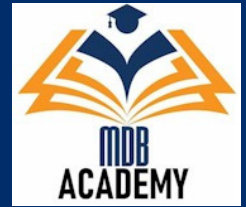


Graphic Design Course Profile



2024 / 2025 MATRICULANTS

Introduction



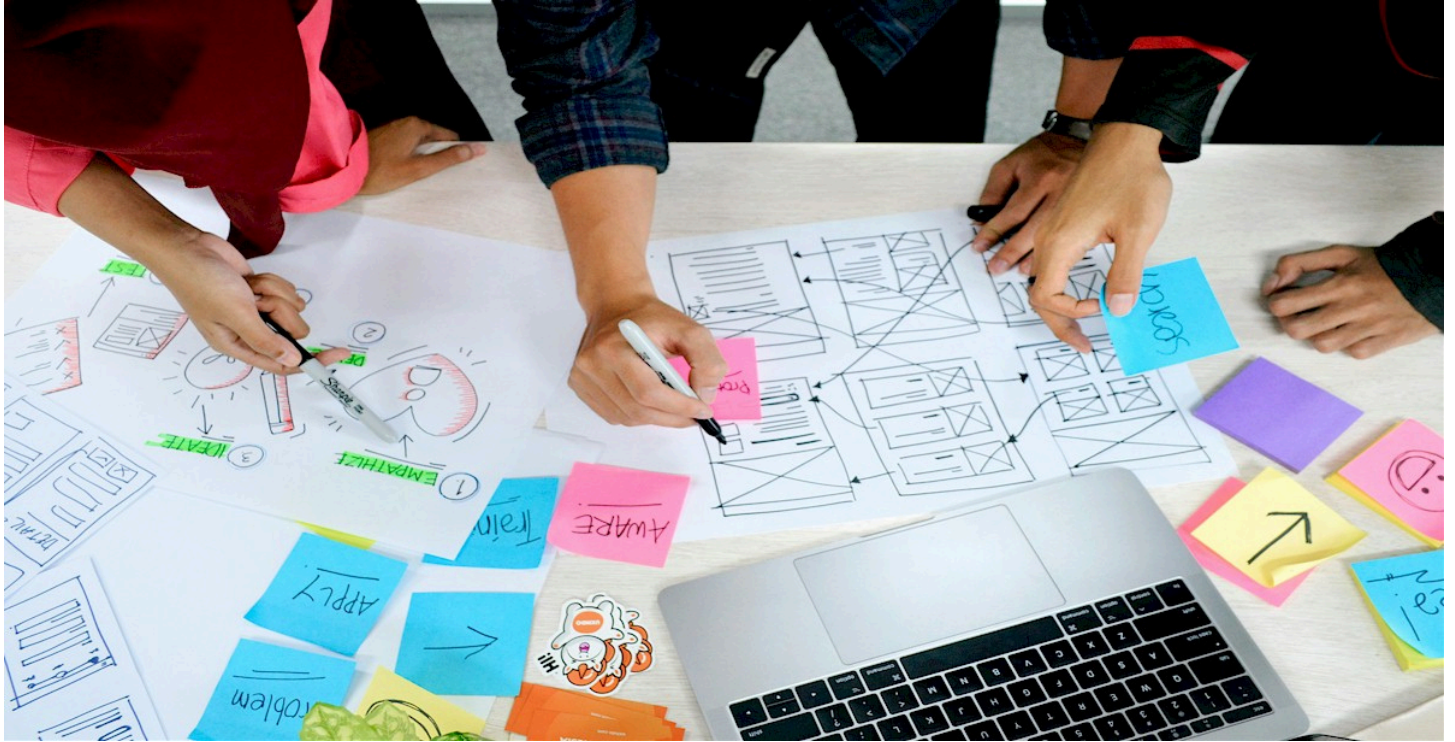
SOS Advertising is a low-cost advertising agency that produces a variety of advertising products and services focused on the SME business entrepreneurs.

The agency was established after the COVID-19 pandemic to help small entrepreneurs with marketing and promoting products and services via social media networks.

We focus on website development and hosting, Google SEO services, social media marketing and promotions and video productions for social media marketing.

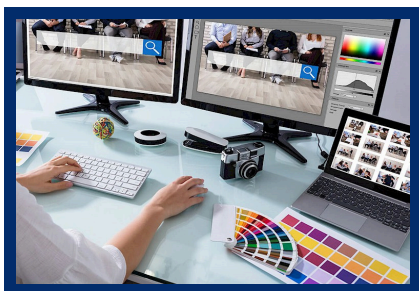
We have signed a 5 year design contract with a national client to open marketing networks in 10 different cities through-out South Africa and our requirements will now be to train and develop our own Graphic Design student accordingly to our business culture and needs.

About our Internship Program



Over the last few years, we have created an internship program for 3rd year students from local business colleges and found that they struggle to adapt to our specific style and business culture. Therefore we created our own training program via the **MDB Academy** and will rather train new students according to our business style and needs.

The Graphic Design Program



"**SOS Advertising**, in cooperation with **MDB Academy**, has created a 10-month graphic design course which includes an 80-hour internship for 10 candidates who desire to be trained as graphic designers."

The Next Group of Students:

Registrations will be opened from the 1st of every month to the 10th.

Classes will start on the 11th or the Monday after the 11th of the new month.

Students will be trained in the following graphic design skills:

- Introduction to the graphic design industry,

- The graphic design entrepreneur,
- Graphic design business planning,
- Graphic design, Infrastructure setup
- Graphic design software training
- Graphic design as a service and product
- Graphic design marketing skills
- Graphic design promotional skills - social media
- Sales strategies and bookkeeping
- Client relationship and support
- Graphic design administration software
- Graphic design management skills

The training program takes 10 months and will include the following:

- All online documentation in PDF format, MP3 audio and MP4 video files.
- Student online access to all the training documentation
- Access to our online campus and student groups and discussions.
- Full workspace access to test design skills
- Access to download design software (Free)
- Students own website name and hosting for 12 months.
- Free access to an online mentor for support. (Business Hours)
- Free access to our monthly seminars and workshops.

Requirements:

Students will require the following equipment to study graphic design:

- A home PC or Laptop (Windows 8+)
- At least 500mb space for design purposes
- Internet access to log into the campus website to download weekly lessons.
- Internet Browser (Chrome or Firefox)

Candidate's requirements:

- Must have matriculated in 2024 or 2025; can also apply this year.
- Must have an art or design background,
- Must have a desire to be trained as a graphic designer and work for an agency.
- Must be able to work on their own or in a group.
- Must be able to work on an assignment.
- Must be able to work under stress.

Training Program Schedule



The candidate will be required to work an 80-hour internship at the end of the training program at our advertising agency. The candidate will be placed in a full-time position after the certificate graduation event.

Month 1 - Introduction to Graphics Design / Entrepreneurship Skill Evaluation

Month 2 - The graphic design entrepreneur, Graphic design business planning, Graphic design, Infrastructure setup

Month 3 - Graphic design software training

Month 4 - Graphic design as a service and product

Month 5 - Graphic design marketing skills, Graphic design promotional skills - social media

Month 6 - Sales strategies and bookkeeping

Month 7 - Client relationship and support

Month 8 - Graphic design administration software

Month 9 - Graphic design management skills

Month 10 - Testing and evaluation month - 80 Hour Internship

Certification

The student will receive a **Graphic Design Certificate** accredited by **MDB Academy** at the end of the course. This certificate will not only give the student graphic design experience but also an entrepreneurship setup and management background, which can be a credit if the student is applying for a graphic design position at any agency.

Job Placement

SOS Advertising will place the student at one of our local offices in a full-time position and award the student with active contracts and responsibilities.

Training Cost

The total graphic design course including all access and software and workspace requirements are included in the training price.

The total training price is R10 000.00 and SOS Advertising will sponsor 50% of the candidates training expense leaving only R5000.00 to start the course.

The candidate can make a full payment for **R5000.00** upfront and receive a -10% discount paying only R4500.00 for the full course. Or,

Monthly Option: 10 x R500.00

Candidates can make 10 payments of R500.00 per month. Starting with a R500.00 deposit with placement.

Chat to Us

For more information please chat to us on WhatsApp: 074 472 1423

Visit our website at: www.mydreambiz.co.za