

SKILL CANVAS ACADEMY

3-MONTH DESIGN MASTERY

From Software Novice to Industry-Ready Designer



LEARN DESIGN THINKING • MASTER TOOLS • BUILD PORTFOLIO • GET HIRED

1 Why Design Matters Now

THE DESIGN ECONOMY IS GROWING

Design is no longer a nice-to-have. It's a core business skill. Companies worldwide are investing heavily in design talent because good design directly impacts revenue, user experience, and brand perception.

47%

Companies prioritizing design hiring

3-5x

ROI from good design investment

WHO NEEDS THIS COURSE?



College Students

Build a competitive portfolio before graduation. Stand out in job interviews. Start your career with real-world design thinking.



Job Seekers & Career Switchers

Transition into the creative industry with confidence. Learn the fundamentals and workflows that professionals use daily.



Working Professionals

Upgrade your skills to advance in your career. Design literacy is a competitive advantage in 2026.

2 Why Skill Canvas?



NOT JUST AN ACADEMY

We're a mentorship-driven program. You learn directly from industry professionals with years of real-world experience.



EXPERT-LED INSTRUCTION

Learn from **Animesh and the team** from Motion Poetry Productions with years of real-world campaign experience.



FUNDAMENTALS FIRST

We teach you to **think like a designer** before learning tools. Typography, color, composition—principles that never change.



AI-INTEGRATED WORKFLOWS

Master **ChatGPT, Midjourney, Kling, Adobe Firefly, Canva AI** and more. Use AI as a productivity powerhouse.

💡 MENTORED BY INDUSTRY PROFESSIONALS

Your Mentors: Animesh & The Team

Motion Poetry Productions | Campaign & Production Specialists

"We've managed large-scale marketing campaigns and built creative teams from scratch. This course teaches exactly what we use daily—no gatekeeping, no fluff."

3 Course Structure

DURATION

12 Weeks

WEEKLY

3 Hours

FORMAT

Live Online

M1

TOOLS & SOFTWARE

SOFTWARE & CREATIVE THINKING

- ▶ Adobe Photoshop Masterclass
- ▶ Adobe Illustrator Workflow
- ▶ Canva for Quick Design
- ▶ Print Design Fundamentals
- ▶ Creative Problem Solving
- ▶ Non-Destructive Editing

✓ Master professional tools

M2

DESIGN FUNDAMENTALS

DESIGN THINKING

- ▶ Typography & Font Pairing
- ▶ Color Theory & Psychology
- ▶ Grid Systems & Composition
- ▶ Visual Hierarchy
- ▶ Design Principles & Laws
- ▶ Real-World Design Critique

✓ Think like a designer

M3

AI & PORTFOLIO

FUTURE-READY SKILLS

- ▶ ChatGPT for Copywriting & Ideation
- ▶ Midjourney & Kling
- ▶ Adobe Firefly
- ▶ Motion Design Basics
- ▶ Portfolio Building Strategy
- ▶ Client Presentation Skills

✓ Portfolio ready to pitch

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What Makes Us Different?



INDUSTRY EXPERT SESSIONS

Live guest talks from working professionals. Learn about real projects, real challenges, and real workflows.

- ✓ Monthly industry professional talks
- ✓ Q&A sessions with experts
- ✓ Networking opportunities



REAL CLIENT PROJECTS

Work on real, actionable projects. Get feedback from professionals who understand client requirements.

- ✓ Live project briefs
- ✓ Real-world constraints
- ✓ Portfolio-worthy deliverables



CLIENT BRIEF → DELIVERY

Learn the complete design workflow—from understanding client requirements to final delivery.

- ✓ Client requirement analysis
- ✓ Concept development
- ✓ Feedback iterations
- ✓ Final delivery



PORTFOLIO BUILDING

Build a professional portfolio that actually gets you hired. We guide you through the process.

- ✓ Portfolio strategy
- ✓ Case study development
- ✓ Online optimization
- ✓ Interview coaching



LIFETIME COMMUNITY

Join a community of designers. Get feedback, share work, and collaborate even after the course ends.

- ✓ Private community
- ✓ Alumni network
- ✓ Ongoing support



CAREER SUPPORT

We help you launch your career. Resume review, interview prep, and job opportunity sharing.

- ✓ Resume & portfolio review
- ✓ Interview preparation
- ✓ Job opportunities

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Get Started Today

APPLY NOW



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Call or WhatsApp us anytime



EMAIL

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Get a quick response within 2 hours



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BATCH STARTS SOON

⚠ Limited seats available for personalized mentorship. Early bird applicants get priority feedback on their portfolio.

Skill Canvas Academy • A mentorship-driven design education program
Learn from industry professionals. Build a real portfolio. Start your creative career in 12 weeks.