Graphic Design for Advertising & Marketing

Program Overview

This 7-week advanced course is designed for professionals who already know the Adobe Creative Suite and want to sharpen their design thinking, creative direction, and campaign execution skills. The program focuses on high-level application of design principles across digital and print platforms for real-world marketing and advertising use.

Students will strengthen their creative process, visual strategy, and brand storytelling through hands-on projects that build a professional portfolio. Topics include branding, typography, color theory, visual hierarchy, image composition, motion graphics, and campaign cohesion. By the end of the course, participants will have a professional portfolio showcasing campaigns that demonstrate mastery of advanced design, brand identity, and marketing communication across multiple media.

Fast Facts

- Program Length: 7 weeks
- Classes are live through our digital platform on Sunday mornings from 10-12 and Asynchronous Learning – 2 hours weekly (recordings available anytime)
- Instructors are available for weekly private review.
- Flexible schedule designed around the Yomim Tovim
- Women only cohort
- Program Cost: $1,800 plus registration fee (does not include equipment & software)

Prior Requirements

- High School Diploma or GED
- Prerequisites: Proficiency in Adobe Photoshop, Illustrator, and InDesign

Course Outline:

TTI Careers uses a uniquely developed curriculum created to offer our students the most relevant teaching techniques in Graphic and Digital Design.

Course Highlights

- Learn advanced design principles for advertising and marketing
- Apply color, type, and composition for effective brand storytelling
- Create campaigns that translate across print, social, and web
- Develop animated and motion graphics for advertising
- Build a cohesive professional portfolio

- **Week 1:** Design Thinking for Advertising – Creative process, concept development, and professional workflow
  Week 2: Advanced Layout & Design Principles – Integration across print and digital media
  Week 3: Branding Systems – Identity, logo design, and tone of voice
  Week 4: Typography in Campaign Design – Hierarchy, pairing, and impact
  Week 5: Color & Composition – Building cohesive brand palettes
  Week 6: Visual Storytelling – Image creation, editing, and campaign cohesion
  Week 7: Portfolio & Presentation – Final project review and feedback

  Plus: Career Development – Personal Brand / Resume / Portfolio / LinkedIn Profile Setup

Earning Potential

Designers work with both full-time and part-time work can be found with marketing, advertising, or digital agencies, large corporations, etc. Designers who master their skills can reach over $100,000 after refining their craft.

Important Dates

- Registration deadline: December 31, 2025
- Classes begin: January 4, 2026

How to Apply

Complete and sign the career school online enrolment agreement:
https://testingandtraining.com/tti-careers-enrollment-agreement/

- There is a $100 application fee

If you have any questions, please call Admissions at 877-RING-TTI

Once registration is complete, Mrs. Pnina Baim will schedule a virtual meeting to introduce you to the program.
Students will need to submit the following documents to Mrs. Baim prior to your meeting.

- High School Transcripts or GED
- Copy of Driver's license

These documents can be sent to pnina.baim@consulttti.com

If you don't have a high school diploma, you may take an "Ability-to-Benefit" test. Mrs. Baim will make arrangements for the exam as necessary.