Instructor Profile
Ma3ahmed@yellowpotatodesigns.com
Mateen Ahmed is a graphic designer, web developer and an animator. He has been working professionally for over 5 years. Started off as a freelancer and later Co-Founder of Designing firm “Yellow Potato”, Mateen Ahmed has worked on diverse projects and with renowned companies like Engro, Unilever, and KSBL. Currently enrolled in IBA, he is completing his BSCS. His previous work experience also include working as marketing strategist for a marketing firm, “Brand Focus”. As a teacher, Mateen has taught 3 classes in IBA and his students have become successful freelancers and entrepreneurs.

Course Description:
This is an introductory course that does not require any prior experience with graphic designing and software knowledge. The course will focus on theory and also practical side of graphic designing and touch on factors relating to client handling. The course will revolve around Adobe Photoshop, Adobe Illustrator and introduction to Adobe After Effects.

Learning Outcomes:
By the end of the 4-week course, each student will be able to:
- Efficiently use Adobe Illustrator and Photoshop
- Design Vector and Raster Content.
- Design Logos, Posters, and other marketing material.
- Design packing and mockups for different kinds of objects.
- Understand the different requirements for print and digital medium.
- Create photo manipulations.
- Design and animate characters.

Teaching Methodology:
The teaching methodology will include lab sessions where students will learn theory and have practical experience with the software.

Course Duration:
23rd July – 20th August, 2015
2 hours per class, 3 classes per week.