st.
School
An initiative by st.

PROFESSIONAL CERTIFICATE IN

GRAPHIC DESIGN, BRANDING & GENERATIVE AI

DESIGN LIKE A PROFESSIONAL.
BRAND LIKE A STRATEGIST.
CREATE FASTER WITH AI.

Register Now



MODE	HYBRID
DURATION	16 WEEKS
CLASS DURATION	6 HOURS PER WEEK
TOTAL TRAINING HOURS	96 HOURS
LEVEL	BEGINNER TO JOB-READY

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EVERY TOOL. EVERY SKILL. EVERY CREATIVE POSSIBILITY.



Master industry-standard software and generative AI tools to design, create and build powerful brands.

SOFTWARE COVERED

Adobe Photoshop
Photo editing, compositing and digital art

Adobe Illustrator
Vector graphics, logo design and illustrations

Adobe InDesign
Layout design, print design and publications

Canva
Social media, marketing creatives and presentations

Figma
UI/UX basics, brand systems and collaborative design

AI TOOLS COVERED

ChatGPT
Idea generation, copywriting and creative support

Adobe Firefly
Text to image, generative fill and creative assets

Midjourney
High-quality AI image generation for creative visuals

Ideogram
AI image generation for design and branding

Comma AI
Realistic and cinematic AI image generation

Generative Fill (Photoshop & Illustrator AI)
AI-powered editing and creative workflows

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COURSE HIGHLIGHTS



01 MONTH — DESIGN FUNDAMENTALS

- Design Principles
- Color Theory & Typography
- Visual Hierarchy
- Layout & Composition
- Social Media Design
- Design Thinking & Creative Process



02 MONTH — SOFTWARE MASTERY

- Photoshop for Photo Editing & Compositing
- Illustrator for Vector Design
- Canva for Marketing Creatives
- Illustrations, Icons & Multi-Artboard Layouts
- Mockups & Presentative Design



03 MONTH — BRANDING & IDENTITY DESIGN

- Logo Design Process
- Brand Strategy & Positioning
- Brand Guidelines
- Packaging & Print Design
- Marketing Campaign Design



04 MONTH — GENERATIVE AI & PORTFOLIO DEVELOPMENT

- AI Ideation & Image Generation
- Adobe Firefly & Ideogram
- AI Design Workflows
- Capstone Brand & Campaign Project
- Portfolio Building for Behance
- Freelancing & Client Handling

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PRACTICAL PROJECTS & REAL-WORLD SKILLS

Work on hands-on projects and build a portfolio that gets you noticed.



SOCIAL MEDIA CREATIVES



BRAND IDENTITY DESIGH



POSTER & AD DESIGN



PACKAGING DESIGN



MARKETING CAMPAIGNS



CAPSTONE PROJECT

CAREER OPPORTUNITIES

- Graphic Designer
- Brand Designer
- Social Media Designer
- Marketing Designer
- Freelancer
- Creative Executive

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WHO IT'S FOR & WHAT YOU GET

Different goals. One program.
A creative career for everyone.

WHO IT'S FOR



STUDENTS & FRESH GRADUATES

A job-ready portfolio and placement preparation in 4 months.



CAREER SWITCHERS

A structured path from zero to junior designer, with real projects.



FREELANCERS & HOBBYISTS

Professional process, branding depth and pricing confidence.



MARKETING & SOCIAL MEDIA EXECUTIVES

Independence in Canva, Photoshop and AI for daily campaign work.



ENTREPRENEURS & SMALL BUSINESS OWNERS

Build and manage their own brand identity and content.

WHAT YOU GET

5 PORTFOLIO PROJECTS

Real-world projects, reviewed and graded

FULL BRAND CASE STUDY

Logo, brand guidelines and campaign

CERTIFICATE OF COMPLETION

Awarded on passing all 5 projects

EXPERT MENTORSHIP

Learn from industry professionals

CAREER SUPPORT

Resume review, mock interviews and creative tests

FREELANCE GUIDANCE

Project pricing, client handling and growth tips



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CERTIFICATION & CAREER SUPPORT

Complete the program, build a professional portfolio and step into real opportunities in the creative industry.

- Learn from industry mentors
- Work on real-world projects
- Get career ready with portfolio support



KEY BENEFITS

- Industry relevant curriculum
- Hands-on projects & portfolio
- Resume & portfolio review
- Mock interviews & creative tests
- Salary orientation and career guidance
- Freelance pricing support

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COURSE FEE

₹60,000

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DESIGN | BRAND | CREATE | GROW

