

Professional Signage Design & Production – Course Outline

This document provides structured training schedules for a signage training program with 3 sessions per week (2 hours per class).

3-WEEK TRAINING PROGRAM (9 Classes)

Week 1 – Design Foundations

Day 1: Course intro, signage overview, types

Day 2: Design principles, layout, typography

Day 3: Software intro + practical design

Week 2 – Materials & Production

Day 4: Materials overview and selection

Day 5: File setup and vinyl cutting theory

Day 6: Practical: vinyl application, banner setup, intro to 3D signage

Week 3 – Installation & Business

Day 7: Installation methods and safety

Day 8: Pricing, costing

Day 9: Final project and portfolio

5–6 WEEK PROGRAM (15–18 Classes)

Week 1 – Introduction

Day 1: Course intro + signage basics

Day 2: Types of signage + case studies

Day 3: Design principles

Week 2 – Design Deep Dive

Day 4: Typography & readability

Day 5: Color & branding

Day 6: Design practice

Week 3 – Software Training

Day 7: CorelDRAW/Illustrator basics

Day 8: Advanced tools & layout

Day 9: Exporting for production

Week 4 – Materials & Production

Day 10: Materials & tools

Day 11: Vinyl cutting & application

Day 12: Banner/flex production practical

Week 5 – Advanced Production

Day 13: Intro to 3D signage

Day 14: Finishing techniques

Day 15: Mini project

Week 6 (Optional Capstone)

Day 16: Installation methods

Day 17: Pricing & business

Day 18: Final project + portfolio

9–10 WEEK SIGNAGE TRAINING (30 CLASSES)

Week 1 – Introduction to Signage

Day 1: Course overview & expectations

What is signage + importance in branding

Day 2: Types of signage (indoor, outdoor, 3D, lightbox)

Real-life examples & case studies

Day 3: Understanding client needs & briefs

Assignment: Identify signage types around you

Week 2 – Design Fundamentals

Day 4: Layout, spacing, alignment

Day 5: Typography for visibility (distance & readability)

Day 6: Color theory & brand consistency

Assignment: Simple signage design

Week 3 – Typography & Branding

Day 7: Font pairing & hierarchy

Day 8: Branding basics for signage

Day 9: Practical: Design a shop signage

Week 4 – Software Training (Basics)

Day 10: CorelDRAW/Illustrator interface

Day 11: Tools: shapes, text, alignment

Day 12: Practical: Create signage layout

Week 5 – Software Training (Advanced)

Day 13: Advanced tools (effects, curves, tracing)

Day 14: Mockups & presentation

Day 15: Exporting files for production

Assignment: Full signage design

Week 6 – Materials & Equipment

Day 16: Materials (flex, acrylic, vinyl)

Day 17: Machines (plotter, laser)

Day 18: Material selection for projects

Practical: Material identification

Week 7 – Production Techniques

Day 19: Vinyl cutting theory

Day 20: Vinyl application practical

Day 21: Banner/flex production

Week 8 – 3D Signage & Finishing

Day 22: Introduction to 3D signage

Day 23: Fabrication techniques

Day 24: Finishing & quality control

Assignment: Mini production project

Week 9 – Installation & Safety

Day 25: Site measurement

Day 26: Installation methods (indoor/outdoor)

Day 27: Safety practices & maintenance

Week 10 – Business & Final Project

Day 28: Pricing, costing & profit

Day 29: Client communication & project workflow

Day 30: Final project presentation (design → production concept)

Portfolio review & feedback

Students will be able to design, produce, install, and manage signage projects professionally.