



LUMS^X

GRAPHIC DESIGN 101: BUILDING YOUR CREATIVE FOUNDATION

Faryal Aslam and Aysha Aslam

LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Massive Open Online Courses (MOOCs)**, **Hybrid Courses**, **Synchronous (Live) Courses**, and **Free Open Online Courses (OpenCourseWare)**. We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.

GRAPHIC DESIGN 101



BUILDING **YOUR CREATIVE** FOUNDATION

Course Format: Live-Online

Language: English, Urdu

Dates: 3rd to 7th February 2025

Timings: 3:00pm - 5:00pm

Registration Deadline: 29th January, 2025

Price: PKR. 9,500

ABOUT THIS COURSE



This is a **four-day interactive workshop** designed for **O and A Level students** eager to explore the world of graphic design. This hands-on program introduces participants to core design principles such as typography, color theory, and visual hierarchy while teaching them to navigate industry-standard design software. Guided by experienced designers, students will develop a portfolio-ready project, showcasing their creativity and storytelling abilities. With collaborative activities and expert feedback, this workshop equips learners with the confidence and foundational skills to embark on their graphic design journey.

The classes will be from **3rd to 6th February, 2025** from **3:00pm to 5:00pm**.

In this course, you will learn to:

- Apply fundamental graphic design principles, including typography, color theory, and visual hierarchy, to create effective designs.
- Navigate and utilize industry-standard design software to execute creative concepts with precision.
- Develop and present a portfolio-ready project that demonstrates creativity, technical skills, and an understanding of branding and visual storytelling.
- Build confidence in critiquing and refining designs through collaborative discussions and expert feedback.

What will you need? You will be using Adobe Photoshop & Illustrator for this workshop. Once you have paid for the workshop, you will be enrolled to the Learning Management System where you can find the guidelines to download these tools.

MEET YOUR INSTRUCTOR



Course Instructor

FARYAL ASLAM

*Senior Visual Designer,
LUMSx*

Faryal Aslam is a Senior Visual Designer at LUMSx. She holds a Bachelor of Fine Arts (BFA) degree from the Institute of Design and Visual Arts at Lahore College for Women University (LCWU) and brings over 8 years of extensive experience across software houses, the media industry, education, and digital marketing. Specializing in motion animation, graphic design, UI design, and illustration, Faryal excels at translating the rhythm of nature into compelling visual narratives. Her portfolio also includes collaborations with international clients, crafting designs that resonate on a global scale.

MEET YOUR INSTRUCTOR



Course Instructor

AYSHA ASLAM

*Visual Designer,
LUMSx*

Aysha Aslam is an accomplished designer with academic credentials including a Bachelor of Design in Visual Communication from Beaconhouse National University (2020) and an MPhil in Art and Design Education from the Pakistan Institute of Fashion and Design (PIFD, 2024). Her work focuses on thoughtfully combining theoretical knowledge with hands-on practical experience to explore diverse aspects of art and design.



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As an **online learning gateway** of LUMS, we aim to extend LUMS' excellence in teaching and research **beyond its borders** by leveraging technology.