Curriculum

Website:

Training Institution Name	Ettevõtluskeskus OÜ
Curriculum Title	Graphic Design and Visual Communication Mentor-Guided Specialization Course **Curriculum Title in Estonian** Graafilise disaini ja visuaalse kommunikatsiooni mentorjuhendamisega erialakursus
Curriculum Code	vGD25en
Curriculum Group	Kunstid - Audiovisuaalsed tehnikad ja meedia tootmine
Target Learners	Course is designed for individuals looking to develop professional graphic design skills, including: ● Career changers seeking to enter the design field ● Marketing and communication professionals wanting to enhance their visual skills ● Entrepreneurs and business owners needing design capabilities ● Content creators looking to improve their visual output This course is ideal for anyone interested in learning how to communicate visually and effectively through graphic design, whether for professional development, personal interest, or academic pursuits. No prior design experience is required, though basic computer literacy and creative interest are essential.
Purpose of Learning	The purpose of learning in the Graphic Design Specialization course is to acquire fundamental skills in graphic design for effective visual communication and to develop a professional portfolio, thereby preparing learners for careers in graphic design, enhancing existing skills for current professionals, or fulfilling personal interest in the field.
Curriculum Development Basis	● OSKA studies ● Current industry requirements for graphic designers

	● Market demand for visual communication skills
Learning Outcomes	Upon completing the Graphic Design course, a student possesses the following skills and knowledge: 1. Applies professional design principles (typography, color theory, composition) in digital projects 2. Develops original creative solutions for diverse design challenges 3. Builds and optimizes a professional portfolio 4. Executes design projects from concept to completion, implementing contemporary trends and best practices
Preconditions for enrollment to the training	● Computer with necessary specifications ● Internet connection for online learning and mentor sessions ● Basic computer literacy ● English language proficiency for course materials ● Access to Required Software: some modules may require specific design software like Figma.
Estimated time for studies, including online group meetings and independent learning	Total training volume: 125 academic hours. Independent work: 89 hours of independent learning, including independent study and preparation of homework for group meetings. Mentor sessions: 36 hours of online group meetings.
Independent learning	Tasks provided by the mentor coach

Topics and learning content	1. Fundamentals of Graphic Design
	   ● Color fundamentals: visual rhythm and pattern design
	   ● Composition: scale, weight, direction, texture, space
	   ● Color theory and design principles
	
	2. Typography and Layout
	   ● Typography systems and terminology
	   ● Typeface selection and storytelling
	   ● Typographic poster design
	
	3. Image Making and Visual Communication
	   ● Image-based research and design
	   ● Visual representation techniques
	   ● Publication layout design
	
	4. Design History and Context
	   ● Evolution of graphic design
	   ● Revolutionary design movements
	   ● Contemporary design practices
	   ● Informed design decision-making
	
	5. Brand Development

	- Comprehensive brand identity creation - Brand guidelines development - Visual brand elements design - Integrated design solutions
Training methods	Various active learning methods are used in the training, including case studies, practical work, and independent work. Work in small groups and peer to peer feedback is used.
Description of the learning environment	Independent learning takes place in the e-learning environment, access is granted to accepted learners. An internet-connected mobile device is required. Meetings with the mentor and group work are online real time activities.
List of learning materials	- Course-specific supplementary materials and exercises - Selected design field lectures and articles - Practical assignments and sample projects
Completion conditions and issued documents	A certificate of completion of the training is issued if the learner achieves the learning outcomes. If the learner did not achieve all learning outcomes or did not want to be assessed, a certificate of participation is issued.
Description of the Qualifications, Learning, or Work Experience Required to Conduct the Training	All trainers have higher education, work experience in the field they teach, and experience in training adults.
Curriculum approval time	04.12.2025