

# GRAPHIC DESIGN MASTERY: ADOBE PHOTOSHOP +CANVA



## About Us:

365 Boot Camp is a leading training institute dedicated to equipping individuals with the analytical skills needed to excel in today's data-driven world. We specialize in teaching a wide range of analysis disciplines, including Financial Analysis, Financial Reporting, Data Analysis, Business Analysis, and Business Intelligence, Data Science, and Artificial Intelligence. Our courses cover essential tools like Power BI, SQL, Tableau, Python, Excel, Machine Learning (ML), Deep Learning (DL), Natural Language Processing (NLP), Large Language Models (LLM), Artificial Intelligence (AI), Hugging Face, and LangChain.



## Our Mission

Our mission is to empower our students with practical, real-world skills that are immediately applicable in the workplace. Whether you're a beginner or looking to advance your career, 365 Boot Camp offers a supportive learning environment with expert instructors who are passionate about helping you succeed. Join us and start transforming data into insights today.

## Our Story

365 Boot Camp was founded with a vision to empower individuals with the skills needed to thrive in a data-driven world. We believe in turning raw data into powerful insights and training future analysts through practical, hands-on learning. From beginners to professionals, we guide every learner toward real-world success.



# Our Sponsors

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**Creative / Studio Partner:**



# Our Mentors



## Saqlain Mehdi

**Senior Graphic Designer (08+ Years) - Social Media Expert & Senior Graphic Designer - Software Orca**

Senior Graphic Designer with over 8 years of hands-on experience in graphic design, visual communication, and social media content strategy. Skilled in translating brand objectives into impactful creative designs that drive engagement and strengthen digital identity. Adept at designing high-quality marketing assets, managing multiple projects under tight deadlines, and collaborating with cross-functional teams to deliver consistent brand experiences. Currently working as Senior Graphic Designer at Software Orca, contributing to brand growth through modern, trend-focused, and performance-oriented visual solutions.

 <https://www.linkedin.com/in/saqlain-mehdi-301567113>



## Muhammad Abbas

**Data Analyst (07+ Years) YouTuber, Financial Data Analyst - TechFlow Inc. (USA)**

Muhammad Abbas is an accomplished professional with 7 years of experience in Analytics and Finance, having worked for leading companies like BridgeTech Solutions and TechFlow Inc. He excels in data-driven decision-making and financial insights and is passionate about empowering others. Through his YouTube channel, Abbas Imami, he shares his expertise, inspiring and educating youth in the field of data analytics. Abbas is committed to guiding the next generation of professionals by combining his industry knowledge

 <https://www.linkedin.com/in/abbas-a-imami/>

 <https://www.youtube.com/eabbasimami>

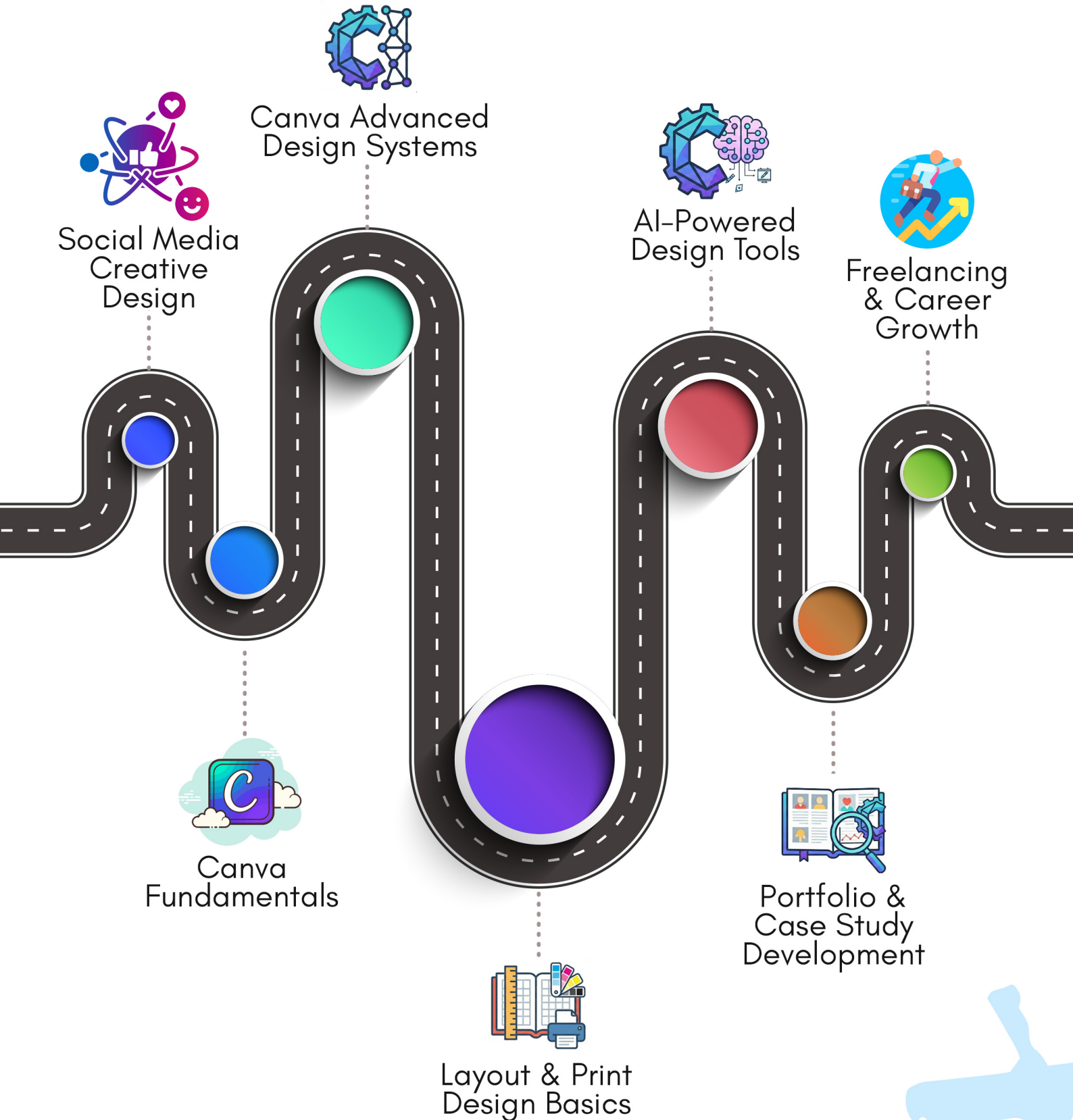
# The Roadmap to Become an Graphic Designing Expert

With Photoshop AI + Canva AI



# The Roadmap to Become an Graphic Designing Expert

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# 10 Career Tracks to Pursue after Completing

## Graphic Design Mastery: Adobe Photoshop + Canva

This program delivers a complete journey into professional Graphic Design, guiding you from mastering Adobe Photoshop and Canva to integrating AI-powered design tools. You will learn modern design techniques for branding, social media, digital marketing, and visual storytelling. Then, you'll explore AI-driven automation to accelerate creativity, streamline workflows, and enhance design productivity.

The program culminates in a capstone project where you'll build a complete brand portfolio and campaign showcase, demonstrating your ability to blend design expertise, AI innovation, and real-world creative execution.



### Social Media Graphic Designer

Create visually compelling content tailored for social media platforms such as Instagram, Facebook, LinkedIn, TikTok, and YouTube.

Responsibilities include designing posts, stories, reels, and ad creatives that reflect brand identity and engage the target audience. A social media designer also monitors trends, adapts visual content to platform-specific requirements, and collaborates with marketing teams to enhance campaign effectiveness.



### Brand Identity Designer

Develop comprehensive brand visuals that establish a company's unique identity. This includes designing logos, color palettes, typography systems, and brand guidelines. A brand identity designer ensures consistency across all brand touchpoints, from digital assets to print materials, creating a cohesive and recognizable brand image that resonates with customers.



### UI/UX Designer

Design intuitive and visually appealing digital interfaces for websites and mobile applications. UI/UX designers focus on user experience (UX) by creating wireframes, prototypes, and interactive designs that enhance usability. They combine aesthetics and functionality to ensure that digital products are both attractive and easy to navigate, improving customer engagement and satisfaction.

# 10 Career Tracks to Pursue after Completing

## Graphic Design Mastery: Adobe Photoshop + Canva



### Digital Marketing Designer

Produce visuals that maximize the effectiveness of online marketing campaigns. This role involves creating graphics for advertisements, landing pages, email marketing campaigns, and social media promotions. A digital marketing designer combines creative design with marketing strategy, optimizing visuals to drive traffic, conversions, and brand awareness.



### Content Creator & Visual Strategist

Plan and produce original visual content aligned with marketing strategies and audience interests. This role involves concept development, storytelling, and visual planning across multiple platforms. A visual strategist ensures that all content supports brand objectives, engages the target audience, and maintains a consistent aesthetic across channels.



### Motion Graphics Designer

Create animated visual content for digital media, including explainer videos, social media reels, video intros, and promotional visual effects. Motion graphics designers use tools like After Effects in combination with Photoshop and Canva to produce dynamic content that captures attention and communicates messages effectively through animation.



### Advertising & Campaign Designer

Design compelling visual campaigns for digital and print media to promote products, services, or brand initiatives. This role includes conceptualizing creative ideas, producing campaign graphics, collaborating with marketing teams, and ensuring visual messaging aligns with brand voice and campaign goals.

# 10 Career Tracks to Pursue after Completing

## Graphic Design Mastery: Adobe Photoshop + Canva



### Print & Packaging Designer

Design visually attractive and functional materials for physical media. This includes brochures, posters, flyers, business cards, product packaging, and other print-ready designs. Print designers must consider material constraints, color accuracy, and production specifications to ensure high-quality outputs that reflect brand standards.



### Freelance Graphic Designer

Work independently with clients worldwide on branding, marketing, and creative design projects. Freelancers manage project scopes, deadlines, client communication, and portfolio development. This career offers flexibility, diverse project experience, and the opportunity to specialize in niche markets such as web design, packaging, or social media content.



### Creative Director / Art Director

Lead creative teams and oversee the visual direction of projects and campaigns. This senior role involves managing designers, guiding concept development, ensuring brand consistency, and translating business objectives into visual storytelling. Creative directors work across advertising, branding, digital media, and other design-driven industries to deliver cohesive and impactful creative outputs.

# Training Outline:

## Module 01



### Photoshop Fundamentals & Workspace

This module establishes your working environment: interface layout, panels (Layers, Properties, History), preferences, and workspace customization for different workflows (photo retouching, compositing, UI design). You'll learn correct document setup, canvas sizes, pixel dimensions, DPI for print vs web, color modes (RGB/CMYK), and artboards for multi-screen/export workflows. Layer fundamentals (creating, naming, grouping, blend modes, masks, and stacking context) are emphasized so students can work non-destructively and maintain organized files suitable for client handover.

## Module 02



### Selections, Masks & Channels

Precision selection is critical; this module covers native selection tools (Marquee, Lasso, Polygonal, Quick Selection, Magic Wand) and modern workflows (Select Subject, Refine Edge) for hair and fine-edge extraction. You'll practice layer masks vs vector masks, learn to use channels for high-fidelity selections, and combine selections with adjustment layers to create non-destructive composites. Emphasis is placed on workflows that preserve detail and enable repeatable edits.

# Training Outline:



## Module 03



### Retouching & Portrait Editing

Learn industry-standard retouch workflows: spot-fixing, clone/patch techniques, frequency separation concepts for texture vs tone, and advanced skin retouch workflows that preserve natural texture. Modules include targeted enhancements, teeth whitening, eye sharpening, dodging & burning, and controlled global/local sharpening, plus best practices for color grading and finishing for both web and print outputs. Students complete hands-on portrait exercises

## Module 04

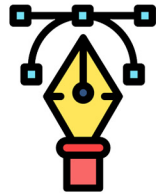


### Photo Repair, Content-Aware & Generative Fill (AI)

This module focuses on repairing and reconstructing imagery using Content-Aware Fill, Healing Brush, and Patch tools for object removal and background reconstruction. It introduces Photoshop's generative AI features (Generative Fill), demonstrating prompt-based additions, removal of complex elements, and creative fills that integrate seamlessly into scenes. Workflow discussions include when to rely on AI vs manual masking, and quality-check steps for professional results.

# Training Outline:

## Module 05



### Pen Tool, Vector Shapes & Icon Design

Master vector precision with the Pen tool: creating and editing paths, anchor manipulation, and converting points for curved vs straight segments. Apply vector workflows to design scalable assets, icons, logos, simple UI components, and build business card/app-icon mockups. The module highlights export best practices for vector assets used in web, apps, and print while maintaining editability and pixel-snapping where needed.

## Module 06

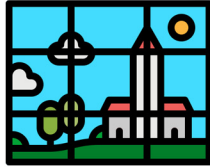


### Typography & Text Effects

This module covers typographic fundamentals (type anatomy, kerning, tracking, leading), advanced text controls via the Character and Paragraph panels, and accessibility considerations for legibility. You'll create advanced text treatments, clipping masks, 3D-effect type, layered text with textures, and establish Smart-Object-based workflows so typography remains editable across compositions and output sizes.

# Training Outline:

## Module 07



### Compositing & Photo Manipulation

Learn to combine multiple assets into believable composites using color matching, perspective correction, lighting passes, and shadow creation. Smart Objects, layer blending modes, and nondestructive adjustment layers are central to building reusable templates. The module includes realistic compositing exercises (product-in-environment mockups, editorial composites) and a checklist for final quality control.

## Module 08



### Illustration, Flat Design & Character Creation

Apply Photoshop's vector and brush tools for clean, flat-style illustrations and small-form character/emoji creation. Topics include shape-building, consistent color palettes, and simple iconography suitable for UI and marketing. Students produce flat-design assets and a small mascot/emoji set that can be exported as SVG/PNG for cross-platform use.

# Training Outline:

## Module 09



### Exporting, File Formats & Web/Print Workflow

Conclude Photoshop training with professional export and delivery workflows: optimizing PNG/JPEG/WebP for web, export settings for high-quality print (PDF/TIFF, bleed, color profiles), asset slicing, and batch-export techniques. Learn to prepare deliverables for developers and printers (spec sheets, layered source files) and use export presets to streamline recurring client deliverables. Practice deliverables include portrait retouch, product mockup, poster, and a composited hero image with export-ready assets.

# Canva Design Mastery

## Module 10



### Canva Fundamentals & Interface

Get productive fast with Canva's interface: navigating templates, the Brand Kit, asset organization, and collaborative folders. Students will build core deliverables, social posts, presentation slides, marketing banners, and one-page sites, using templates and custom layouts, focusing on speed and repeatability for client work.

# Training Outline:

## Module 11



### Brand Identity in Canva

This module teaches how to translate brand strategy into reusable Canva systems: assembling Brand Kits (logo variants, color palettes, typography), creating scalable template families, and documenting a lightweight brand style guide. Students will produce a branded template set covering social, ads, and presentations that ensures consistency across campaigns.

## Module 12

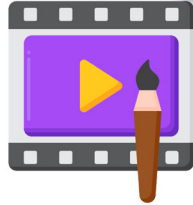


### Canva AI Tools & Generative Workflows

Explore Canva's AI toolset (Magic Studio): generating imagery from prompts, background removal and replacement, auto-upscaling, and automated layout suggestions. The module also touches on Canva Code and automation features (VEO3) introduced in live updates, showing how to embed automated content or integrations for faster production.

# Training Outline:

## Module 13



### **Video, Animation & Social Media Content**

This module teaches how to translate brand strategy into reusable Canva systems: assembling Brand Kits (logo variants, color palettes, typography), creating scalable template families, and documenting a lightweight brand style guide. Students will produce a branded template set covering social, ads, and presentations that ensures consistency across campaigns.

## Module 14



### **Canva for Web & Docs**

Explore Canva's AI toolset (Magic Studio): generating imagery from prompts, background removal and replacement, auto-upscaling, and automated layout suggestions. The module also touches on Canva Code and automation features (VEO3) introduced in live updates, showing how to embed automated content or integrations for faster production.

# Training Outline:

## Module 15



### Templates, Workflows & Productivity Hacks

Scale your output with template systems, asset libraries, and team-sharing practices; learn Magic Resize, batch replace, and component libraries to accelerate campaigns. The module includes practical file organization and handoff processes for agencies or internal teams, plus tips for client collaboration and version control inside Canva.

## Integrated Project Modules (Photoshop + Canva)

## Module 16



### Real-World Industry Projects (Hands-On)

Apply combined Photoshop and Canva skills across 20+ industry projects spanning marketing, e-commerce, events, corporate presentations, and product launches. Each project includes a brief, source assets, and a deliverable checklist; examples cover product listing images (retouch + Canva commerce template), a social campaign pack, event posters with Facebook event covers, and an app icon suite. Projects emphasize end-to-end workflows: asset creation, templating, testing, and export.

# Training Outline:

## Module 17



### Client Workflow & Delivery

This final module prepares learners for freelance or agency delivery: translating briefs into mood boards and drafts, managing feedback cycles, versioning source files, and final handovers (PSD files + Canva share links). It also covers pricing frameworks, proposal basics, portfolio curation, and platform-specific submission tips for marketplaces like Upwork and Fiverr, enabling students to confidently present and monetize their work.

# Our Participants Belong to:



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