elvtr

29 APRIL - 12 JUNE 2025

Live online course

AI-AIDED GRAPHIC DESIGN

12
LIVE CLASSES

6
WEEKS

4
ASSIGNMENTS

3
WORKSHOPS

3
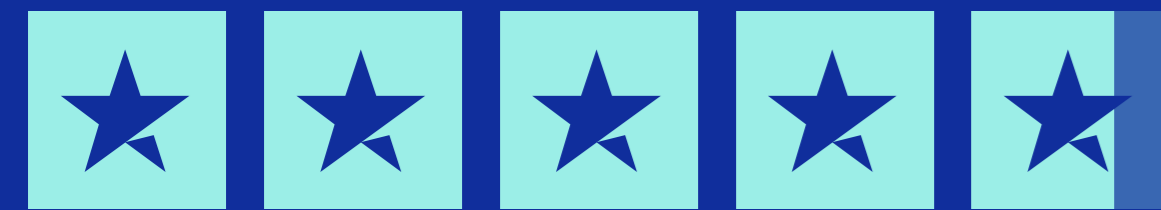GUEST SPEAKERS

Sabrina Godden

VODAFONE

in LinkedIn

WHAT IS ELVTR?

ELVTR brings together proven industry leaders and rising stars in one virtual classroom.

★★★★★ TRUSTSCORE 4.7

OUR INSTRUCTORS COME FROM

Google

NETFLIX

Microsoft

Disney

mastercard.

LinkedIn

Dropbox

accenture

lyft

ELVTR's staff is helpful and attentive, even after the class is over. If you're considering a course, I highly recommend it.

ADRIEN C.

Say hello
to a brand new way to learn online!

100% LIVE INSTRUCTION
Learn, engage, and ask questions in real time.

ANNUAL ACCESS
Every live class is recorded. Review the material any time you want for a year.

PERSONAL FEEDBACK
Never lose your way. Get actionable feedback on every assignment and project.

PRACTICAL & HANDS ON
Reinforce what you learn with independent practice after every class.

I've taken online college courses, but never anything close to this format. The format is scheduled, the syllabus is clear, and the teacher is wise. Triple threat.

ESTHER A.

MEET YOUR INSTRUCTOR

SABRINA GODDEN

GLOBAL CREATIVE DIRECTOR, VODAFONE

Learn how to use AI as a partner to push your creative boundaries

SABRINA GODDEN

Almost 20 years experience of creative leadership, with a comprehensive understanding of global market dynamics.

Has led creative projects and teams for international brands such as **Vodafone, AMEX, Disney Pixar, Hilton EMEA and Virgin.**

Pioneer in **fusing AI with creative processes**, enhancing innovation and efficiency.

Crafts **campaigns that resonate across diverse cultures.**

Fosters team development through the **strategic use of technology and creative methodologies.**

Increase Efficiency And Enhance Creativity by Integrating AI Into Your Graphic Design

LEARN HOW TO:

Apply machine learning algorithms

to leverage predictive analytics for personalising content, automating routine tasks and generating innovative visual elements.

Utilise AI technologies for brand identity creation

to help streamline the design process and create brand identities that resonate with target audiences across multiple platforms.

Personalise brand presentations

in order to differentiate the message in a crowded marketplace, showcasing the brand's unique voice and perspective, and build stronger relationships with the audience.

Become familiar with AI challenges & limitations

in order to adapt their creative process to integrate AI tools effectively.

Utilise AI for infographic design

in order to streamline the data visualisation process, uncover insights from complex data sets more efficiently, and produce attractive and informative infographics.

Integrate AI into advertising design

to enhance creative efficiency and improve the effectiveness of advertising campaigns.

Enhance designs through interaction and animation

to transform static visuals into dynamic storytelling tools.

See yourself below?

THIS COURSE IS FOR YOU IF...

YOU ARE A GRAPHIC OR DIGITAL DESIGNER

Make AI work for you. Learn how to automate the mundane tasks that take up valuable time, understand the AI tool sets available and learn to visualise data using AI. Explore trends in the graphic design world, and let AI aid your graphic design to kick start your career ascent.

YOU ARE A CREATIVE DIRECTOR

Streamline your design processes and learn how AI can assist you in striking the balance between creative vision and those tight deadlines. Integrate AI tools into every stage of your existing workflow and ensure that your work and your brand stands out in a saturated market.

YOU ARE AN ART DIRECTOR

Deepen your understanding on how AI can help with the constant pressure to create stand-out designs in a market overloaded with visual content. Explore AI's capacity to generate unexpected design ideas and gain insight into how to effectively maintain quality whilst using these adaptive technologies.

THU (24/4)   6 PM BST

Instructor Introduction

Course Objectives & Flow

Q & A

00

Welcome Class

TUE (29/4)   6 PM BST

The difference between AI & Generative AI

Machine learning algorithms in graphic design

'Abundance & Scarcity' mindsets

01

AI Fundamentals

THU (1/5)   6 PM BST

02
AI in Graphic Design

Benefits of using AI in Graphic Design

Supporting creativity with AI

Integrating AI into your workflow

Evaluation of AI-generated design

Case study: Adobe Sensei

TUE (6/5)   6 PM BST

03
Automation and optimisation of the creative process

Image processing

Font recognition and selection tools

Layout optimisation and composition

Colour scheme generation and harmonisation

Assignment #01: Automation Strategy

04

THU (8/5)   6 PM BST

Image Manipulation and Generation + Guest Speaker

- Traditional image editing vs. AI-driven techniques
- Enhancing, retouching and transforming images
- Techniques for creating AI-generated imagery and patterns
- Complex AI functionalities
- **Demo:** Guest Speaker from Adobe: Adobe Firefly / AI in Photoshop

05

TUE (13/5)   6 PM BST

Brand Identity and Development

- How AI technologies are changing brand development strategies.
- AI tools that assist in brand identity creation
- AI in Market Research
- **Workshop:** Pick a hypothetical brand and brainstorm how to use AI tools to develop the brand's identity and conduct preliminary market research.

Assignment #02: Create brand identity for a hypothetical brand

THU (15/5)   6 PM BST

AI-supported presentation tools

The art of structuring a pitch presentation

Using AI presentation tools to ensure brand consistency

Personalising presentations to optimise engagement

Demo: Guest speaker

06

Level Up Brand Presentations + Guest Speaker

Assignment #03: Presentation Pitch

TUE (20/5)   6 PM BST

Identifying trends and patterns in large datasets

AI for automation of data analysis

Techniques for using AI for infographic creation

Demo: AI-assisted Infographic Design

07

Data Visualisation and Infographics with AI

THU (22/5)   6 PM BST

Creating layouts that attract and retain viewer attention

Psychological impact of colour and typography in ad designs

Crafting engaging narratives in advertising materials

Workshop: Ad Design

08
Advertising Design

Assignment #04: Course Project

TUE (3/6)   6 PM BST

AI challenges & limitations

Ethical considerations

Adjusting inputs and settings to receive desired outputs

Aligning AI suggestions with project goals

Case Study: Guest speaker WWF

09
AI Challenges & Troubleshooting + Guest Speaker (WWF)

THU (5/6)   6 PM BST

Enhancing designs through interaction and animation

Creating multi-platform design assets

Understanding design/content restrictions of social media platforms

Workshop: Transform previously created ad campaign assets into interactive media using AI tools.

10
AI for Dynamic and Interactive Media rollout

TUE (10/6)   6 PM BST

Identifying and exploring new AI technologies in design

Using AI to create videos and animations

Exploring the integration of AI with VR & AR to craft immersive design experiences.

Case Study: Under Armour: Investigating Under Armour's AI-powered ad

11
Emerging technologies in Graphic Design

THU (12/6)   6 PM BST

Effective networking and industry engagement

Leveraging social media for career growth

Staying current with design trends and technology

Making your portfolio stand out

Presenting course project

12

Professional Development

Here's a few of student testimonials

COURTNEY FULTON
WOMEN IN LEADERSHIP

I enjoyed the structure of the class. I like how we learned about a topic and practiced it in the workshops. It's helped me to apply what I learned!

CARLOS ANDRES
BECOME AN ART DIRECTOR

in

The group activities, they allow us to interact and exchange ideas, plus the way it is structured is challenging and mind twisting as we collaborate in different parts of the ideation.

HAYLEY SMITH
BRANDING 101

in

Overall I'm impressed with the level of detail and explanation around particular topics and subjects. There's a real depth to each module which for learning allows the information to stay in your brain.
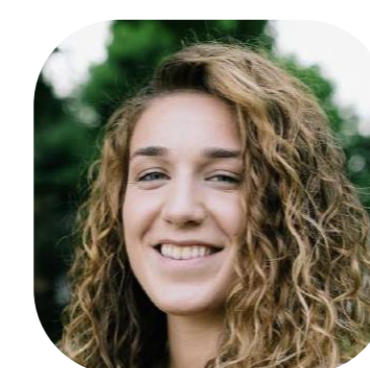
REBECCA KOUWE
HUMAN RESOURCES ANALYTICS

in

I really enjoy the format of the course. Lectures with real life examples and an ongoing case study. Also built in 20 minutes at the end of each class for questions is helpful.

Stand out within your network

Want to show you're for real?
Verify your skills to recruiters with an AI-Aided Graphic Design certificate.

To earn a course certificate, complete the course assignments with a cumulative score of at least **80 out of 100 points.**

* All assignments come with specific due dates. Please make sure to submit them on time so that we can review and grade them for you.

|elvtr|

CERTIFICATE OF COMPLETION

This certifies that

Your Name

has achieved exceptional performance in

AI-Aided Graphic Design

The recipient has consistently demonstrated excellence in fulfilling all coursework and assignments, thereby earning this distinction.

Issued on 12 June 2025

Roman Peskin,
CEO

Sabrina Godden,
Instructor

Get funded by your employer!

HERE ARE A FEW TIPS TO MAKE THEM SAY YES:

01

HAVE A DETAILED ACTION PLAN

Show your commitment by letting your employer know how you will apply your new skills in your current role.

02

TELL THEM WHAT'S IN IT FOR THEM

Will you be able to take some responsibilities off their plate? Can you put financial value on the skills you'll gain? Answer those questions and you'll get to "yes" a whole lot faster.

03

PITCH THE INSTRUCTOR LIKE THE SUPERSTAR THEY ARE

After all, getting direct access to the leaders behind brands like Google and Netflix doesn't happen everyday.

04

CONSIDER USING THE CONFERENCE BUDGET

If your company sets aside money for development or networking, tap into those funds. You'll be doing plenty of both!

05

USE SOCIAL PROOF

Ping your boss our Trustpilot reviews and let other ELVTR students do the talking.

55%

OF UK EMPLOYERS INVEST IN PROFESSIONAL DEVELOPMENT

Is yours one of them?

Ask your learning advisor about how to get your course sponsored.

elvtr

SEE YOU
IN CLASS