

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

# 4

# 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

5

# Get Started Today

**APPLY NOW**



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Call or WhatsApp us anytime



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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.