Advanced Graphic Designing

Introduction

Advanced Graphic Designing Certification is designed to develop design sense in trainees with the help of theoretical concepts and practices. The focus of the practical part will be on designing software e.g. adobe Photoshop and illustrator. Graphic design is everywhere, from the wrappers on candy bars to the logo on your favourite coffee mug. Graphic design can serve many functions. Just a few of the uses of graphic design may include:

- Visual Identity
  - Logo Design
  - Business Card, Letterhead, Envelope
- Printed Materials
  - Packaging design
  - Brochures, Magazine ad design
- Digital Materials
  - Social media post design
  - Website landing page design
  - Digital ads design

Graphic design provides very clear and easy ways to convey information. Graphic design is not just pretty or for prettyÃ¢â‚¬â„¢s sake; it is a crucial part of business and life.

REQUIREMENTS:

- Basic IT Skills
- Qualification requirements: Minimum Matriculation

CURRICULUM:

Sr. No.	Contents
1	**Introduction to graphic design** • Definition of ‘’Graphic’’ & ‘’Design’’ • Principles of design • Elements of design **Introduction to Adobe illustrator** • Explore Basic Tools of Adobe Illustrator • Create new document, save and export files in different formats
2	**Color theory** • History of ‘’Color Wheel’’ • Learn about ‘’Color Psychology’’ • How many types of colors • Selection of colors according to Principle of design **What is Typography** • History of typography • Difference between Font & Typeface • How to create best typography according to design

Sr. No.	Contents
3	**Logo design** • What is Logo • What is the process of logo design • How to design a best logo **Vector vs Pixel** • What is the Vector Graphics • What is the Pixel Graphics
4	**Graphic Design and Print Media (Part 1)** • Brief Introduction about print media according to graphic design • Graphic designer’s role in print media • How to Design Flyer , Brochure, Print Ads and outdoor advertisement
5	**Graphic Design and Print Media (Part 2)** • Importance of Packaging Design • Packaging Design Process • How to Design Packaging for any product.
6	**Introduction to Adobe photoshop** • Explore Basic Tools of Adobe Photoshop • Create new document, save and export files in different formats • Learn about Layers, Filters, and use of Smart Object in Photoshop

Sr. No.	Contents
7	**Graphic Design and Digital Media (Part 1)** • Brief Introduction about Digital Media according to Graphic Design • Graphic Designer’s role in Digital Media • How to design Social Media Post, Story and other Artworks in Photoshop
8	**Graphic Design and Digital Media (Part 2)** • How to Create Artboards in Photoshop • Design ‘’Key Visuals’’ for Google Ad Campaign • Design Product ads in Photoshop
9	**Photo Manipulation in Photoshop** • What is Photo Manipulations and Photo Editing • How to Create a Manipulated Fantasy Image • Photo Retouching, Color balance, Color Enhancement • Background Removal of any Picture
10	**Website Design in Adobe Photoshop** • What is the Process to design a Landing Page in Photoshop • How to create Visuals for Website in Photoshop • Design a Website Banner

Sr. No.	Contents
11	**Graphic Design and Ecommerce** • Graphic Designer’s role in Ecommerce • How to design Product Images for Ecommerce Platforms • How to Retouch Product Images • Design ads and other artworks for Ecommerce Platforms
12	**Final Project**

OUTCOMES:

- Learn the complete design process with visual examples
- Design a complete visual identity for any brand
- Learn about colours psychology in graphic design
- Design marketing material like social media post flyers, magazine ads, website landing pages, etc.
- Learn market-leading software i.e. adobe Photoshop, adobe illustrator, and adobe Indesign.

BENEFITS:

- To familiarize the student with basic principles and fundamentals in visual art and design.
- To develop basic skills using tools and theory used in the design process.
- To understand the creative process, develop techniques and methods of creative problem.

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	25k-35k
Mid-Level	35k-65k
Advanced	65k-200k
Freelancer	25k-200k

Affiliation & Collaboarations

PBTE

PSDA