SKILLTECH ACADEMY / PRACTICAL AI GUIDES

BOOK 09

Make Your Own Marketing Graphics

01 Flyer

02 Square

03 Story

Brief, compose and adapt one accurate promotion across print, square and vertical formats.

6 tutorials / 18 prompts / 10 teaching figures

Three editable reference designs and PNG exports

FIRST EDITION / 22 OCTOBER 2026

22 October 2026 / English

START HERE

Make graphics people can actually use

A useful promotional graphic answers a few concrete questions: what is offered, what does it cost, when and where is it available, and what should the reader do next? Decoration helps only when those answers remain clear.

This book takes one fictional promotion through a design brief, a small visual system, an original service illustration, a flyer and two screen formats. You will keep the same approved facts while changing the composition.

How to practise

1. Read the source notes and copy register before writing prompts. Replace bracketed source selectors with the complete requested material.

2. Start a fresh chat for each exercise. Save actual replies and inspect actual image files before judging visual quality. The authored references are examples, not model transcripts.

3. Use the editable reference SVGs to study composition. Create a new working copy before editing, and keep PNG exports separate from masters.

Examples are fictional and authored, not ChatGPT transcripts. Check replies against the supplied sources. These text exercises need no API setup. Editable SVG references and PNG exports are included. Inspect dimensions and obtain a printer proof before a print job.

The project is fictional. No real SkillTech product price, event, booking route or payment setting is changed by these exercises.

FICTIONAL SOURCE / B

Choose the job before the style

B01 Paper Lane Studio is a fictional workshop organiser. This exercise is not a real event, advertisement or SkillTech price offer.

B02 Chosen reader: an adult running a small business or side project who wants a simple weekly-planning activity. This is a creative audience choice, not audience research.

B03 Intended action: ask at the fictional Cedar Hall desk about a place. No booking, payment, seat availability or confirmed attendance is supplied.

B04 Mo prepares draft designs; owner Lena reviews the actual version before release. No owner approval, printer proof, platform upload or publication is recorded.

A brief is a decision tool

The audience choice tells you whom to help. The intended action tells you what the design must make easy to find. Neither proves that an audience will respond or that a booking desk is operating.

For this exercise, the contact action is deliberately offline and fictional. Do not improve the design by inventing a link, telephone number or QR code. An attractive destination that does not exist makes the graphic less useful.

Lock the offer and event facts

F01 Service name: Notebook planning workshop. It is a guided planning session, not a physical notebook for sale or a guarantee of a completed project.

F02 Practice price: R240 per person. No discount, free kit, free download, deposit, tax treatment, payment method or refund term is supplied.

F03 The fictional workshop is Saturday 14 November 2026, 10:00-11:30 SAST (UTC+02:00). This is a 90-minute session; no claim about how much work a participant will finish is supplied.

F04 Fictional venue: Cedar Hall, River Lane. The only approved contact action is Ask at the Cedar Hall desk. No website, email, phone number or QR destination is supplied.

F05 Approved description: A guided session to choose one task and a first action. This describes the activity, not a measured productivity benefit.

Keep the price basis attached

R240 is not the complete price statement in this exercise. R240 per person is. Changing that to per group, from R240 or R240 including a kit changes the offer.

The ninety-minute time window describes the session length. It does not establish a speed improvement or promise that a participant will finish a business project.

Define a small visual system

D01 Practice palette: navy #152F43 for main text, cream #FCFBF7 for page background, teal #087F83 for accent text, pale #D7E8E5 for decorative panels. Important text uses navy/cream or teal/cream; pale is not an important-text background choice without its own check.

D02 Use one sans-serif family in regular and bold weights. The reference SVGs request Arial, then Liberation Sans, then a generic sans-serif. A fallback font can change line lengths, so recheck the actual opened file.

D03 Hierarchy: headline first, service and price next, date/time/venue together, then one primary contact action. Keep the practice label and illustration label readable. Line breaks may change; approved words and facts may not.

D04 Use an original simple notebook-and-pencil illustration with blank lines. It is a service symbol, not a photograph of supplied merchandise, a customer or an included notebook. Keep the label Illustration only beside it.

Consistency is more than a colour

A repeated relationship between headline, details and next action makes a family of designs recognisable. You can move those groups between formats while preserving their roles.

This book uses a vector illustration so that the example can be edited and checked. It was composed for the teaching project; it is not a captured AI image-generation result.

Choose dimensions with a reason

E01 Flyer exercise: A4 portrait, 210 x 297 mm. Keep important material at least 10 mm inside the page. The reference uses a larger margin. No printer bleed, colour profile or production specification is supplied; a physical printer proof is still required before real printing.

E02 Square feed exercise: 1080 x 1080 pixels. Keep important content inside x=72 to 1008 and y=72 to 1008. These are practice dimensions and margins, not a universal platform requirement.

E03 Vertical story exercise: 1080 x 1920 pixels. Keep important content inside x=72 to 1008 and y=220 to 1680. These are deliberately conservative practice reserves, not a guarantee against interface overlays on every app/device.

E04 Keep an editable SVG master and a separate opaque PNG export for each format. Reference raster targets: flyer 2480 x 3508 pixels, square 1080 x 1080, story 1080 x 1920. The flyer pixel target is rounded from A4 at 300 pixels per inch. Local reference PNGs are programmatic exports, not captured Inkscape exports.

Separate classroom targets from platform rules

The square and vertical canvases make adaptation easy to compare. Before using another destination, check that destination's current requirements and inspect the actual uploaded preview. These exercise values do not establish present-day limits for every feed or story.

Pixel dimensions describe the raster file. Millimetres describe the intended print size. A larger pixel count does not automatically solve faint text, a wrong date or a bad crop.