

## ABOUT BIMS

Bowens Institute of Media Studies (BIMS) is a leading creative media and technology training institution, hosting students from more than 10 countries at its Nairobi campus. Our innovative learn-and-work model enables young creatives to get the training, mentorship, and resources they need to turn their passion into a profession.



Extend your learning beyond the classroom through our Industry Immersion programme.



Develop the professional skills you need to launch your career through our Career Launchpad programme.



Intern with leading industry partners through our Apprenticeship programme.



## APPLY FOR THE JANUARY 2018 INTAKE

Pick up an application from our Ruiru Town Campus or apply online at [bowensinstitute.com](http://bowensinstitute.com)

## GET IN TOUCH



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**BOWENS**  
INSTITUTE OF MEDIA STUDIES  
PLATFORM FOR CREATIVE'S SUCCESS

# CERTIFICATE IN GRAPHIC DESIGN



## A PLATFORM FOR CREATIVE'S SUCCESS

## COURSE DESCRIPTION

The Graphic Design Certificate at BIMS is a comprehensive program designed to equip students with the essential skills and knowledge needed for a successful career in graphic design. This course covers fundamental design principles, industry-standard software, and practical application of design skills.

**CHOOSE FROM 3 CERTIFICATE PROGRAMMES:** Professionals seeking to develop advanced graphic design skills can choose from the following 3 certificate programs

### ENTRY REQUIREMENTS

An individual entering this course should have any of the following;

**Minimum requirements:**

Attained KCSE Mean Grade of D plain

Or

Artisan, requirement are proficiency in spoken and written swahili or english languages.



## LEVELS:

### GRAPHIC DESIGN LEVEL 1

Graphic Design & Illustration (Illustrator) Visual Communications (Photoshop)

### GRAPHIC DESIGN LEVEL 2

Print & Digital Media Publication (InDesign) Branding for the 21st Century

### GRAPHIC DESIGN LEVEL 3

Web design and development- Wordpress, Figma, dreamweaver

## LEARNING OUTCOMES

Upon successful completion of the programme, graduates will be able to:



Build brands for print and digital using design principles, including typography, colour, and balance



Compose and enhance images, illustrations, and websites using Adobe Creative Cloud



Design websites and build interactive media elements, such as motion graphics, GIFS, and action icons