

Digital Marketing & Graphic Design

Certificate Course • 3 Months • Face-to-Face • Hands-On

1. Course overview

A practical, project-based certificate course that takes a complete beginner to a job- and freelance-ready creative marketer in three months. Learners master the two skills every business in Tanzania now needs together: the ability to design professional visuals and the ability to market a brand online. Taught at Kevajopa Technologies — where ICT and the AJ Productions creative studio meet — the course is heavy on real practice, real tools and a real portfolio.

2. Who it is for

- Form Six / Form Four leavers looking for a marketable, income-earning skill
- Young people who want to freelance or start a small design/marketing service
- Entrepreneurs and shop owners who want to market their own business
- Anyone creative who wants a structured, professional foundation

3. What you will be able to do (learning outcomes)

By the end of the course, the learner will be able to:

- Apply core design principles — layout, colour, typography and hierarchy
- Design logos, posters, business cards and social-media graphics
- Edit photos and create vector artwork using industry-standard tools
- Produce short-form video content for Reels, TikTok and status
- Plan and run social-media pages for a real brand, and read the analytics
- Build a content calendar and a simple digital-marketing campaign
- Understand SEO basics, Google Business Profile and paid boosting/ads
- Use AI tools responsibly to speed up content and ideas
- Build a portfolio and present themselves professionally to clients

4. Delivery & schedule

- Mode: Face-to-face at Kevajopa Technologies, Mbezi Mshikamano, Dar es Salaam
- Sessions: 2 hours each — same teaching model as other Kevajopa courses
- Intensity: 3 sessions per week x 12 weeks = 36 sessions (72 contact hours)
- Format: private (1-on-1) or small group (2-5), hands-on and project-driven
- Every session = short theory, live demonstration, then guided practice

5. Tools & software covered

Design: Canva Pro, Adobe Photoshop, Adobe Illustrator (CorelDRAW offered as an alternative). Content & video: smartphone photography, CapCut. Marketing: Meta Business Suite (Facebook & Instagram), TikTok, YouTube, WhatsApp Business, Google Business Profile & Analytics, Mailchimp (email). Productivity: AI assistants (e.g. ChatGPT) for content support.

6. Course structure — 12-week syllabus

A week-by-week map of the course. Each module is detailed in Section 7.

Weeks	Module & focus	Practical project
1-2	M1 • Design foundations & visual literacy	Personal brand mood-board + first posts

3-4	M2 • Graphic design with pro tools (Photoshop & Illustrator)	Logo + business card + event poster
5	M3 • Content creation & short-form video	Three short Reels/TikTok videos
6-7	M4 • Digital marketing foundations & strategy	Brand + audience + content calendar
8	M5 • Social-media management & growth	Run a live page for one week
9	M6 • Search & paid advertising (SEO, Google, Meta Ads)	Plan a small boosted campaign
10	M7 • Email/WhatsApp marketing + AI tools	Email + WhatsApp Business campaign
11	M8 • Freelancing, business & portfolio	Portfolio + professional profiles
12	M9 • Capstone project & assessment	Full brand + campaign for a client

7. Module details

Module 1 • Design foundations & visual literacy (Weeks 1-2)

The elements & principles of design (balance, contrast, alignment, hierarchy, space); colour theory and colour psychology; typography and font pairing; design thinking and the design brief; getting started fast with Canva.

Project: *a personal-brand mood board and a first set of social-media posts.*

Module 2 • Graphic design with professional tools (Weeks 3-4)

Adobe Photoshop — the workspace, layers, selections, photo editing and retouching, exporting for print and web. Adobe Illustrator — vectors, shapes, the pen tool, logos and icons, brand colours. (CorelDRAW alternative available.)

Project: *design a logo, a business card and an event poster from a client brief.*

Module 3 • Content creation & short-form video (Week 5)

Smartphone photography for content (light, angles, composition); shooting product and profile shots in the studio; editing Reels/TikTok with CapCut; captions, music and trends.

Project: *plan, shoot and edit three short videos.*

Module 4 • Digital marketing foundations & strategy (Weeks 6-7)

What marketing really is; knowing your audience and customer; brand voice and messaging; the marketing funnel; choosing platforms (Facebook, Instagram, TikTok, WhatsApp, YouTube); building a content strategy and a content calendar.

Project: *define a brand, its audience and a four-week content calendar.*

Module 5 • Social-media management & growth (Week 8)

Setting up and optimising business pages; posting rhythm and scheduling; writing that converts; hashtags and reach; engagement and community management; reading Insights/analytics and improving.

Project: *run a live page for one week and report the results.*

Module 6 • Search & paid advertising (Week 9)

SEO basics and being found on Google; Google Business Profile for local businesses; introduction to Meta Ads and boosting; audiences, budgets and objectives; writing and designing an ad that works.

Project: *plan and design a small boosted/ad campaign with a budget.*

Module 7 • Email & messaging marketing + AI tools (Week 10)

Email marketing with Mailchimp (lists, a simple newsletter); WhatsApp Business — catalogue, quick replies, broadcasts; using AI assistants to draft captions, ideas and plans quickly and responsibly.

Project: *build an email + WhatsApp Business mini-campaign.*

Module 8 • Freelancing, business & portfolio (Week 11)

Building a portfolio that wins work; personal branding and profiles; pricing your services; finding clients locally and online (Fiverr/Upwork); professionalism, quotations and invoicing; client communication.

Project: assemble a portfolio and set up professional profiles.

Module 9 • Capstone project & assessment (Week 12)

The learner takes a real or simulated client from brief to finished work: brand assets, a content calendar and a marketing plan, then presents it. Final assessment and certification.

Project: a complete brand identity and marketing campaign, presented to a panel.

8. Assessment & certification

- Continuous practical assignments — 40%
- Mid-course project (logo/brand + content plan) — 20%
- Capstone project & portfolio — 40%
- Minimum 80% attendance required to sit the capstone

On successful completion the learner is awarded the **Kevajopa Certificate in Digital Marketing & Graphic Design**, together with a finished portfolio and a letter of reference.

9. What the learner receives

- 72 hours of hands-on, face-to-face training
- Course handouts, checklists and ready-to-use design templates
- A professional portfolio of real work
- Certificate of completion and reference letter
- Mentorship, and a possible practical attachment at AJ Productions / Kevajopa

PROPOSAL

10. Proposed fees & schedule

Suggested structure below — final figures to be confirmed by management. Fees are per learner and include tuition, handouts, templates, certificate and portfolio support.

Option	Class size	Suggested fee (3 months)	Payment
Private (1-on-1)	1 learner	TZS 750,000	50% deposit, balance monthly
Small group	2-5 learners	TZS 500,000 / learner	50% deposit, balance monthly
Registration & materials	—	TZS 30,000 (one-off)	At enrolment

- Start dates: intake can begin on the first Monday of any month
- Timetable: 3 sessions/week (e.g. Mon • Wed • Fri), 2 hours per session, agreed with the learner
- Venue: Kevajopa Technologies, Mbezi Mshikamano — lab computers available; own laptop recommended
- This customised intake can start with one learner and open to a small group to share cost

COURSE MATERIAL — SAMPLE LESSON

11. Sample session: M1 • Session 1 — The elements of design

Learning objective: the learner can name the elements of design and spot them in real adverts and posters.

Session flow (2 hours):

- 0:00-0:15 — Welcome, what is design, why it matters for business in Tanzania
- 0:15-0:45 — The elements: line, shape, colour, texture, space, form, type (with local examples)
- 0:45-1:15 — Live walk-through: spotting the elements in real posters & social posts
- 1:15-1:50 — Guided practice: learner recreates a simple poster layout in Canva
- 1:50-2:00 — Recap, homework, and preview of next session (the principles of design)

Homework: collect five adverts you like and note which elements make them work.

Materials: slide handout, Canva account, the poster examples pack, and a one-page elements checklist.

12. Enrolment

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