



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

Holistic Approach to Health

Healthcare Graphic Designing Course (HGD-014)

A Project of Medic Life

Medic Life is here for boosting your skills of Designing.

Course Duration: 2 months

Career opportunities after this course

Discover limitless career opportunities as a Brand Graphic Designer in private healthcare, NGOs, academia, sports, and international placements.

1. Private Hospitals and Private Clinics

As a Brand Graphic Designer for private hospitals and clinics:

- ✚ Responsible for creating engaging and informative graphical posts that promotes their services, expertise, and patient care.
- ✚ Design website, blog graphics, and social media updates to attract and educate potential patients.

2. Physical Medicine & Rehabilitation Centers

Your role would involve creating designs:

- ✚ That highlights the benefits of different rehabilitation techniques,
- ✚ Educates patients on injury prevention,
- ✚ Promotes the center's expertise in helping patients recover from various conditions.

3. NGOs and Aid Agencies

NGOs and aid agencies often require Graphic Designer:

- ✚ To raise awareness about their causes, and communicate their impact.
- ✚ Create compelling narratives, and social media content to engage supporters, share success stories, and encourage donations.

4. Medical Technology Companies

Medical technology companies often require skilled Graphic Designers:

- ✚ To create persuasive marketing materials, product descriptions, and user guides.
- ✚ Communicate the benefits and features of physiotherapy-related products, helping potential customers understand how these technologies can improve patient outcomes.



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

5. International Job Placements

Completing the course can open up opportunities for international job placements as a graphic Designer.

- ✚ Various organizations and companies worldwide may require professionals with strong graphic skills to support their marketing and communication efforts.

So, what are you waiting for!!!??

Unlock endless career opportunities as a Brand Graphic Designer, commanding attention in private hospitals, clinics, research organizations, and international job placements. Join us today and embark on a transformational Graphic adventure.

Course Schedule:

1st Month:

| Weeks | Course content |
|--------|--|
| Week 1 | <ul style="list-style-type: none">• Introduction to Professional Graphic Designing• Purpose of professional graphics in health• How to become a Medical/Rehabilitation Graphic Designer |



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

| | |
|--------|---|
| Week 2 | <p>Design Principles:</p> <ul style="list-style-type: none"> • Introduction • Balance: Finding Equilibrium • Hierarchy: Establishing Visual Order • Contrast: Adding Visual Interest • Repetition: Creating Consistency • Alignment: Achieving Visual Order • Proximity: Grouping Related Elements • White Space: Embracing Breathing Room • Case Studies • Practical Applications |
| Week 3 | <p>Typography</p> <ul style="list-style-type: none"> • Introduction • Anatomy of Type • Typeface selection • Hierarchy and Readability • Kerning and Tracking • Alignment and Justification • Combining Typefaces • The Emotional Impact of Typography • Typography in Medical/Rehab Branding and Marketing • Best Practices and trends in Health |
| Week 4 | <p>Color Theory:</p> <ul style="list-style-type: none"> • Introduction to Color Theory • Understanding Color Basics • Color Associations in Healthcare • Color Psychology in Medical/Rehabilitation Graphics |



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

| | |
|--|--|
| | <ul style="list-style-type: none"> • Color Contrast and Accessibility • Color in Medical Branding • Color in Rehabilitation Graphics • The Use of Color in Medical Infographics • Best Practices for Color Use in Medical/Rehabilitation Graphic Design |
|--|--|

2nd Month:

| Week | Course content |
|--------|--|
| Week 1 | Online Graphic Designing Software: <ul style="list-style-type: none"> • Top 10 Online Apps • Detailed Overview of Canva (Basic & Pro) • Design Spotlight • Business • Education |
| Week 2 | Design Spotlight: <ul style="list-style-type: none"> • Visual Documents • Photos and Videos • Print Media • Marketing |
| Week 3 | Healthcare Business: <ul style="list-style-type: none"> • Canva for Business • Content Creation • Visual Communication • Brand Management • Team Collaboration • Plan and Schedule Content • Asset Management • Brainstorm and Workshops • Branded Teams • Productivity and Workflows |



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

| | |
|--------|--|
| Week 4 | Marketing Solutions: <ul style="list-style-type: none">• Marketing• Creatives• Agencies• Sales• Communications• Media and Publishing• Startups Final Project and Paper |
|--------|--|

Note: Each week will consist of a combination of theoretical concepts, practical exercises, and assignments to reinforce learning. Students will have access to resources, examples, and instructor feedback throughout the course.

Schedule:

| Timings | Days |
|---|---------------|
| Will be scheduled upon mutual Cooperation | 4 Days a week |

Fee: Rs.15000 PKR per Month.

Address: Office No.11, pak land, City Centre, markaz, I-8 Markaz I 8 Markaz I-8, Islamabad, Islamabad.

For Further Detail Please contact.

Director / Program Coordinator

info@astramedicsolutions.com

Website:astramedicsolutions.com/institute/

Cell/WhatsApp # 0344-134768

Admission Form is Attached Below

<https://forms.gle/9tKXqajpEioP1gTh9>