

SIGNAGE & CRAFT (5 WEEKS – INTENSIVE)

Weekly Course Outline

Week 1: Fundamentals of Signage & Craft

- Industry overview and career opportunities
- Types of signage and craft applications
- Design principles and visual communication
- Safety practices and tool handling
- Introduction to materials and equipment

Week 2: Design, Layout & Branding

- Sketching and concept development
- Typography and color combinations
- Logo placement and branding techniques
- Layout preparation for production
- Practice: branding sign mock-ups

Week 3: Fabrication & Production Techniques

- Cutting, shaping, and assembling materials
- Working with wood, acrylic, metal sheets, flex, foam
- Lettering techniques (manual & simple digital transfer)
- Structural reinforcement methods
- Practical production exercises

Week 4: Finishing, Installation & Quality Control

- Painting and polishing techniques
- Surface protection and durability
- Indoor and outdoor installation methods
- Quality control standards
- Troubleshooting common errors

Week 5: Business, Pricing & Final Project

- Costing and pricing signage jobs
- Client communication and project management
- Marketing signage and craft services

Final project: full signage or craft production

- Project presentation and evaluation

Assessment & Certification

- Continuous practical assessment
- Final project submission