



GRAPHICS  
DAY

# GRAPHICS **DESIGN** BROCHURE



[www.orangevfx.com/training](http://www.orangevfx.com/training)

**FEBRUARY 2026**

A portrait of Richard Oboh, a Black man with a short beard and mustache, wearing a light-colored t-shirt with a patterned tie. He is looking slightly to the left of the camera with a neutral expression. The background is dark. The portrait is partially overlaid by a large orange and white graphic element on the left side of the page.

# WELCOME SPEECH

Dear Future Creator,

I'm Richard, and I'm honoured to welcome you to Orange Seed Academy. Our vision has always been to empower African creators to tell world-class stories through digital innovation. Today, that journey takes a massive leap forward with Seed 4.0.

We've upgraded our entire ecosystem to ensure you don't just learn tools, but lead the industry. Through our mission of providing industry-aligned training, you now have access to a streamlined student portal, 1-on-1 expert mentorship, and cutting-edge AI-assisted workflows. Whether you are pursuing a specialised short course or a professional diploma, we are here to bridge the gap between your passion and a high-earning career in the creative economy.

You are no longer just a student; you are part of a community dedicated to mastery and growth. We provide the guidance and the technology—you provide the dedication.

Let's start building your future today.

A handwritten signature of Richard Oboh in black ink, written in a cursive style. The signature is positioned above a thin horizontal line.

*Richard Oboh*

**Richard Oboh**  
CEO and Managing Director  
Orange Seed Academy

# 2026

# ABOUT ORANGE SEED



## OUR MISSION

To empower 10,000 African digital Creators yearly with world-class training, mentorship, and career opportunities, fostering innovation and excellence in digital content creation.



## OUR VISION

To become Africa's premier creative technology academy bridging talent with opportunity





# CERTIFICATION TIERS

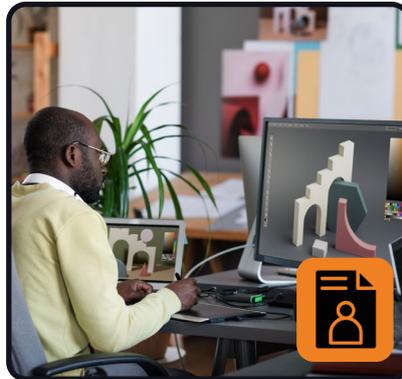


## Tier 1: Foundation

### Certification Of Participation

Validates attendance and foundational knowledge from basic classroom training. Ideal for beginners.

- ▶ 2+ Weeks Duration
- ▶ Basic Training Required
- ▶ Proof Of Participation
- ▶ Limited Placement
- ▶ Free



## Tier 2: Intermediate

### Certification Of Completion

Confirms skills and project-readiness after completing mentorship and portfolio development.

- ▶ 2+ Months Duration
- ▶ Mentorship & Showreel Required
- ▶ Moderate Placement Potential
- ▶ Featured on Student Portal
- ▶ N10,000.00 (\$10)



## Tier 3: Professional

### Diploma

The highest level of certification, signifying full professional readiness across a complete job module.

- ▶ 4 - 6 Months Duration
- ▶ Full Job-Role Module Required
- ▶ 80%+ Placement Rate
- ▶ Direct Trainee Role Eligibility
- ▶ N20,000.00 (\$20)





# HOW IT WORKS

01

## SELECT YOUR PATH

Stop guessing what to learn. Pick one of our 6 specialized schools: Animation, Games, Design, Film & VFX, Modeling, or Arch-Vis. Start with a free consultation to align your goals with the right creative tech career.

## IMMERSIVE TRAINING

Experience world-class learning on our new integrated student portal. Access structured lessons, track your progress, and take quizzes—all in one place. Enjoy a mix of live sessions and recorded modules designed for deep mastery.

02

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## ELITE MENTORSHIP

Gain access to our exclusive Discord community. Get expert feedback, network with peers, and stay updated on the latest industry job openings. Coming soon: A Nitro-upgraded experience for high-speed collaboration and premium resources.

## REAL-WORLD ASSESSMENT

We don't just teach; we refine. Submit projects through the portal for expert review. Pass your final examination to prove you are industry-ready. Opt-in for our subsidized Pro Mentorship plans for even deeper one-on-one guidance.

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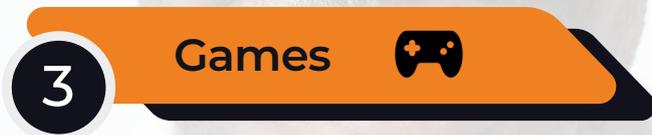
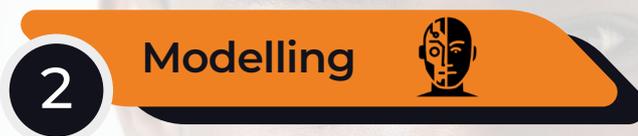
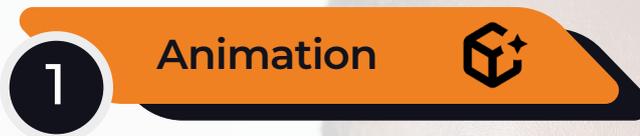
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## GRADUATE AND INTERN

Leave with more than a certificate. Walk away with a professional portfolio that gets you hired. Top students land a 3-month internship at Orange VFX Studios to gain real-world studio experience.

# DISCOVER YOUR CREATIVE PATHWAY

Our academy is built around six specialised schools designed to take you from absolute beginner to industry professional. Whether you decide to master character animation, build immersive games, or craft stunning architectural visuals, you are entering an ecosystem perfectly structured to support your ultimate career goals.



# COURSE OUTLINE

## Graphics Design



Duration: 4 Weeks



Software: Adobe Illustrator



Time: 9am- 12pm, 12pm- 3pm



Mentorship: 1 month free



Level: Beginner

## Design your first professional logo in our intensive 4-week course

You'll learn Adobe Illustrator and AI workflows to design professional logos and vector illustrations. Following the core training, enjoy a full month of 1-on-1 mentorship to polish your portfolio using our pool of 10 project briefs and graduate with high-quality print and web assets.

### What you'll Learn

- Navigate the Adobe Illustrator workspace and vectors
- Construct logos using shapes and the Pen Tool
- Use AI to brainstorm concepts and color palettes
- Apply typography, color theory, and layout grids
- Export flawless files for high-quality print and web

### This course includes:

-  1 Month of private 1-on-1 expert mentorship
-  24/7 Seed LMS Student Portal access
-  Interactive quizzes, assignments, and practice files
-  Official Certificate of Completion



# Week 1: The Foundation – Shapes, Selection & Colour

## Topic A: Setup & Workflow

- **Vector vs. Raster:** Understanding why logos must be vectors (maths-based) vs. pixels.
- **Interface Tour:** Workspaces, Artboards, Tools Panel, and Properties Panel.  
**Navigation:** Zooming, Panning (Hand Tool), and Outline Mode (Cmd/Ctrl + Y).
- **Document Setup:** CMYK (Print) vs. RGB (Screen). Setting up Bleeds for printing.

## Topic B: Basic Shapes & Selection

- **Shape Tools:** Rectangle, Ellipse, Polygon, and Star tools.
- **Selection Logic:** Selection Tool (V) for moving objects vs. Direct Selection Tool (A) for moving anchor points.
- **Transformation:** Scaling, Rotating, and Reflecting objects precisely.

## Topic C: Colour & Appearance

- **Fill & Stroke:** The difference between the inside colour and the outline.
- **Swatches:** Saving brand colours for consistency.
- **Gradients** Linear, Radial, and Freeform gradients.



# Week 2: The Pen Tool, Typography & Construction

## Topic A: Mastering the Pen Tool

- **The Logic:** Anchor Points and Bezier Handles.
- **Drawing Paths:** Creating straight lines vs. curves.
- **Editing Paths:** Adding/Deleting anchor points and converting corners to curves.

## Topic B: Shape Construction

- **Pathfinder Panel:** Unite, Minus Front, Intersect. The "Old School" way.
- **Shape Builder Tool:** The modern, faster way to merge and subtract overlapping shapes.

## Topic C: Typography

- **Character Panel:** Choosing fonts, Kerning (space between two letters), and Tracking (space between all letters).
- **Type on a Path:** Making text curve around a circle (e.g., for badge logos).
- **Outlining Text:** Converting text into editable vector shapes for logo design.



# Week 3: Advanced Tools, Effects & Layout

## Topic A: Effects & Depth

- **Appearance Panel:** Adding multiple strokes and fills to a single object.
- **Vector Effects:** Drop Shadows, Inner Glow, and Grain (Texture).
- **Image Trace:** Converting a hand-drawn sketch (Raster) into editable Vector paths automatically.

## Topic B: Precision & Layout

- **Alignment:** Align to Selection vs. Align to Artboard. Distributing objects evenly.
- **Grid & Guides:** Using Rulers and Smart Guides to ensure perfect symmetry.
- **Layers:** Organising complex illustrations (Background, Mid-ground, Foreground).

## Topic C: Modern Design Tools

- **Recolour Artwork:** Using AI within Illustrator to instantly swap colour palettes.
- **Blend Tool:** Creating smooth colour transitions or abstract line patterns.



# Week 4: AI Workflow, Branding & Final Sprint

## Topic A: Innovative AI Workflow (Using Gemini)

- **The AI Creative Director:** Using Gemini to brainstorm metaphors for logos.

*Prompt Example: "Give me 5 visual metaphors for a 'Speedy Coffee Delivery Service' that do not use a coffee cup or a car."*

- **Colour Theory:** Asking Gemini for hex codes based on emotions.

*Prompt Example: "Generate a 4-colour palette (with Hex codes) for a luxury organic spa. The mood should be 'Calm, Earthy, and Premium!'"*

- **Copywriting:** Generating catchy headlines for flyers or body text for brochures.

## Topic B: Final Polish & Exporting

- **Pre-Flight Check:** Checking for spelling errors and missing fonts.

- **Export for Screen:** Saving as PNG (Transparent background) and SVG (Scalable for web).

**Export for Print:** Saving as PDF with Bleeds and Crop Marks.

**The Project Sprint:** The last three days are strictly for working on the Final Project.

- **Dedicated Studio Time:** No new lectures. Students work on their final pieces.

- **[Live Event] Debugging Session:** Instructor hosts a dedicated session (Zoom/Discord) to troubleshoot render issues or expression errors.



## Mentorship & Portfolio Polish

Following the two weeks of core instruction, students enter a dedicated 1-month free mentorship program delivered online via Discord. This phase shifts the focus from learning new tools to applying them at an industry standard.

- **Project Polish & Portfolio Building:** Finish or redo your 2 required projects. High-quality submissions ensure better scores and a stronger portfolio.
- **Weekly 1-on-1 Sessions:** Each student is assigned a dedicated mentor for a personalised 30 to 60-minute guidance session every week.
- **Screen Sharing & Open File Reviews:** Present open project files via live screen sharing for direct mentor critiques and feedback.
- **Live Debugging:** Join a dedicated livestream where instructors actively troubleshoot settings and resolve your project errors in real-time.
- **Final Premiere:** Submit your fully rendered images or video for the Virtual Viewing Party to watch and critique final reels with the class.
- **Certification & Next Steps:** Complete the course evaluation and submit all final polished projects to finalise grading and unlock your Certificate of Completion.





## HOW TO GET STARTED

1. Visit our website: [orangevfx.com/training](http://orangevfx.com/training)
2. Book your free consultation
3. Register with your active email
4. Receive welcome package and orientation details
5. Begin your creative journey

## Get In Touch



[www.orangevfx.com/training](http://www.orangevfx.com/training)



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