Curriculum: Graphic Design and Content Creation

Key Concepts

What is design and its importance on social media

One of the first lessons will be aimed at gaining knowledge about the importance of graphic design in the world of social media.

Social media resolutions and formats

Introducing formats and resolutions used on social media, creating carousels, story templates, reels, etc.

Software for graphic design

Learning and using tools in design programs such as Adobe Illustrator and Adobe Photoshop.

Basics of visual identity

Introduction to the essential elements of branding (logo, pattern, typography) and implementation of these elements through posts on social media.

Key Skills

In this training, we will address these key skills:
• **Creativity,**
• **Software learning, and**
• **Graphic design basics.**
Software learning refers to a set of principles dedicated to acquiring knowledge and skills through technological means. Among the many tools that will be used are Adobe Illustrator and Adobe Photoshop.
Graphic design is an art where professionals create visual content to communicate messages. Designers use typography and pictures to meet users' specific needs and concentrate on displaying elements in interactive designs, optimizing user experience. The application of visual hierarchy and page layout techniques is essential to the process of graphic design.

Timeframe

This training will be delivered for ten days. On each of the days, the training will cover one aspect. Finally, ten days is an optimal time for getting into graphic design basics and implementing them.

Soft Skills

These are essential to have in order to get the most out of this training. But the most important thing is keeping an open mind and learning mindset throughout these training sessions. Although they are not mandatory, what we would refer to as good-to-have soft skills are:
- **Communication skills,**
- **Digital proficiency, and**
- **Creativity.**

Critical Thinking and Collaboration

Critical thinking is the determining factor in the realm of design for the author to be as original and open as possible. Similarly, communication plays a significant role during the course so that participants can cooperate and share experiences during the training and outside the classroom.

To understand the course and put the lectures into practice, participants need to think critically, cooperate and communicate with each other and with the trainer, ask questions, share opinions, and discuss every idea during the training hours and outside them.

Creativity also plays a vital role as it's integral to the very foundation of the course. Without creativity, there is no graphic design. Luckily, the trainer will attempt to instill some principles and tricks into the participants to grow their creative process individually.

All the skills mentioned here enable the teacher to assess each student, detect the lack of knowledge and understand their performance.

Creativity is a phenomenon of how something new and valuable is formed. Thus, we will employ creativity in all relevant aspects of this training, alongside other vital skills.

Learning Through Technology

Graphic design is closely related to modern technological devices and does not exist without them, at least in the world of social media.

In the modern age, it is almost impossible not to use technology in trainings and workshops. Therefore, participants should have their own device (laptop/phone/tablet), access to social media accounts, and a valid Adobe Photoshop and Adobe Illustrator subscription.

Training Methodology

Most of the training will be teacher-led and interactive. Once the main topics are included and taught by the trainer, students will also have the opportunity to create a campaign in front of the audience (other participants of the training) and present creative ideas.

Participation, open discussion, and feedback are highly encouraged throughout the 10-day course.

Accountable Talk and Student Inquiry

The course is planned so that it requires individual work in one part, while in the other part, it encourages conversation and interaction in explaining the actual work.

The sessions are designed to encourage active participation and peer collaboration besides instructor-led guidance. Informed decision-making is one of the key reasons why graphic design has transformed the advertising industry.

Accountable talk refers to the type of talk that moves learning forward. Wolf, Crossen, and Resnick (2006) describe three aspects of accountable talk:
1. **Accountability to the learning community.**
2. **Accountability to accurate knowledge.**
3. **Accountability to rigorous thinking.**

Measuring Student Learning

The lectures themselves are very open and full of communication between the teacher and students, as well as among the students themselves. Therefore, the teacher will always have time for questions and answers, after which we will create a rough idea of how well they understood it.

Many tasks will be based on genuine brands and devising solutions for their needs.

Toward the end of the training, there will be Q&A sessions to answer specific questions and direct them to additional resources.

Authentic tasks and material immersion are an integral part of the training sessions. Completing numerous authentic tasks will be encouraged through the use of real-world scenarios.

In short, authentic tasks require participants to use strategies, knowledge, and skills learned while completing a real-life assignment that a person needs to perform in their professional or private lives.

Optimal Learning Space

There are two options for conducting this training:
1. In-class, or
2. Through an online platform.

In-class training sessions are more convenient since the trainer will observe each participant's progress in person, more interactions can take place, and students may share and discuss their ideas.

However, in case of an emergency or public health crisis, the training can also be implemented through an online platform like Zoom, Microsoft Teams, Google Meet, etc.

Learning Issues

In such situations where issues arise with learning, the trainer will pass on additional material to the student that may be helpful to them. During the lecture, the trainer will aim to ensure that the student has understood the lesson well.

All measures will be put in place to resolve any learning issues that may arise during training implementation, promoting the most valuable learning experience.

Teacher Feedback

Participants will get a chance to receive feedback, and they will be carefully instructed and guided throughout the course. The trainer will emphasize to all students that this training does not stop the learning process and that the trainer himself is available for all questions always, no matter how much time has passed since the course.

That way, we will ensure that proper teacher-to-student feedback advances the learning path of participants even upon training completion.

Measuring Student Knowledge and Skills

At the end of the course, the final task will be composed of creating a template for posting on social media. During this task, participants will apply all the knowledge gained during the course.

In the final training stage, the trainer and participants will know exactly where they stand regarding knowledge learned and skills acquired. Additional measuring instruments shall also be put in place in case the trainer believes this is necessary.

Trainer

Haris Ličina attended too many workshops, so he understands the needs of students. In addition, he has acquired experience by teaching several seminars on photography, graphic design, and graphics.

My name is Haris Ličina. I was born on 11/18/1996 in Novi Pazar. I studied at the Faculty of Arts in Pristina (North Mitrovica-Zvecan) and graduated from the Department of Etching in 2019. Since I studied in two directions in parallel, in 2020, I graduated from the Department of Graphic Design. After that, I completed a master's degree in 2021 on the topic of "figures in screen printing."

I have exhibited in over 30 collective exhibitions in the country and abroad and two solo exhibitions. In addition, I participated in and organized many art workshops and courses in etching, photography, and graphic design.

I am a member of the Photo-Cinema Club "Novi Pazar," employed as a photographer in "PKC Gallery Aquarium" in North Mitrovica, one of the founders and designer of the creative studio "NYON" studios in Novi Pazar, as well as a freelance photographer at Studio "Foto Ducan" in Novi Pazar.