



ACADEMY  
OF DIGITAL  
INDUSTRIES

# LEARN FROM INDUSTRY EXPERT



**ADAM**  
HYPKI

Art & Creative Director

Adam Hypki is a Senior Graphic Designer, Art & Creative Director, and Illustrator with expertise in branding, creative strategy, and design. Originally from Poland, he has held significant roles in the UK and Poland, including Senior Graphic Designer at Trinity Laban Conservatoire and Creative Director at PolMedia Advertising Agency. Adam holds two Master's degrees: MA in Graphic Design (London College of Communication) and MSc in Marketing and Management.

## Brands Adam worked with

Patek Philippe,  
Smirnoff,  
Renault



He has won nine awards, including Gold and Silver in the CASE International Circle of Excellence and the Stonewall Campaign. Adam's work spans branding, print design, digital graphics, and advertising, collaborating with top brands like Patek Philippe, Smirnoff, and Renault. His portfolio includes art direction for projects such as the Shakespeare and Poland Festival 2023–2024 and long-term collaboration with photographer Chris Nash.



# Become Graphic Designer

In 30 Days

## GRAPHIC DESIGN COURSE - SYLLABUS

- *each theoretical part will be illustrated with real life examples and open to questions and discussion throughout*
- *each practice session is followed by a crit (critique) — presenting your work, explaining your process and receiving feedback*
- *each session will begin with a Major Project crit — voluntary for those students who would like to present their work in progress and receive feedback*

# 01

## WORKSHOP

### INTRODUCTION TO GRAPHIC DESIGN

- Brief history of Graphic Design, the role of Graphic Design in the society, Bauhaus, Modernism and Post-modernism.
- Types of GD: branding, environmental and wayfinding, UX, motion graphics, packaging, POS, publications and typographic, editorial, key art and illustration, digital.
- Elements of Graphic Design: image, type, layout, composition, colour — on real life examples: posters, signs, websites, banners, magazines

Introduction to research methods required to respond to the brief: primary, secondary, tertiary

### VISUAL LANGUAGE

- Geometry of design: shapes, forms, sizes, proportions.
- Visual grammar: shapes and objects, relationships between them such as overlapping, colliding, understanding background/foreground and negative space.
- Introduction to Adobe CS interface and essential tools.

Practice: In Illustrator, create two basic shapes, colour them, change them, look at the relationship between them

# 02

## WORKSHOP

### LAYOUT AND COMPOSITION

- 'Relationship between objects: alignment, guides.
- Introduction to grid systems.
- Developing software skills: InDesign.

Practice: create a grid in InDesign and then place given elements, aligning them on the grid

# 03

## WORKSHOP

### IMAGERY AND COLOUR

- Choosing the right image, editing, cropping, image retouching,
- Images on the Page: editorial design
- Resizing, file sizes and formats, export, resolution and size
- Introduction to colour theory and colour modes: CMYK, RGB, HEX, colour libraries
- Developing software skills: Photoshop

Practice: Alter a given image using discussed editing methods: colour correct, change colour mode, change contrast, crop, save for web.

# 04

## WORKSHOP

### TEXT

- Introduction to type and typography: display and body text, headings, subheads
- Kerning, tracking, baseline  
Correct use of grammar and punctuation, proofreading and checking your work Semiotics of type: does font carry a meaning?
- Looking at font libraries such as Google Fonts
- Developing software skills: InDesign

Practice: students receive 3 briefs and in groups will choose the most appropriate typeface in response to each brief

# 05

## WORKSHOP

# 06

## WORKSHOP

### DESIGN AS PART OF MARKETING AND PROMOTION

- Marketing strategy and branding strategy: understanding target audience and marketing research, creating personas
- Media-mix: creating sets of the formats for campaigns, print and digital — posters and flyers, social media sets
- Developing software skills: InDesign

Practice: reformat a given asset — advert to A4 poster, A5 leaflet and a social media set

# 07

## WORKSHOP

### DESIGNING VISUAL IDENTITY

- Visual identity and branding, branding systems, creating a brand guide
- Elements of brand identity: logotype, trademark, lockup, colour, type
- Software skills: Illustrator, InDesign

Practice: Using a given logo, create a simple

# 08

## WORKSHOP

### ANIMATED GRAPHICS & SOCIAL MEDIA

- Designing animated banners, digital ads and social media.
- Understanding file types and image resolutions.
- Software skills: Adobe Animate (depending on the group's level)

Practice: create a simple animated gif

# 09

## WORKSHOP

### INTERACTIVE DESIGN

- UX and UI, devices and wearables
- Future of Design
- Software skills: introducing Figma

Practice: design a wireframe of a simple app/website

# 10

## WORKSHOP

### MAJOR PROJECTS

- Presentation of Major Projects

Career in Graphic Design — tips  
Looking at Graphic Design portfolios, creating spec work

# COURSE DELIVERABLES:

- **Portfolio Development**  
*A major project demonstrating their ability to respond to real-world design briefs.*
- **Hands-on Software Training**  
*Practical experience with industry-standard Adobe Creative Suite (Photoshop, Illustrator, InDesign, and possibly Animate).*
- **Strong Design Foundations**  
Mastery of visual communication principles, composition, typography, and branding.
- **Marketing & Branding Expertise**  
Understanding how design integrates with marketing strategy and brand identity.
- **Industry-Ready Skills**  
Experience in image editing, layout, and interactive design.
- **Career Preparation & Networking**  
Professional critique sessions, simulating real-world design team environments.  
Career guidance on portfolio building, job applications, and freelancing.
- **Expanded Career Opportunities**

## Contact Info:

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## Book A Call



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