

TR-08: Graphic Design & UI/UX

Design With Purpose - From Brand Identity to Product Interface

Great design isn't decoration - it's communication. This course builds practical designers who can create brand identities and digital product interfaces: typography, color theory, Illustrator, Photoshop, brand systems, UX research, Figma, prototyping, and design systems. In 10 weeks, you'll build a dual portfolio covering both brand design and product UI/UX.

The focus is on repeatable design decisions, not unnecessary theory or trendy effects.

Why This Course?

The Market Reality

Global Context: Design now sits at the intersection of brand communication, product usability, and business clarity. Teams value designers who can translate research and strategy into interfaces, visual systems, and polished user experiences.

Nepal Context: Nepal's design industry is expanding as startups, agencies, and digital businesses grow. Companies like Leapfrog, Young Minds, and local creative agencies hire designers for both brand work and product interfaces. Every Nepali app, website, and digital product needs a designer who combines visual skill with user research and interface design.

Your Opportunity: This course positions you for **graphic designer, UI/UX designer, brand designer, and product designer roles** - the visual backbone every company needs.

Nepal-Relevant Reality	Opportunity
Every startup needs brand identity	Design skills immediately valuable
Digital products require UI/UX expertise	Product design demand growing
Dual brand + UI/UX skills are rare	Premium positioning in the market

Course Snapshot

Parameter	Details
Course Code	TR-08
Title	Graphic Design & UI/UX
Duration	2.5 Months (10 Weeks)
Schedule	Monday to Friday (Mon–Fri, 5 Days/Week), 2 Hours/Day
Total Hours	100 Hours of Live Training
Batch Size	Maximum 10 Students
Course Fee	NPR 35,000
Prerequisites	Strong computer fluency, visual curiosity, and willingness to revise work repeatedly. Saarathi Gate Assessment (diagnostic, no pass/fail) before Day 1.
Self-Study	Minimum 2 hours/day outside class (mandatory)
Outcome	UI/UX Designer / Graphic Designer

Your Learning Week

Day	Activity
Mon–Fri	2-hour live class session (studio-style critique and design work)
Mon–Fri	Minimum 2 hours self-study & design practice (mandatory)
Saturday	No classes - flexible self-study, peer collaboration, design work
Sunday	Whole day self-learn time. Classrooms remain fully open for you to come in, study, collaborate with peers, and build projects. (Highly recommended for networking!)

Every student MUST spend at least 2 dedicated hours a day on focused design practice beyond the classroom at home. This is non-negotiable for success, it is what separates graduates who get hired from those who don't.

Week-by-Week Curriculum

Phase 1: Visual Foundations & Illustrator (Weeks 1–3, 3 Weeks, 30 Hours)

Week	Focus Area	What You'll Master
Week 1	Visual Thinking	Composition, hierarchy, observation, critique habits
Week 2	Typography & Color	Type pairing, contrast, spacing, palette logic, layout rhythm
Week 3	Illustrator	Vector workflow, logos, icons, export basics

Phase 2: Photoshop, Brand & Campaign Design (Weeks 4–6, 3 Weeks, 30 Hours)

Week	Focus Area	What You'll Master
Week 4	Photoshop	Image cleanup, compositing, campaign asset preparation
Week 5	Brand Identity	Direction, logo system, palette, typography stack
Week 6	Print & Campaign Design	Posters, brochures, social graphics, production-ready layouts

Phase 3: UX, Figma & Design Systems (Weeks 7–9, 3 Weeks, 30 Hours)

Week	Focus Area	What You'll Master
Week 7	UX Foundations	User goals, flows, structure, low-fidelity wireframes
Week 8	Figma UI Design	Auto layout, components, responsive screen design
Week 9	Prototypes & Systems	Interaction basics, reusable design systems, handoff awareness

Phase 4: Portfolio & Career Launch (Week 10, 1 Week, 10 Hours)

Week	Focus Area	What You'll Master
Week 10	Portfolio & Career Launch	Final case study, presentation, interviews, profile polish

Skills You'll Gain

Design Tools

Tool	Proficiency Level
Adobe Illustrator	Vector & Brand Design
Adobe Photoshop	Image & Campaign Production
Figma	UI Design & Prototyping
Design Systems	Component Architecture

Design Skills

Skill	Application
Typography & Color Theory	Visual communication fundamentals
Brand Identity Design	Logo systems, palettes, guidelines
UX Research & Wireframing	User-centered design process
Responsive UI Design	Multi-device interface design

Topic Depth and Awareness

Section	Guidance
Purpose	This course intentionally separates what you need to master in depth from what you only need to understand with working awareness.
Depth	<p>The visual-design, brand, UX, Figma, and case-study workflows practiced repeatedly in class</p> <p>The execution areas you are expected to perform independently in junior design work</p> <p>The critique and presentation habits most likely to matter in portfolio reviews and hiring conversations</p>

Section	Guidance
Awareness	<p>Adjacent tools, optional stretch topics, and industry context introduced for broader understanding</p> <p>Concepts you should be able to explain, compare, and recognize even if you are not yet executing them independently</p> <p>Advanced directions for later specialization, higher-level tracks, or guided self-study</p>
How to use this syllabus	Spend most of your self-study time strengthening the depth topics first. Treat awareness topics as context builders that help you make better decisions and understand the larger professional landscape.

Project Pool

All options below are **intermediate-level final projects**. Each student chooses **one** final project from this pool. Trainers may run smaller guided exercises during the course, but public phase-wise project sections are intentionally removed so the completion standard stays clear and consistent.

#	Final Project Choice	What You Will Build	Core Stack / Tools
1	Brand Identity System	Design a complete visual identity with logo system, typography, color language, and clear usage rules.	Adobe Illustrator, brand design, visual systems, guidelines
2	Campaign Asset Kit	Design a coordinated print-and-digital campaign asset set with strong layout hierarchy and consistency.	Photoshop, InDesign, print design, social assets
3	Mobile App Design Case Study	Design an end-to-end mobile product flow with research notes, high-fidelity screens, and prototype behavior.	Figma, UX flow, prototyping, interaction design
4	Dashboard Design System	Design a reusable dashboard UI kit with components, states, layout rules, and team-ready documentation.	Figma, design system, components, tokens
5	Conversion Landing Page System	Design a high-conversion page flow with messaging hierarchy, visual trust cues, and responsive layout thinking.	Figma, web design, layout systems, conversion UX

Career Paths & Trajectory

Role Path	Focus and Proof	Stage and Timeline	What Actually Matters
Junior Graphic Designer / UI Designer	Execute visual assets, layouts, and interface screens with stronger hierarchy and cleaner files. Proof you leave with: Brand work, high-fidelity screens, and portfolio-ready case studies	Entry role - first 0–12 months	Strong fundamentals, clear file organization, and showing process instead of only polished visuals.
UI/UX Designer / Product Designer	Own flows, wireframes, high-fidelity screens, and prototype decisions for product or client work. Proof you leave with: Research-backed case study, Figma components, and prototype proof	Growth role - 1–3 years	Better design reasoning, cleaner collaboration with developers, and more confidence handling feedback and iteration.
Brand Designer / Design Systems Designer	Specialize in identity systems or reusable interface systems that scale across teams and channels. Proof you leave with: Guidelines, tokenized systems, and stronger documentation habits	Specialist path - 3–5 years	Consistency, systems thinking, and knowing when to simplify instead of decorate.
Senior Product Designer / Design Lead	Guide product or brand direction, mentor juniors, and raise quality across a team or portfolio of projects. Proof you leave with: Case studies, system documentation, and stronger presentation habits	Senior path - 5+ years	Decision clarity, cross-functional communication, and stronger ownership of both visual quality and usability.

Saarathi Gate & Completion Review

Before You Start: Saarathi Gate Assessment

All students complete the **Saarathi Gate Assessment** before Day 1. It is a short diagnostic review of aptitude, learning behaviour, and thinking style. It has **no pass/fail** and is used only to tailor support from the start.

After Course Completion: Saarathi Completion Review

The **Saarathi Academy Certificate** is issued after the selected final project is completed, documented, and reviewed by the trainer. There is **no separate certification exam** for this course.

Completion Requirements:

1. **Attendance:** Minimum 80% attendance
2. **Weekly Work:** Core deliverables, revision work, and practice tasks completed
3. **Final Project:** One intermediate-level project selected from the project pool and completed to trainer-approved quality
4. **Portfolio Proof:** Screenshots, documentation, case-study notes, or equivalent proof assets updated
5. **Trainer Review:** Practical execution, consistency, communication, and overall growth signed off by the trainer

Enrollment & Next Steps

Next Batch: Starting soon (contact for exact dates) **Offline Location:** Old Baneshwor Chowk, Kathmandu, Nepal **Mode:** Online + Offline **Contact (Call/WhatsApp):** 9761095364, 9744442469

» **[ENROLL NOW]** - Limited to 10 seats per batch

Design solves problems. In 10 weeks, you'll have the brand work and the product UI to prove it.

Last Updated: Mar 30, 2026