



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



WSQ DESIGN FUNDAMENTALS WITH ADOBE PHOTOSHOP FOR BUSINESS AND BRANDING



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$273.00** (inclusive of GST)
after **70% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2026061769



Who Should Attend

This course is suitable for individuals already working in the digital marketing field within brands or agencies or those aspiring to do so.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and Career Advisory and Resources Support Programme.



Minimum Entry Requirements

To enrol in this WSQ Design Fundamentals with Adobe Photoshop for Business and Branding course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

The WSQ Design Fundamentals with Adobe Photoshop for Business and Branding course introduces learners to the essentials of visual communication and digital design through a fully hands-on, beginner-friendly approach. No prior experience is required, as learners are guided step by step through Photoshop fundamentals such as layers, masks, retouching, and layout construction. Building a strong foundation in design literacy, learners explore essential principles including balance, contrast, hierarchy, alignment, proximity, and brand coherence.

Through a structured, practice-first methodology, learners gain confidence in navigating the Photoshop workspace, utilising tools, handling assets, and applying key imaging concepts such as resolution, file formats, and image sizing. The course also incorporates contemporary AI-supported tools—such as Generative Fill, AI-assisted clean-ups, object removal, and rapid variation generation—to enhance ideation, refinement, and comparison tasks while ensuring ethical and human-centred use of AI.

Throughout the programme, learners examine contextual design factors including target audience, brand identity, messaging goals, and production constraints. These considerations guide the creation of campaign-oriented visuals and social-media-ready layouts. Creative ideation activities, structured experimentation, comparative analysis, and iterative refinement cycles enable learners to transform concepts into feasible and brand-aligned designs.

By the end of the course, learners will be able to conceptualise, construct, and refine purposeful digital visuals using both traditional Photoshop workflows and AI-enhanced techniques to produce commercially viable outcomes.

COURSE HIGHLIGHTS

Learning Objectives:

- Utilise fundamental design principles to create basic design layouts.
- Use Photoshop to illustrate the characteristics of different design concepts for effective design solutions.
- Apply knowledge of contextual factors to develop relevant design solutions.
- Demonstrate comparative design analysis by visually representing and comparing design concepts using Photoshop.
- Implement creative ideation techniques to generate effective design ideas and solutions.
- Construct Photoshop-based campaign designs that adhere to branding, marketing objectives, target market profiles, and fundamental design principles.
- Implement appropriate methodologies to transform conceptual ideas into feasible designs.
- Use testing and analysis methods within Photoshop to suggest improvements to design concepts.

COURSE **OUTLINE**

▶ **LU1 – Introduction to Photoshop and Design Fundamentals**

- Essential Design Principles
- Overview of Photoshop Interface
- Photoshop Essential Imaging Concepts
- AI-Supported Fundamentals

▶ **LU2 – Design Solutions and Comparative Photoshop**

- Contextual Factors in Design
- Comparative Design Analysis Using Photoshop
- AI-Assisted Comparison and Enhancement

▶ **LU3 – Creative Ideas and Design Development Photoshop**

- Creative Ideation Techniques
- Applying Campaign Design Concepts in Photoshop
- AI-Enhanced Ideation and Concept Development
- Developing Final Social Media Visuals

▶ **LU4 – Concepts Commercial Feasibility and Design Refinement Evaluation**

- Translating Ideas Into Feasible Concepts
- Testing, Analysing, and Refining
- AI-Assisted Refinement
- Final Iteration and Presentation

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$700.00</p>	<p>70% SkillsFuture Funding</p> <hr/>	<p>S\$273.00</p> <hr/>
		<p>50% SkillsFuture Funding</p>	<p>S\$413.00</p>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$700.00</p>	<p>70% SkillsFuture Funding</p> <hr/>	<p>S\$273.00</p> <hr/>
		<p>50% SkillsFuture Funding</p>	<p>S\$413.00</p>
		<p>70% SkillsFuture Funding</p>	<p>S\$273.00</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
70%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Advanced Digital Marketing Analytics Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ DESIGN FUNDAMENTALS WITH ADOBE PHOTOSHOP FOR BUSINESS AND BRANDING

Course Code: TGS-2026061769

<https://asktraining.com.sg/media-production-courses/wsq-design-fundamentals-with-adobe-photoshop-for-business-and-branding/>

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Speak to a Course Consultant

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