



99designs Training Certification Course Outline

Module 1: Introduction to 99designs

- First, understand what 99designs is and how it connects clients with designers globally.
- Next, explore the platform's categories and services for creative work.
- Then, check out successful designers' profiles for inspiration.
- Finally, plan your approach before starting your first project.

Module 2: Setting Up Your Account

- First, sign up using email or social media accounts for easy access.
- Next, upload a professional profile picture to build trust.
- Then, write a clear bio highlighting your skills and style.
- Finally, verify your account to access all platform features smoothly.

Module 3: Understanding Design Contests

- First, learn how contests work and how clients pick winning designs.
- Next, explore prize amounts, deadlines, and client expectations carefully.
- Then, read contest briefs thoroughly to understand client needs.
- Finally, plan your submissions before creating multiple design options.

Module 4: Finding Your Design Niche

- First, list your strongest design skills and preferred styles.
- Next, explore popular categories like logos, websites, or merchandise.
- Then, select a niche that matches your creativity and market demand.

- Finally, focus on projects where you can deliver unique solutions confidently.

Module 5: Creating Winning Designs

- First, brainstorm ideas before starting the software or sketches.
- Next, choose colors, fonts, and shapes that communicate the client's brand.
- Then, refine your design based on clarity and creativity principles.
- Finally, submit multiple polished options to increase winning chances effectively.

Module 6: Using Design Tools

- First, explore tools like Adobe Illustrator, Photoshop, or Canva for professional results.
- Next, learn shortcuts and features to speed up your workflow efficiently.
- Then, experiment with effects, layers, and templates to improve your designs.
- Finally, save files in the correct formats as required by clients.

Module 7: Communicating with Clients

- First, reply to messages quickly to build professional rapport.
- Next, clarify project requirements before starting to avoid mistakes.
- Then, ask for feedback politely and incorporate requested changes.
- Finally, maintain friendly and professional tone throughout the contest or project.

Module 8: Handling Revisions

- First, review client feedback carefully to understand requested changes.
- Next, make revisions promptly without compromising your original creativity.
- Then, keep communication positive and explain your design decisions clearly.
- Finally, submit revised designs on time to show reliability and skill.

Module 9: Pricing and Packages

- First, explore different pricing structures for contests, projects, and ongoing clients.
- Next, set reasonable fees based on your skills and market rates.
- Then, create clear package options with deliverables and timelines.
- Finally, update pricing as your experience and portfolio grow steadily.

Module 10: Building a Strong Portfolio

- First, collect your best designs and organize them by category and style.
- Next, create a visually appealing online portfolio on 99designs and personal website.
- Then, update your portfolio regularly with new winning projects.
- Finally, share your portfolio links in contests to attract more clients effectively.

Module 11: Marketing Yourself on 99designs

- First, use social media to showcase your designs and attract attention.
- Next, participate in forums or groups to connect with potential clients.
- Then, ask satisfied clients for testimonials and display them publicly.
- Finally, promote your niche expertise consistently to grow your visibility gradually.

Module 12: Certification & Growth

- First, complete all modules carefully to consolidate your 99designs knowledge.
- Next, take a short test to check your understanding of all strategies.
- Then, download your “99designs Certified Designer” certificate for proof of achievement.
- Finally, plan your next steps to enter contests confidently and grow professionally.

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