



Graphic and Digital Design

Graphic and Digital Design is the medium between a message and its target audience. It's the propellant. What is it that makes you look again? Visual sophistication driven by smart thinking. Good design is an alchemical mix of art and logic.

Businesses, brands and organizations constantly seek to advance their identity with cutting-edge artwork and digital presence. From brochures to advertising, beautiful design is what differentiates between the eye-catcher and the snoozer.

Our classes sit you down at the drawing board, with an emphasis on design and creativity while providing you with intensive skills to market yourself. We understand that there is no shortcut to design, and offer all-inclusive, comprehensive training to hone your talents into a skillset that enables students to find their own visual voice.

Upon completion of TTI Careers certification, you will have much more than design skills. In addition to mastering specific software, the program focuses on practical application to ensure your success. Learn the skills necessary to deliver a successful campaign to your clients and develop your portfolio.

Fast Facts

- Program Length: 18 weeks
- Classes are live through our digital platform on Sunday mornings from 10-1 and Wednesday evenings 6:30-9:30 PM.
- Instructors are available for weekly private review.
- Flexible schedule designed around the Yomim Tovim
- Women only cohort
- Program Cost: \$4,800 (does not include equipment & software)

Prior Requirements

- High School Diploma or GED

Course Outline:

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

First Term:

- Principles of Design
- Color in Design

CAREERS WITHOUT COMPROMISE

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- Typography
- Adobe InDesign Bootcamp
- Adobe Photoshop Bootcamp
- Adobe Illustrator Bootcamp

Second Term:

- Branding – Logo / Stationery / Brochure
- Ad Layout – Postcard / Print Ad / Billboard
- Adobe XD/Figma Bootcamp
- Digital Design – Websites / Banner Ads / Social Ads
- Career Development – Personal Brand / Resume / Portfolio / LinkedIn Profile Setup

Earning Potential

Designers can begin working at an average starting salary of \$25 per hour. Stable placement 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: September 20, 2023
- Classes begin October 22, 2023

How to Apply

Call Admissions to register: 877-RING-TTI

- There is a \$100 application fee

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 at a TTI testing center. Mrs. Baim will make arrangements for the exam as necessary.

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