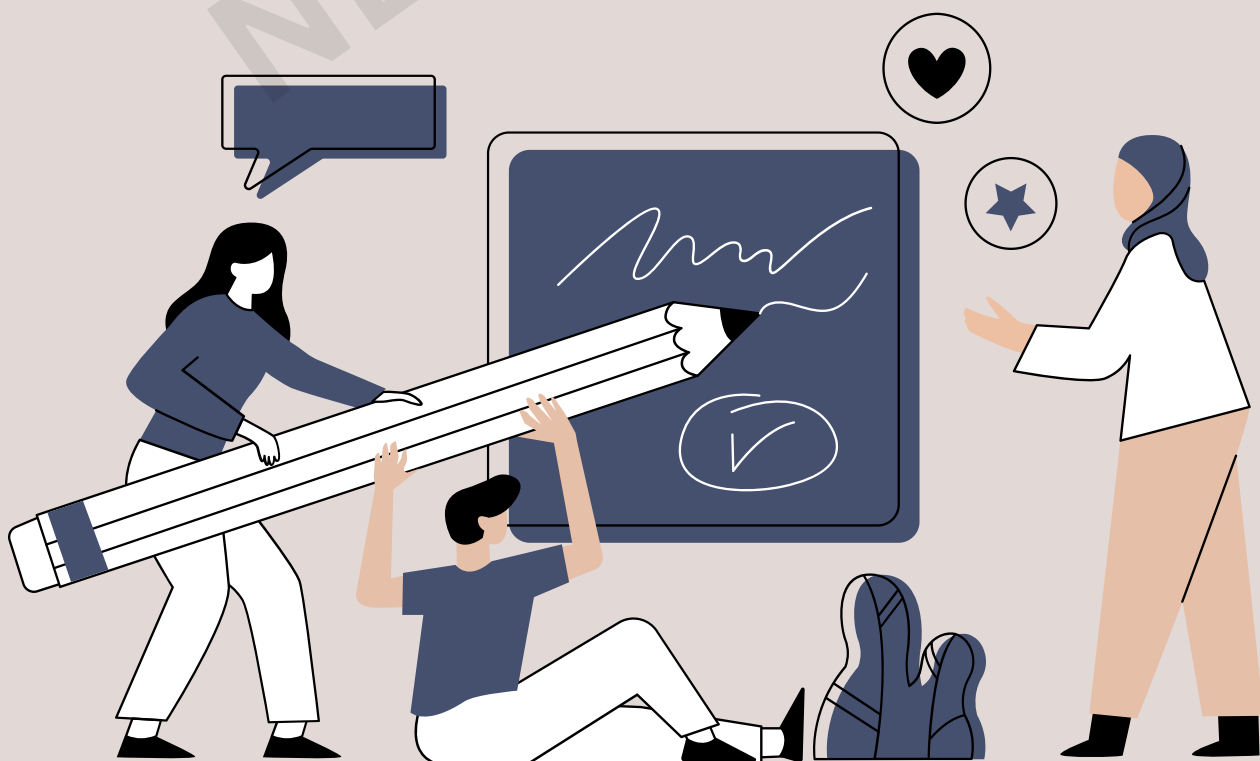


YOUR NETWORK NET PRESENT

GRAPHIC DESIGN

Course Description: This course introduces students to the fundamental principles and techniques of graphic design. Students will develop a strong foundation in visual communication and learn to apply design principles to create effective and aesthetically pleasing graphics. Through hands-on projects and exercises, students will explore various aspects of graphic design, including typography, color theory, layout design, and image manipulation. The course will also cover industry-standard software tools and provide opportunities for students to develop their creative problem-solving skills.



Course Objectives

1. Understand and apply the fundamental principles of graphic design.
 2. Demonstrate proficiency in using industry-standard graphic design software.
 3. Create visually appealing designs that effectively communicate a message.
 4. Apply typography principles to create effective text-based designs.
 5. Understand and apply color theory to create harmonious and impactful designs.
 6. Design effective layouts for various print and digital mediums.
 7. Manipulate and enhance images using graphic design software.
 8. Apply creative problem-solving skills to address design challenges.
 9. Critically analyse and provide constructive feedback on design work.
- Develop a portfolio showcasing their graphic design skills

Course Outline:

1. Introduction to Graphic Design

- Overview of graphic design principles and elements
- Introduction to industry-standard software tools
- Understanding the design process

2. Typography

- Principles of typography and type classification
- Type anatomy and terminology
- Effective use of typefaces and hierarchy
- Pairing fonts and creating typographic compositions

3. Color Theory

- Understanding the color wheel and color relationships
- Color psychology and symbolism in design
- Creating harmonious color palettes
- Applying color effectively in design projects

4. Layout Design

- Principles of layout and composition
 - Grid systems and their application
 - Designing for print and digital mediums
- Creating balanced and visually appealing layouts

5. Image Manipulation

- Introduction to image editing software
- Cropping, resizing, and retouching images
- Adjusting color, contrast, and saturation
- Creating composite images and collages

6. Designing for Brand Identity

- Understanding brand identity and its components
- Creating logos and visual identities
- Consistency and cohesion in brand design
- Designing marketing collateral for a brand

7. Designing for Web and Mobile

- User experience (UX) and user interface (UI) design principles
- Designing responsive layouts
- Optimizing graphics for web and mobile devices
- Designing engaging web and app interfaces

8. Creative Problem-Solving and Critique

- Developing creative thinking and problem-solving skills
- Conducting design research and ideation
- Participating in design critiques and providing constructive feedback

9. Portfolio Development

- Selecting and organizing design projects for a portfolio
- Presenting and showcasing design work effectively
- Developing an online portfolio using web design tools

10. Final Project

- Applying acquired skills to create a comprehensive design project
- Presenting the final project to the class
- Reflecting on the learning journey and future growth in graphic design

Career Prospects and Job Opportunities

After finishing your Graphic Designing Course you can find career opportunities in the following fields. Job Profiles are as such

- Web Designer
- Photo Editor
- Creative Director
- Publications Designer
- Video & Film Editor
- Graphic Design Instructor
- Multimedia Artist
- Art Designer
- Architecture & Engineering Drafter
- Flash Animator
- Layout Designer
- UI Designer

Following companies hire Graphic Designers and you can have employment in any of them

- Print & publishing houses (like newspapers, magazines, etc.)
- Advertising agencies
- Web Design Studios
- E-learning companies
- TV & Multimedia production houses
- Graphic design studios
- Website development studios

What you will learn in Graphic Designing Course?

Graphic designing, we will train students on Logo creation, 2D & 3D logos, Vector & Raster graphic types, Typography, CMYK & RGB colors, Brochures, Banners, Flex, Business cards, Visual aids, Books, Magazines, etc.

Theory Concepts

- Image File Formats
- Pixel vs Vector
- Resolution & Sizes
- Colour Models (CMYK & RGB)
- Typography

Adobe Photoshop

- Understand Photoshop Interface
- Image Editing Tools
- Importing
- Organizing Images
- Making Selections
- Layers
- using Masking in PS
- Color Correction
- Color & photo Retouching
- Image Adjustments
- Filters
- Liquify
- Working with Types
- Preparing,
- Saving
- Printing Images

CorelDRAW

- Introduction to CorelDraw
- Selecting Layout
- Moving Around and Viewing Drawings
- Customizing Options
- Drawing and Shaping Objects
- Selecting & Manipulating Objects
- Transforming Objects
- Outlining & Filling Objects
- Arranging Objects
- Using Layers
- Special Effects
- Working with Text
- Working with Paragraph

- Special Text Effects
- Using Symbols and Clipart
- Working with Bitmaps
- Special Page Layouts
- Printing
- Exporting Drawings

Adobe Illustrator

- Understand Illustrator Interface
- Manipulate vectors
- Creating Special Effects
- Tool bar
- Printing
- Exporting Drawings
- Working with Text
- Working with Paragraph
- Special Text Effects

Adobe InDesign

- Layers and Frames
- Managing graphics
- Preparing documents for commercial printing
- Tools
- Printing
- Exporting Drawings
- Working with Text
- Working with Paragraph
- Special Text Effects