

— TR-08

Graphic Design

COURSE BRIEF

SKILLS & TOOLS YOU WILL MASTER

 Adobe Illustrator  Adobe Photoshop  Canva  Midjourney + Firefly  Figma (basics)

10 Reasons This Works.

Why students choose Saarathi – and how each card helps you ship a real career.

01

10 Max / Batch

Not 50. Not 30. Ten. Every student seen, heard, and unblocked – every class.

02

Sunday Open Classroom

Every Sunday the classroom is open. Come in, pair-program, get unstuck, or just focus.

03

Weekly Detailed Syllabus

Full syllabus from day one. Every week: what to read, what to build, what the outcome is.

04

Revision Every 5th Day

Every fifth class is a revision session. Nothing piles up or slips through.

05

Week 1: Mindset

The first week is about getting into the right headspace before touching a line of code.

06

3 Ways of Learning

Self-learning + collaboration + mentorship. All three built into every course.

07

1:1 Mock Interview

Real mock interview with your mentor in the final week. Actual hiring prep, not fluff.

08

CV + LinkedIn

Resume writing and LinkedIn optimisation. Leave with a profile that gets replies.

09

Real Projects

Every course ends with a deployed, publicly accessible project you can show employers.

10

Gate Assessment

Aptitude test before Day 1. Maps your strengths, weaknesses, learning style, and pace – then builds your personal plan.

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Graphic Design

Why This Course

This course is for people who want to become junior graphic designers. Every business that opens, launches or advertises in Kathmandu needs the same things: a mark people remember, a colour and type system that holds together, and artwork sized correctly for every place it will run. Most SMEs, print shops, agencies and startups here are not hiring a research-heavy product designer; they are hiring someone who can take a brief and return a clean logo, a readable poster, a print-ready file and a social set that clearly belongs to one brand. Pay scales with your skills, portfolio, and whether you work locally or for international and remote clients. We don't promise a salary.

Most design courses teach tools before judgment. We spend Week 1 with no software at all, building the eye: hierarchy, contrast, Gestalt grouping, the design process and how to read a brief. Week 2 turns that into craft with typography, colour and layout, and Week 3 puts it on the page as clean vectors in Illustrator. That order is deliberate, because tool skill on a weak eye produces tidy but forgettable work. Weeks 4 and 5 add Photoshop, campaign and print production, then a full brand system, a Figma basics block and a published portfolio. Five weeks, 50 guided hours, and you leave with work you can send to a client, not a certificate.

Who Is This Course For

- **Absolute beginners** with no prior design experience who want a design career
- **Career changers** who want a short, focused entry into design
- **Marketing and content professionals** who want to craft their own assets
- **Freelancers, shop owners and founders** who want client-ready work and a real portfolio
- **Students** who want a creative skill they can start earning from quickly

What This Course Does Not Cover

Stated plainly so nobody enrolls expecting the wrong thing. This is a graphic design course. It does **not** cover UX research, user interviews, personas, journey maps, card sorting, wireframing, usability testing, design systems with Figma Variables, interactive prototyping, motion design, Figma Dev Mode handoff, or building a live site in Framer or Webflow.

Figma appears in Week 5 at a basics level only: frames, auto-layout, components and styles, enough to lay out a landing-page hero and a social kit. If your goal is product design or a UI/UX role, treat this as the visual foundation most beginners in that path are missing, then specialise afterwards.

Course Snapshot

PARAMETER	DETAILS
Course Code	TR-08
Duration	5 Weeks
Schedule	Monday to Friday, 2 Hours/Day
Total Hours	50 Hours
Batch Size	Maximum 10 Students
Course Fee	NPR 12,400
Level	Beginner → Junior Designer
Outcome	Junior Graphic Designer

Prerequisites

- Interest in visual design, comfortable with computer basics
- A laptop with 8GB+ RAM
- No design background and no software experience required, Week 1 starts at the principles
- Saarathi Gate Assessment before Day 1, diagnostic, no pass or fail

Nothing to install or sign up for beforehand. Canva, Figma and the AI image tools are set up with you in class, and we start the Adobe Creative Cloud trial only in Week 3, the week we first need it, so it does not expire before the course ends.

Assessments at a glance

Two checkpoints bracket the course. The **Saarathi Gate Assessment** runs before Day 1 as a diagnostic with no pass or fail; it maps your learning style and pace. At the end there is a **capstone portfolio review**, not a written exam: design is judged on what you ship, so your three portfolio pieces and the mini brand book are reviewed one-on-one against a written rubric and defended in a mock client presentation and on demo day. Passing it is mandatory for the Saarathi Certificate of Completion. Recommendation letters are discretionary, mentor-issued only to learners who pass that review, and never guaranteed.

Your Learning Week

DAY	ACTIVITY
Mon–Fri	2-hour live class session (hands-on, project-driven) with mentor
Mon–Fri	2-hour self-study at home (assignments, design drills, revisions)
Sunday	Open classroom for focused build time or rest
Day 5 (every week)	Within the 2-hour session, the last 1 hour is a built-in revision block plus critique clinic for consolidation and doubt-clearing

Real improvement happens when you build, critique, revise and re-ship between classes. The classroom gives structure; the hours between classes give depth.

Week-by-Week Curriculum

Phase 1 • Design Foundations & Vector Craft (Weeks 1–3, 30 Hours)

WEEK	FOCUS AREA	TOPICS
Week 1	Design Foundations & Critical Looking	– What design is and why it matters, communication not decoration; how design shapes behaviour and perception – Looking critically at design: what to notice in apps, posters, packaging, websites, one annotated teardown a day – Good vs bad design dissection: 5 real Nepal examples, why each works or fails, "I like it" banned – The design process: discover → define → ideate → execute → review, and why rushing to execute makes weak work – Hierarchy, visual weight and contrast: giving the eye one entry point and an order to follow, the most load-bearing idea in design; how elements compete for attention and how to make the key thing unmistakable – Gestalt grouping basics: how the eye groups by proximity, similarity and alignment – Reading a brief: turning a vague ask into clear design intent and success criteria
Week 2	Typography, Colour & Layout	– Anatomy of type: serif vs sans, weight, x-height, display vs body, named so you can talk about letters not just "nice fonts" – Typography fundamentals: a type scale (related text sizes), hierarchy (most important reads first) and pairing, and why a

WEEK	FOCUS AREA	TOPICS
		scale beats random sizes - Reading and rhythm: line-length, line-height and spacing tuned so body text is comfortable to read, on real paragraphs - Colour theory basics: the colour wheel, warm vs cool, hue, saturation and value, and how colour carries mood - Building an accessible palette: the 60-30-10 split and accessible WCAG AA pairs, why contrast is a requirement not a preference - Grids and layout systems: columns, gutters, margins and the 8pt baseline grid, layouts anchored not floated by feel - Composition, whitespace and alignment: focal point, visual flow, the rule of thirds, negative space used deliberately - Canva AI for rapid asset generation and layout ideas, drafts you refine by hand, AI stock always replaced - First 3 social graphics on a real brief with peer critique (structured classmate feedback)
Week 3	Illustrator & Logo Craft	- Navigating the Illustrator interface and tools, RGB vs CMYK colour modes - Vectors vs pixels: why vectors stay sharp at any size, when to reach for Illustrator vs Photoshop - Pen tool and path manipulation: drawing and reshaping smooth curves, the core skill behind clean logos - Building complex shapes from simple ones with Shape Builder and Pathfinder, applied to a small icon set - Vector logo drafting: 3 directions per brief (wordmark, lettermark, pictorial) with a one-line rationale each - Type design basics: kerning, tracking and leading so logo text reads evenly at every size - Adobe Firefly generative recolour and text-to-vector, AI-suggested shapes and colourways you finish by hand

Phase 2 · Photoshop, Brand & Portfolio (Weeks 4–5, 20 Hours)

WEEK	FOCUS AREA	TOPICS
Week 4	Photoshop, Campaign & Print	- Photoshop interface, layers (stacked editable sheets), smart objects and masks (hiding layer parts without deleting) - Compositing (blending photos into one believable scene) and retouching, including frequency separation for natural skin - Adobe Firefly generative fill and expand for background replacement and asset extension (2026 model fills at 2K),

WEEK	FOCUS AREA	TOPICS
		describe and AI paints it in - Adobe Sensei auto-select, Select Subject and sky replacement, one-click AI selections in Photoshop, with the 2026 Firefly AI Assistant at awareness, and when manual still wins - Print file prep: bleed (artwork past the trim edge), margins, CMYK profiles and 300dpi, exported as PDF/X-1a and checked in Acrobat - Export for screen: PNG vs JPG vs WebP, @2x assets and compression, so nothing ships blurry or oversized - Campaign creative set: one idea applied across 6 placements (post, story, banner, poster, leaflet, print ad) - Print production and packaging awareness: offset vs digital printing, dielines (cut-and-fold templates), special finishes, working with printers
Week 5	Brand System, Figma Basics & Portfolio	- Picking the right brand mark: logo, wordmark (name in styled type), monogram (initials as a mark), plus lockup variants (horizontal, stacked, icon-only) - Brand guidelines structure: the rulebook document for using a brand correctly, logo, clearspace, misuse, type, colour and voice - Brand typography scale and colour system: official text sizes and colours in hex, RGB and CMYK, each with a defined job and WCAG-checked text pairs - Usage rules: do-and-don't examples so nobody stretches, recolours or misuses the logo - Mini brand book: an 8 to 12 page PDF packaging the whole identity for a client, portfolio-grade - Midjourney (V8 web app) for mood-boarding brand directions before the final pass - Figma basics: the interface, frames, auto-layout, simple components and styles, used to lay out one landing-page hero and a social kit; share links, comments and exporting assets a developer can use (Variables, prototyping and Dev Mode are named as the next step, not taught here) - Behance portfolio published with every deliverable; client communication, revision handling and scope setting; a freelance pricing baseline in NPR for logos, social sets, posters and brand books - Demo day: a 5-minute portfolio pitch to trainers and industry guests with live Q&A

Skills You Will Gain

CATEGORY	TECHNOLOGIES
Graphic Design	Illustrator, Photoshop, Canva
Typography & Colour	Type scales, typeface pairing, colour theory, WCAG AA contrast
Layout	Grids, 8pt baseline, composition, whitespace, alignment
Vector & Logo	Pen tool, Shape Builder, Pathfinder, logo families, lockups, icon sets
Raster & Campaign	Layers, masks, smart objects, compositing, retouching, 6-placement campaign sets
Print Production	Bleed, CMYK profiles, 300dpi, PDF/X-1a, dielines and finishes (awareness)
Brand Systems	Brand guidelines, clearspace and misuse rules, brand type and colour systems, mini brand book
AI Design Tools	Adobe Firefly (+ AI Assistant awareness), Adobe Sensei, Midjourney (V8 web app), Canva AI
Figma (basics)	Frames, auto-layout, simple components and styles, share and export
Tools	Behance, Notion, Acrobat

Topic Depth and Awareness

FOCUS AREA	LEARNING FOCUS
Design judgment, hierarchy, critical looking	Depth
Typography, colour theory, grids, composition	Depth
Illustrator (pen tool, logo, vector, icons)	Depth
Photoshop (compositing, retouching, masks)	Depth
Campaign design across placements	Depth
Print production (bleed, CMYK, PDF/X-1a)	Depth

FOCUS AREA	LEARNING FOCUS
Brand identity systems and brand book	Depth
AI design tools (Firefly, Sensei, Midjourney, Canva AI)	Depth
Design critique methodology	Depth
Client communication, revisions and NPR pricing	Depth
Figma (frames, auto-layout, components, styles)	Basics
Firefly AI Assistant	Awareness
Dielines, foil, spot UV and packaging finishes	Awareness
Figma Variables, prototyping, Dev Mode	Not covered
UX research, wireframing, usability testing	Not covered
Framer, Webflow, Figma Sites	Not covered

Project Pool

Each student ships 3 portfolio pieces. Pool rotates per batch:

#	PROJECT	FOCUS
1	Brand identity (logo + guidelines + applications)	Illustrator, brand book, Midjourney mood-board
2	Campaign creative set for a local business	Photoshop, compositing, print prep, six placements
3	Social media kit for a Nepal SMB	Grids, hierarchy, Canva AI drafts, Firefly assets
4	Poster or event collateral, print-ready	CMYK, bleed, PDF/X-1a, printer brief
5	Landing-page hero + social kit in Figma	Frames, auto-layout, components, styles

Career Paths & Trajectory

ROLE	TIMELINE	FOCUS
Junior Graphic Designer	0–2 yrs	Execute briefs, learn brand systems
Graphic / Brand Designer	2–4 yrs	Own identities and campaigns end to end
Senior Designer / Art Director	4–7 yrs	Creative direction, mentoring, client pitching
Creative Director	7+ yrs	Brand strategy, team leadership

FAQ

What does the Graphic Design course cost and how do I pay?

NPR 12,400 for the full 5 weeks (50 contact hours). Classes run Monday to Friday, 2 hours a day; on the fifth day of every week the last hour is a built-in revision and critique block for consolidation and doubt-clearing. Pay by cash at our Old Baneshwor campus, bank transfer, or Fonepay. Email info@saarathiacademy.com.np for the payment plan.

Is this a graphic design course or a UI/UX course?

Graphic design. Five weeks is enough to get genuinely good at one discipline, so the course stays on design judgment, typography, colour, layout, Illustrator, Photoshop, campaign and print production, and brand systems. Week 5 includes a Figma basics block, but UX research, prototyping, design systems and Dev Mode handoff are not covered.

Do I need prior experience?

Prerequisites are listed above. The Saarathi Gate Assessment runs before Day 1 to map your starting point, diagnostic, not pass-or-fail. Week 1 runs with no software at all, so a true beginner starts on level ground.

How long is the course?

5 Weeks. Every week ships a deliverable, and the final week packages everything into a published portfolio with a mock client presentation.

What tools will I use?

Adobe Illustrator, Adobe Photoshop, Canva, Figma (basics), Adobe Firefly, Adobe Sensei and Midjourney, with the finished work published on **Behance**. Every week ships a real artefact for your portfolio, no toy projects.

What roles does this prepare me for?

Roles are listed in the Career Paths section. We do not promise jobs. We build your portfolio, run a mock client presentation, and refer you into our hiring network.

How does the batch and mentorship work?

Maximum 10 students per batch, every student gets direct mentor time and project review. Hybrid by default, in-person at Old Baneshwor with online recordings and office hours. Sunday Open Classroom is free for enrolled students: work alongside peers, get critique, get unstuck, or just focus.

Enrollment

- **Next Batch:** see the live course page
 - **Location:** Old Baneshwor Chowk, Kathmandu, Nepal
 - **Mode:** Online + Offline
 - **Contact:** 9744442469, 9761095364
 - Limited to 10 seats per batch
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Graphic Design — full details, fees and next batch dates: saarathiacademy.com.np/graphic-design-course-in-nepal-with-ui-ux

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