

# Adobe Photoshop & Illustrator Mastery

## COURSE OVERVIEW

This foundational course provides a comprehensive, hands-on learning experience in two of the most powerful tools for digital design and visual communication; Adobe Photoshop and Adobe Illustrator. It covers essential and advanced features such as layers, masks, typography, color correction, brushes, vector paths, gradients, and design effects. Participants will gain expertise in Adobe Photoshop for image editing, retouching, photo manipulation, and digital artwork, as well as Adobe Illustrator for creating vector graphics, logos, illustrations, and scalable design assets. Through guided projects and real-world case studies, delegates will learn how to produce professional-quality visual content for branding, marketing, web, and print while adopting industry best practices in designing workflow and file management.

## WHO SHOULD ATTEND?

This course is designed for graphic designers, digital artists, marketing professionals, photographers, brand managers, and creative entrepreneurs who aspire to refine their design skills using Adobe Photoshop and Illustrator. It is also suitable for beginners seeking entry into digital design, as well as professionals aiming to strengthen their portfolio and apply creative tools to business, marketing, or freelance projects.

## COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Master the fundamentals and advanced features of Adobe Photoshop and Illustrator.
- Edit, enhance, and manipulate images with professional precision.
- Create scalable vector graphics, logos, and illustrations in Illustrator.
- Apply design principles to develop engaging digital and print-ready content.
- Use layers, masks, brushes, and effects to achieve creative outcomes.
- Manage color, typography, and layout for branding and visual identity.
- Export and optimize design files for web, social media, and print.
- Build a professional portfolio showcasing Photoshop and Illustrator projects.

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Practical experience in Photoshop for photo editing and digital artwork.
- Comprehensively, Illustrator for vector graphics and illustrations.
- Hands-on projects in branding, marketing, and creative design applications.
- Layers, masks, typography, and advanced design techniques.
- Real-world case studies of professional design workflows and outputs.
- File management, export, and cross-platform usage.
- Integration of Photoshop and Illustrator for complete creative projects.
- Designing a brand identity package with edited visuals and vector assets.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.