

**LEARN**  
**GRAPHIC**  
**DESIGN**

**DESIGN A LIFE YOU LOVE**

CREATIVE + DESIGN SKILLS TO LIVE  
AN AUTHENTIC LIFE TRUE TO YOURSELF & YOUR CAREER



**2 DAY WORKSHOP // CAPE TOWN**

**7 & 8 JUNE 2025**

**SATURDAY & SUNDAY 09:00-17:00**

**NEIGHBOURGOOD WORKSPACE**

Cape Quarter Lifestyle Village Centre  
27 Somerset Rd, De Waterkant, Cape Town, 8001

“HAVING A PASSION FOR YOUR LIFE  
IS THE TRUE MEANING OF LIBERATION AND SELF-LOVE”

**CAROLINE MYSS**

**It's been a life changing experience to see how THIS workshop has empowered, inspired & sparked some amazing chapters & positive change in the 200+ women that have attended & completed the module in South Africa & Europe over the last 3years.**

*Design knowledge & understanding ( print+digital ) is an indispensable lifelong skill to apply in your professional & personal life... I honestly feel that it is a necessity in the modern times we live in & THIS is what you will walk away with after attending :*

Design is going to open up a whole new way of creative living for you, it's a lifelong skill that I want every women to be equipped with no matter her season of life...

I want to teach you WHY your obstacles & challenges in life are all there to empower you for the things you want...

I want to share with you why you should not allow society & limiting beliefs to take away the things you dream about doing & making...

EVERY person is creative & I want to remind you how to live more creatively & why design skills are so important towards living an authentic life true to yourself...

I want to show you how I work, what platforms I use, where I find inspiration, what resources I use to keep me positive. I give you access to my dream team supplier list & I also share my deepest + most vulnerable moments in life that have brought me to where I am today...

I want to show you how easy it *actually* is to design & make & create all your ideas... It really only feels complicated because no one has ever taken the time to teach you the skill & explain the processes & formats & technical aspects properly the way I am going to...

I have been living an authentic life true to myself since I can remember... It's the one promise in life I made to myself & I want that for you TOO... you DESERVE it!

# EVERYTHING YOU NEED TO CREATE ANYTHING"



## CAN YOU RELATE TO ANY OF THE BELOW

*\*in short - design is part of EVERY industry, my mission is to empower women with lifelong knowledge + skills to inspire them to live their lives & careers more PURPOSEFULLY, BEAUTIFULLY & CREATIVELY!*

1

Do you have a desire in your heart to pursue a more authentic & creative life?  
( \*in case you needed a reminder... **YOU OWE IT TO YOURSELF TO BECOME + DO EVERYTHING YOU EVER DREAMT OF DOING** & designing a life that you absolutely LOVE! )

2

Is your heart filled with creative ideas you want bring to life, but you lack the skills, knowledge, resources & tools to fully pursue them?

3

Are you someone who wants to follow a dream, launch a product, upskill your career or just want to level up your understanding when it comes to working with fellow creatives & industry suppliers ( printers / manufacturers / photographers etc. ) ?

4

Thinking of studying graphic design full time but don't have 2-4 years' time or the annual financial capacity for this process? ( *\*TIME is our biggest, most precious, unrenewable asset & resouce* )

5

Are you considering pursueing graphic design as a more full time job?  
Do you want to start or grow your business or side hustle?  
Are you someone who wants to add design skills to your CV in a corporate career?

6

Do you wants to empower yourself with the knowledge & skills to design everything from logos, packaging, labels, marketing material, social media content, website elements, branded elements, stationery etc.?

7

Are you someone who just wants to pursue design as a hobby to add beauty to your life & share it with your loved ones ? ( design items for your home, events, celebrations etc. )

8

Do you have a passion for life, appreciate the beautiful things we're surrounded with every day & want to know how to create more of what you love in order to live more creatively & do more purposeful work that matters?

9

Are you passionate about self development & need some inspiration in life. Are you serious about listening to your heart & investing in the knowledge you need to follow your ideas?

10

Do you want to understand printing & manufacturing processes? Do you want to know where to find the perfect suppliers for your ideas?

11

Are you a qualified Graphic Designer who needs some fresh inspiration? Are you curious about how I run my business, the life lessons I have learned & the platforms + resources that have impacted & grown my career in the creative industry, tips on branding & packaging, how I do my costing & how I find my ideal clients?

**THEN THERE IS NO BETTER TIME THAN NOW**



Adobe Creative Cloud



I design and develop  
experiences that make  
people's lives **simple.**

See my work

# OBJECTIVE

## WHAT

Graphic design is the art & practice of creating visual content for digital ( & print ) purposes. It involves the use of typography, imagery & colour. It consists of a variety of tools & techniques to create designs ( stationery / branding / content / packaging / marketing material etc. ) that can be used in a variety of platforms... including print materials, advertisements, websites & digital media.

In modern times, graphic design has become even more important in our daily lives. With the rise of digital media & the increasing use of technology, graphic design has become an essential part of how we communicate, share information & engage with the world around us. Additionally, the rise of social media & other online platforms has created new opportunities for people to create, live more creatively & connect with audiences.

Having basic skills & understanding of graphic design principles + techniques is immensely helpful in ANY industry... both corporate & creative. The importance of graphic design knowledge will vary depending on the specific field & the individual's goals and objectives.

// Any small business owner is able to create price lists, portfolios, labels, stickers, packaging, cards, social media posts, signage, downloadables, printables etc.

// a Photographer may benefit from understanding how to use colour and composition to create more engaging images + the design & binding process for photo albums.

// a Writer may benefit from understanding how to use typography & layout to make their writing more readable & impactful.

// Someone working in a marketing field is able to work better with creatives, understand their processes & make needed design updates themselves which results in faster delivery.

// Teachers & Moms are able to create worksheets, planners, classroom activity sheets, colouring books, stationery for celebrations, posters, home decor items etc.

// Anyone working in corporate will be able to better understand the creative side of any business which results in more sufficient workflow with suppliers, designers & marketing teams.

After attending this 2 day workshop **you will have the knowledge & understanding to work & design in: Adobe Illustrator.** This workshop is a beginners graphic design workshop & perfect for any first-time users & also ongoing current users.

**Adobe Illustrator is the world industry standard vector graphics design program,** useful for ANY creative work from corporate identity creation, branding, packaging, stationery, patterns, textile designs, marketing artwork, social media content, digital illustration, products etc.

I assist you the week before workshop to install the free trial version of Adobe Illustrator to use during the workshop weekend

**You can work on any laptop or macbook during the workshop**

**If you are a qualified Graphic Designer - you will broaden your knowledge** & the sections on workflow / suppliers / resources & self development will be highly inspirational.

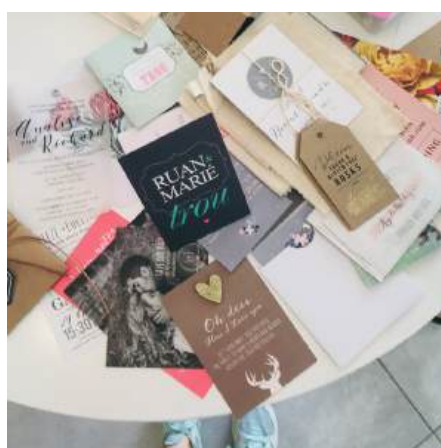
Apart from learning the lifelong skill to design... This workshop is also **very inspirational, female empowered** & filled with life changing self development tips + resources.

**Basic computer skills are required.**

// Attendees **do NOT need ANY prior design experience** or knowledge.

// Attendees **do NOT need ANY drawing or painting skills.**

MODULE PRODUCTION SAMPLES + TEACHINGS : die-cutting ( packaging + stationery ) / foiling / embossing + debossing ( letterpress ) / screenprinting heatpress / sublimation / vinyl / stickers / laser cutting + laser engraving / acrylic ( perspex ) / bookbinding methods / creative living with cricut



THE MOST BEAUTIFUL PROJECT THAT YOU WILL CONTINUE TO WORK ON IN LIFE... IS YOU.

## SO GREAT TO MEET YOU...

I'm a passionate creative & female entrepreneur based in Cape Town, South Africa. I work in the creative industry both nationally & internationally on various projects. I'm a qualified Graphic Designer & Professional Photographer with 15+ years' experience.

**\*spark ( formerly known as M.studio )** is my personal brand, where my main focus is to INSPIRE women to live their most beautiful life through my products, my blog, social platforms and attending my workshops & events. I'm extremely grateful for this amazing platform that continues to grow into a community of clients, brand partnerships & product + brand collaborations.

I find inspiration in every day life... the words we read, the colours in nature, the people we meet, the places we travel to & the food we eat. I believe that having a passion for your life is the true meaning of liberation + self-love... AND that our ONLY purpose in life is to be HAPPY, which is why we have to make sure that the work we do & the life we choose to live does exactly THAT, makes us extremely HAPPY.

I have a massive PASSION for LIFE especially when it comes to personal growth & becoming the most beautiful version of ourselves. I'm continuing to strive towards living an authentic life true to myself & to only do work that serves towards the growth of others & creative work that **\*spark** inspiration. The word '**journey**' has a profound meaning in my life as a creative... I hope that by living an authentic life true to myself I can inspire women to also follow their passions, love their lives & do the work that their hearts are calling them to do.


I've spent my career journey doing a variety of creative work... I've worked with well-known retail names on branding, product & packaging designs. I've been fortunate enough to have my work published in magazines, featured on many online platforms, tv shows & in the media. I've styled events & stores, photographed some amazing people around the globe in some of the worlds most beautiful places. I often mentor female entrepreneurs & teach graphic design + self development workshops at schools, companies & my own events. I've done a lot of conceptualization + content creation work & I've also owned & managed my own retail shop.

It's really been a series of projects, events, places, people & experiences that has brought me HERE today...

CHECK OUT MORE OF MY  
WORK OVER HERE...



**mstudio**

[www.ilovemstudio.com](http://www.ilovemstudio.com)

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# MODULE OUTLINE

## LEARNING THE BASICS OF THE SOFTWARE PROGRAM : *ADOBE ILLUSTRATOR*

### LET'S GET STARTED :

- Setting up your creative cloud account
- what is the ADOBE creative suite
- What is a VECTOR
- CMYK / RGB / PANTONE colour terms in digital & print files
- File formats in digital & print ( jpg / png / pdf / ai vector files )

### GETTING TO KNOW THE PROGRAM :

- Your program workspace
- Creating a new document / artboard
- Using Artboards
- Navigating multiple artboards

### THE TOOL BAR

#### • Working with the Pen tool

- Drawing straight lines
- Drawing curved lines
- Adding and removing anchor points
- Drawing curved lines & straight lines
- Drawing with the pen tool
- Using the shape tools ( + measurements )

#### • Type tool & working with Typography

- Text blocks
- Paragraph styles
- Creating outlines

#### • Working with colour

- Adding a fill / line colour ( stroke thickness )
- Changing colours
- Eyedrop a colour
- Creating with shapes

### ILLUSTRATOR ESSENTIALS :

- Select & Sub select
- Rotating & Reflecting
- Pathfinder
- Clipping mask
- Working with layers
- Helpful keyboard shortcuts

### SAVING & EXPORTING ( print suppliers & digital ) :

- Digital & Print file setup & sizing ( PDF, PNG, JPG )  
( ppi / pixels / bleed & crop marks for printers )
- Packaging a file

### WORKFLOW :

- Typography ( serif + sans serif / leading, tracking / resources for fonts&vectors )
- Working with images in print ( pixelation, sizing, clipping masks )
- The power of colour & how to use it the best way possible



## ADDITIONAL MODULE CONTENT

- Understanding print + supplier processes.
- Product manufacturing
- Branding ( creative process & tips )
- Developing your style & loving it
- Inspiration & where to find it all around you
- Personal development ( time, focus & doing joyful work )
- Digital declutter & finding calm in a busy & cluttered digital world
- My personal back-up system, devices & workflow system
- Social media ( pressure & systems )
- Running a small business ( my personal 15yr experience, journey & advice )
- Self-growth tools that have assisted my personal + professional journey

## PRACTICALS / EXAMPLES / EXTRAS

- Goodie bag with M.studio planning products & extra spoils
- Digital guide with my 105yr+ nationwide supplier recommendations & referrals
- Digital workshop design pack ( fonts, design elements & vectors )
- All stationery & the module worksheets module

THE MOST  
BEAUTIFUL PROJECT  
THAT YOU WILL  
CONTINUE TO WORK  
ON IN LIFE...  
IS **YOU**.



## TESTIMONIALS

"Besides the obvious of learning a new program and skill, the Graphic Design workshop was so much more. A gathering of women with so much heart, soul and love shared. Everything about this workshop - the manner in how the knowledge was shared, the extra special touches, the heartfelt stories & life lessons shared, and the passion and love behind everything - is truly magical! I left feeling rejuvenated in taking time out for myself - to learn, meet new people, and just to have fun. A weekend spent working on what used to be just a dream and slowly bringing that to life - "you owe it to yourself to do all the things you've dreamed of doing"  
Your gentle, kind, and warm soul has left an imprint on my life!

**SAM // CAPE TOWN**

"Die week sover het gevoel of ek in 'n borrel is...met alles van die werkswinkel wat op en in my groei. Ek geniet dit om die potensiaal van my mooier lewe raak te sien, daarom 'n bitter groot dankie dat jy die werkswinkel aanbied en dat enige iemand, met of sonder Illustrator kennis, dit kan bywoon. Dankie dat jy vir ons aan die Illustrater olifant laat proe het, en ingepak het vir padkos, sodat ons onself kan help na die 2 dae. (Dit was so lekker om vinnig 'n plakker vir 'n bottel konfyt in presies die voorgeskrewe grootte te maak...)

'n Nog groter dankie vir die res van die mooi werkswinkel – die duidelike instruksies voor die tyd, jou inspirerende verwelkoming saam met die koffie, die gemaklike en mooi venue. Al die ekstras... die mooi, die geskenke, jou moeite tot in die kleinste besonderhede, jou inspirerende vertel en jou luister het my baie spesiaal laat voel. Ek is opgewonde! Dankie, dankie, dankie vir die saad wat jy saai.

**CHRISTINE // CAPE TOWN**

"I just want to thank you for your workshop and believing in community over competition, which is a very rare quality in the Creative world - in the general world actually and your words will continue to echo in my mind  
"the more you give the more you have."

You and I are so similar with your beautiful giving heart, I always thought that I wouldn't be able to make it in the industry because I tend to get walked over, people confuse kindness for weakness, but you have given me renewed hope that I can blossom in this industry and still continue to be authentically who I am.

I am tearing up just writing this, thank you for your authenticity and being open and vulnerable with us. You are such a beautiful soul. I wanted to tell you, when I was studying Graphic Design, at my year end evaluation I was told that my conceptualisation of ideas was very strong but that I failed to execute them. That immediately made me severely doubt my ability as a designer and then avoided designing from that point onward. I would do a few logos and branding here and there and when I was a communications Intern I would design things but always thought it was never good enough.

This past weekend revived my passion and excitement to start designing again. It made me realise that all I need to do is start. It doesn't need to be perfect. Words cannot describe my gratitude towards you and this God breathed idea of a workshop. I hope you know that it's so much more than just Graphic Design.

I had such a good laugh at Mel. She looked at me on Sunday on our car ride home and she said, "Tjom should we not pay Mariaan more? Does she know that she's shared 10 years worth of experience with us?" 😊

**GENEVIEVE // GAUTENG**

"Mariaan's zest for a beautiful and purposeful life is infectious. Through the Graphic Design Workshop, you not only learn the fundamentals of Illustrator, but also where to find inspiration, believing that you can do it, and how to go into the world and create! The workshop is interactive and Mariaan carefully guides you along each process, also giving insight into her own wonderful journey and career. She also shares tips and advice for running your own business and gives you a better understanding of key terms used in the design and print industry. The weekend is filled with so much inspiration through the food, the decor and even the carefully selected venue. You can see how Mariaan has put her heart and soul into creating a workshop that aims to inspire others. I was hugely impacted by the workshop, and learnt so much more than just graphic design, including self love and enjoying the journey!"

**WAYDENE // GAUTENG**

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CAROLINE MYSS

**BOOK YOUR SEAT**

**\*INCLUDED**

**MEALS, DRINKS & WORKSHOP STATIONERY FOR BOTH DAYS**

- // Light morning bite upon arrival, lunch, water, coffee & tea, treats & snack spoils
- // All stationery, notebook + printed module worksheets
- // Goodie bag with planning products & extra spoils
- // Digital workshop pack & guide ( supplier referrals, fonts, design elements & vectors )

**\*WHAT TO BRING**

**YOUR LAPTOP COMPUTER**

- // Any laptop or macbook ( You can work on any laptop or macbook during the workshop )
- // a Mouse to use with your laptop ( important for the PEN tool section )
- // **Basic computer skills are required.**
- // Attendees do NOT need ANY prior design experience or knowledge to attend.
- // Attendees do NOT need ANY drawing or painting skills to attend.

**R12 500** per person

*\*SEATS ARE LIMITED  
( FIRST COME FIRST SERVE )*

1

**R6250**

**TO SECURE YOUR SPOT**

2

**R6250**

**2 WEEKS BEFORE WORKSHOP**