

**INTENSIVE CODE CAMP**

# 2D GRAPHIC DESIGN AND VISUAL COMMUNICATION

**Digital Arts and Design Academy**

2025/2026

**Be one of our Graduates Family**

## Track Overview

**Information Technology Institute**

People Develop Countries .. We Develop People



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# 2D Graphic Design and Visual Communication



## DESCRIPTION

Graphic design is the art of creating visual compositions to solve problems and communicate ideas using elements such as typography, imagery, color, and form. The 2D Graphic Design and Visual Communication training program is designed to equip you with essential knowledge and hands-on skills to thrive in the dynamic world of 2D design. Throughout your journey, you will master the fundamentals and principles of design and apply them using industry-standard software for two-dimensional design, as well as tools for audio, video, and motion graphics. You will also explore the foundations of photographic composition and discover emerging tools available through Artificial Intelligence (AI). Graduates of the 2D Graphic Design track often find career opportunities in advertising agencies, working on print materials, digital ads, social media content, UI design for websites and apps, product packaging, full brand identities, and conceptual marketing campaigns. We carefully select creative-minded individuals and shape them into innovative design professionals.



## WHO MAY APPLY

This program is open to all Egyptian university graduates who are motivated to learn graphic design and possess experience or skills in art or design. Applicants must have graduated within the last ten academic years and be able to commit to full-time participation throughout the scholarship period.

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## TRACK DURATION

546 Hrs the duration of the study is 4.5 months.



## DELIVERY APPROACH

This comprehensive program offers a dynamic blend of blended learning, project-based education, expert mentoring, industry apprenticeships, and interactive workshops. You'll engage in an immersive learning experience through lectures, hands-on sessions, creative presentations, and collaborative discussions—guided by seasoned professionals who balance their time between teaching and working in the field. Throughout your journey, you'll connect with influential industry leaders, gaining insights and building relationships that can shape your future as a designer.

## BEFORE YOU APPLY

Before applying, we strongly recommend that applicants have a background in art or design, or prior experience in any form of manual or digital artistic expression. This may include formal studies or personal practice in visual arts. Equally important is a strong sense of motivation and passion for pursuing an intensive professional training program. As part of the technical interview, applicants will be asked to submit a portfolio link showcasing their work—such as drawings, design pieces, photography, or demonstrated skills using design and animation software—to help us assess their potential. • We also encourage you to explore a variety of learning resources—many of which are free or offer trial access—that can support your growth and preparation before or during the program-:

<https://opportunity.linkedin.com/skills-for-in-demand-jobs/graphic-designer>

[https://www.edraak.org/programs/course/gd101-vt1\\_2108/](https://www.edraak.org/programs/course/gd101-vt1_2108/)

<https://www.coursera.org/specializations/graphic-design>

[Photoshop Beginner Tutorial](#)

[Design Principles Course Trailer | Adobe Design Principles Course](#)

# 2D Graphic Design and Visual Communication



## GRADUATE PROFILES

Graduates of this track are prepared to pursue careers in the following roles:•

**2D Graphic Designer:** As a 2D Graphic Designer, the graduate is responsible for conceptualizing and developing innovative visual ideas across various formats. They create complete brand identities, design print materials and digital advertisements—including content for social media—and apply a solid understanding of design principles, typography, software tools, and diverse design techniques.

• **Visual Artist:** In the role of a Visual Artist, the graduate delivers creative solutions that integrate graphic design with visual storytelling. They work with photography, produce video content for advertising campaigns, create simple animations, and contribute to motion graphics projects, demonstrating a multidisciplinary approach to visual communication.



## REQUIRED TOOLS

### Required Software

Candidates are working together using a variety of 2D Graphic, Sound and Video Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Audition
- Adobe premiere
- Adobe After Effects
- Adobe Lightroom
- Figma
- Ai Graphic Design Tools ((Like: Firefly, Microsoft Designer, DALL-E Craiyon, Mi journey, Canva AI and More)

# 2D Graphic Design and Visual Communication



## REQUIRED TOOLS

### Recommended Hardware

Graphic design demands hardware capable of handling graphic-intensive tasks and video processing efficiently. Below are the recommended hardware specifications for optimal performance:

#### 1. Computer Specifications

- Processor (CPU):** Multi-core processors such as Intel Core i7 or i9, or AMD Ryzen 7 or 9, are recommended for faster rendering, smoother multitasking, and improved performance.

- Memory (RAM):** A minimum of 16 GB is recommended for working with large files and running design software smoothly. For more advanced workflows, 32 GB is ideal.

- Graphics Card (GPU):** A dedicated graphics card with sufficient VRAM, such as an NVIDIA GeForce RTX series or AMD Radeon Pro, is essential for real-time rendering, video playback, and motion graphics.

#### 2. Storage

- Primary Drive:** A high-speed Solid State Drive (SSD) for the operating system and design software ensures fast boot and load times.

- Secondary Storage:** Additional SSD or HDD space for storing large project files, media assets, and backups.

#### 3. Output Devices

- Monitor:** A high-resolution monitor (preferably 4K) with accurate color calibration for precise visual editing and design work.

- Audio Equipment:** Quality headphones or studio-grade speakers for accurate sound editing and synchronization.

#### 4. Internet Connection

- Connectivity:** A stable, high-speed internet connection is essential for downloading resources, updating software, uploading projects, and remote collaboration.

#### 5. Backup Solutions

**Storage:** Use external hard drives or secure cloud storage services to perform regular backups of your work and avoid data loss.

#### 6. Peripheral Devices

**Webcam:** A good-quality webcam is recommended for online meetings and presentations.

**Mouse:** A professional-grade, ergonomic mouse for precision and comfort during extended design sessions.

# 2D Graphic Design and Visual Communication



## REQUIRED TOOLS

### 7. Optional Accessories

**Dual Monitors:** Enhances productivity by providing a larger workspace and easier multitasking.

**External GPU (eGPU):** Beneficial for laptop users needing additional graphics processing power.

**Ergonomic Workspace:** An adjustable desk and comfortable chair help maintain good posture and reduce fatigue during long working hours.

# 2D Graphic Design and Visual Communication



## TRACK PRACTICES

**Throughout the training journey,** students are assigned practical projects designed to help them build a comprehensive portfolio by the end of their studies. These projects range from smaller assignments within individual courses to a final graduation project. For students enrolled in the 2D Graphic Design and Visual Communication track, the graduation project involves presenting creative concepts to the track supervisors. The project typically centers on developing visual materials for a new brand identity, accompanied by a complete advertising campaign. This includes tasks such as designing a logo, creating social media advertisements, developing print materials, and producing various animated assets such as GIFs, video clips, and motion graphics for advertising. These projects are conducted in either virtual or real-world scenarios, where students collaborate in teams to tackle group assignments. At the conclusion of the course, a panel of industry experts evaluates the completed projects, providing feedback and engaging in discussions regarding the design and execution.

# 2D Graphic Design and Visual Communication



## OVERALL LEARNING JOURNEY OUTLINE

19%

### Graphic design Essentials and Gen AI

Design Elements and Principles

Creative Thinking

Composition and Layout

Typography

Adobe Photoshop Essentials

Adobe Illustrator Essentials

**Introduction to Generative AI and prompt engineering**

34%

### Advanced graphic design

Advanced Photoshop Techniques

Vector Art Techniques

Digital Publishing Using InDesign

Brand Identity Building

UX Design Fundamentals

UI Graphic design using Figma

Ai Graphic Design Tools

Photography Essentials

Infographic & Visual Communications

15%

### Video and Sound

Video Editing using Adobe Premiere

Sound Editing using Adobe Audition

Adobe Aftereffects Fundamentals

12%

### Employability Skills

Effective Presentation Skills

Freelancing Fundamentals

Effective Communication Skills

Work Ethics Workshop

CV Writing & Interviewing Skills

20%

### Portfolio Building

Freelancing Fundamentals

Portfolio Making

Graduation Project

## OTHER USEFUL INFORMATION

Distinguished lecturers from both industry and academia, critical reviews of students' work, business sessions with some field experts.