
- ✓ Prompt refinement techniques

AI Image Editing & Enhancement

- ✓ Background removal and replacement
- ✓ AI retouching and image enhancement
- ✓ Smart object editing
- ✓ AI upscaling and restoration

Creative Design Applications

- ✓ Product mock-ups
- ✓ Packaging concepts
- ✓ Creative posters
- ✓ Editorial-style visuals

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Course Outline

✓ Day 04

Social Media Design, Content Creation & Motion Concepts

Designing for Social Media Platforms

- ✓ Platform-specific design requirements
- ✓ Instagram, LinkedIn, TikTok, and YouTube visuals
- ✓ Engagement-focused visual strategies
- ✓ Storytelling through design

AI Content Creation

- ✓ AI-generated captions and campaign ideas
- ✓ Content calendars and visual planning
- ✓ AI-assisted creative brainstorming

Motion Graphics & Video Design Concepts

- ✓ Introduction to motion design
- ✓ AI-generated animations and transitions
- ✓ AI video generation tools overview
- ✓ Storyboard creation using AI

Presentation & Infographic Design

- ✓ Professional presentation design
- ✓ AI-generated infographic creation
- ✓ Data visualization techniques

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Course Outline

✓ Day 05

Advanced Projects, Portfolio Building & Future of AI Design

Advanced Graphic Design Projects

- Combining multiple AI tools in one workflow
- End-to-end creative campaign execution
- Professional design review techniques

Portfolio Development

- Building a professional design portfolio
- Organizing design projects
- Presenting AI-assisted creative work professionally
- Freelancing and client presentation tips

AI Design Productivity & Automation

- Automating repetitive design tasks
- AI workflow optimization
- Productivity hacks for designers

Future of AI in Creative Industries

- Emerging AI design technologies
- Creative ethics and responsible AI usage

- Human creativity vs AI collaboration
- Career opportunities in AI-powered design

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 5, 2027	July 9, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Oct. 4, 2027	Oct. 8, 2027	5 days	4250.00 \$	UAE , Dubai

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