ADVANCED GRAPHIC DESIGNING

Introduction

This course is designed to develop design sense in trainees by the help of theoretical concepts and practices. The focus of 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 favorite coffee mug. Graphic design can serve many functions. Just a few of the uses of graphic design may include:

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

Graphic design provides very clear and easy ways to convey information. Graphic design is not just pretty or for pretty's sake .it is a crucial part of business and life.

Objectives

The main objectives of this module are as follows:

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

Learning Outcomes

- You will learn complete design process with visual examples
- You will be able design complete visual identity for any brand
- You will learn about colors psychology in graphic design
- You will be able to design marketing material like: social media post flyers, magazine ads, website landing pages etc.
- You will learn market leading software's i.e. adobe photoshop, adobe illustrator, adobe Indesign.

Entre Requirements:

- 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

Curriculum:

Week	Lecture	Topics
1	1	Introduction of graphic design Introduction of Adobe illustrator
2	1	Color theory What is Typography?
3	1	What is logo design? Difference between Vector and Pixel graphic
4	1	What is print media? Graphic designer role in print media
5	1	Introduction of Adobe photoshop How many design collaterals can make in Adobe photoshop
6	1	What is digital media? Graphic designer role in digital media
7	1	What is image editing and manipulation?
8	1	Importance of graphic design in E-commerce business
9	1	What is Ui/UX design? How we can design ''User interface'' in photoshop
10	1	Introduction of Adobe inDesign Difference between e-book and booklet
11	1	Why we should design magazines/catalogues/e-books/booklets in Adobe InDesign?
12	1	Final Project

Mode of Classes:

- On-Campus
- Online