



Seminar / Training News

ICT Mahidol organized a hands-on training, "Graphic Design for Corporate Branding Communication with Adobe Illustrator"



On March 26, 2023, the Faculty of Information and Communication Technology, Mahidol University (ICT Mahidol), organized a hands-on training, "Graphic Design for Corporate Branding Communication with Adobe Illustrator". On this occasion, Dr. Sujika Srinuntakul from Audio Visual and Digital Learning Media Development Division, served as the keynote speaker who shared her knowledge on designing with Adobe Illustrator, such as design concepts, composition, color principles, tool usage and commands for drawing, graphics management techniques, and tool usage for designing included using the Pathfinder tool to create a logo, and using the MESH tool with all participants. The training was held in the computer laboratory, the ICT Faculty, Mahidol University, Salaya.

The objective of this training was to provide participants with technical knowledge on designing media for public relations, corporate branding communication, and drawing illustrations to create attractive and attention-grabbing media. It also aimed to enable them to apply the knowledge to their work effectively.



Adobe Illustrator is a vector-based graphic design program with high resolution and is widely used for producing all types of digital media, emphasizing drawing or creating new images in both 2D and 3D formats.

Source: <https://www.ict.mahidol.ac.th/adobe-illustrator-training/>