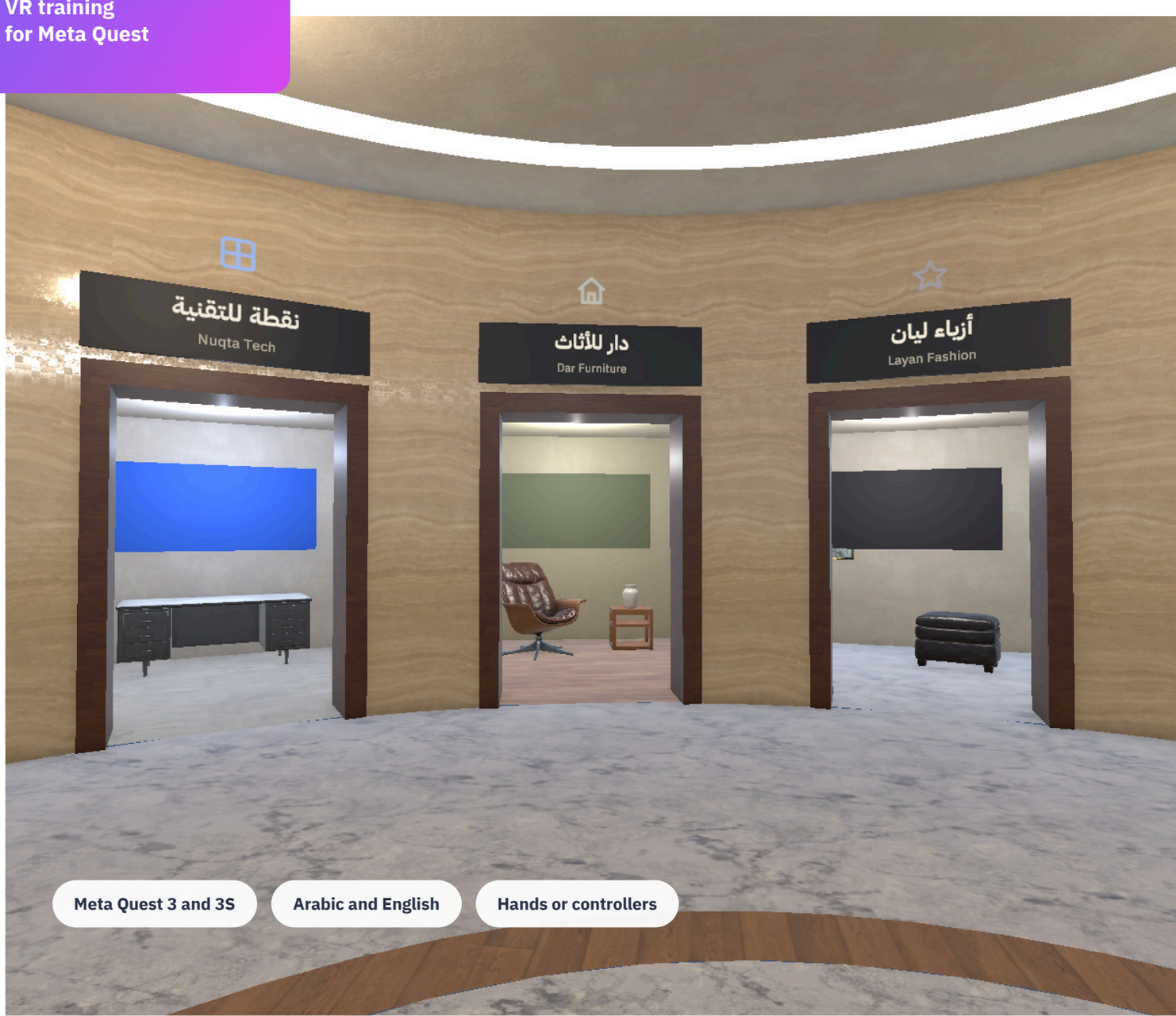
ASFAN

VIRTUAL REALITY TRAINING

Graphic design, learned on a real job.

Students take a brand from the client's brief to the printed sign on a shop front — and see for themselves what works and what does not.

VR training for Meta Quest



Meta Quest 3 and 3S **Arabic and English** **Hands or controllers**

THE JOURNEY

One project, from the brief to the street.

Every student works through the same five places a working designer does. Each one can also be opened on its own as a 10–15 minute station.





1 Choose a client

Eight doors, eight businesses — a bakery, a café, a pharmacy, a fashion shop and more, each with its own character and audience.

2 Take the brief

In the client's shop the student hears what is needed: the products, their real sizes, and the information that must appear.



3 Design in the lab

Seven guided steps on a large studio screen: mood board, logo, typefaces, colours, layout on each product's real template, and a print-ready file. A short lesson opens each step.





4 Print it

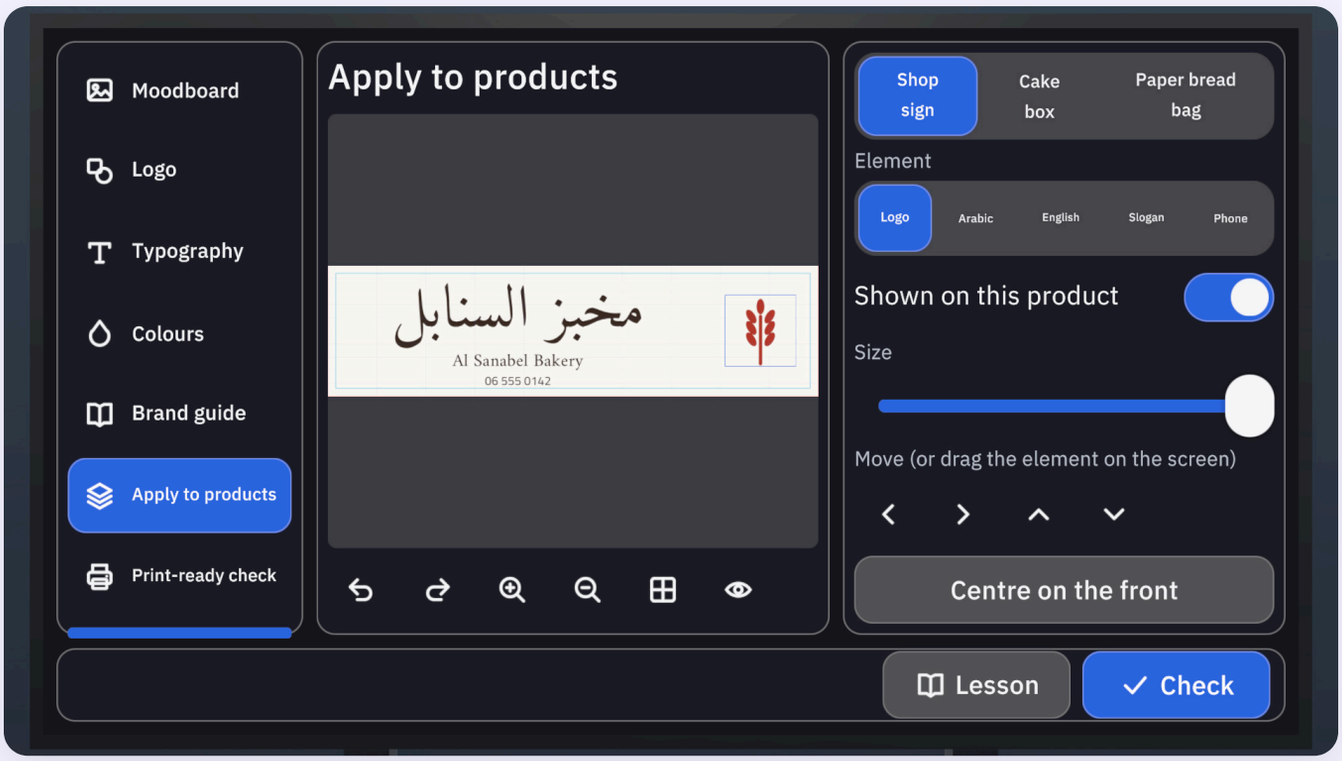
Four machines — large format, digital press and cutter, bag printer, cup line. The student chooses the stock, loads it and runs the job.

5 Check it on the street

The work goes up on the shop in an Amman street: measured, compared for colour, and viewed up close, from 30 metres and at night.

HOW STUDENTS LEARN

Mistakes they can see, not just read about.

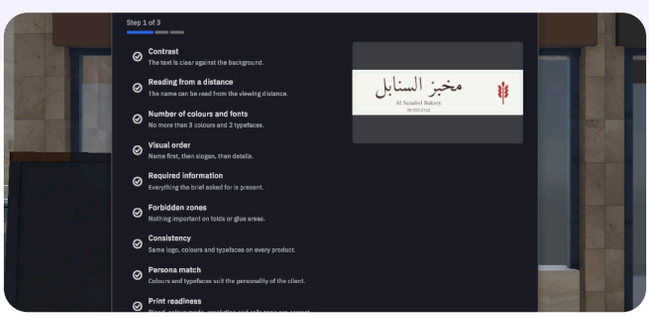


The design tool, on the product's real template: safe area, bleed, folds and glue areas are all visible while the student works.



A wrong file prints wrong

Send a low-resolution file, forget the bleed or leave it in RGB, and the print shows it: pixels, white edges, dull colour.



A clear report, then a second try

Each product is checked against nine rules. Anything that fails is marked on the design, and one press takes the student back to the lab to fix it.

The nine criteria

The same rules for every student and every client, so a score means the same thing in every class.

- Contrast
- Reading from a distance
- Number of colours and fonts
- Visual order
- Required information
- Forbidden zones
- Consistency
- Persona match
- Print readiness

FOR SCHOOLS AND TRAINING CENTRES

Built for the classroom.

8
clients, each with its own shop and brief

7
design steps, from mood board to print-ready file

4
print machines the student runs

9
criteria behind every score out of 100

Arabic first, English too
The whole experience, with voice-over, in Arabic (right-to-left) and English. The language can be changed at any time.

No computer, no cables
Runs on the headset itself — Meta Quest 3 and 3S — with hands or controllers.

A report for the teacher
Score, attempts, time and mistakes for each student, kept on the headset and opened from the lobby.

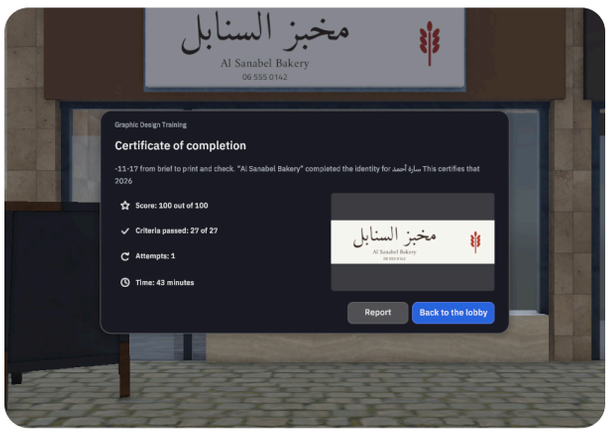
Fits a lesson
The Design Lab, the Print Room and the street check can each be run alone in 10–15 minutes.

A guided first step
A short tutorial in a training studio teaches looking, pointing, pressing, grabbing and moving before the work starts.

Something to take away
A certificate with the final score, and a gallery of the student's finished work.



The training studio where every student starts.



The certificate at the end of the project.

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Graphic Design Training in VR
Designed and built by ASFAN, Amman