GRAPHICS DESIGNING COURSE

Course Duration: 4 months - 2 hrs - 3 days a week
Fees: 10000/-

Objectives :

- Understanding and Learning the right skills required for creating professional design for print and publishing media.

- Learning the art of combining text and graphics for effective communication in forms of **Logo, Graphics, Brochures, Newsletters, Posters, Signs**, and many other type of visual communication.

Course Materials / Softwares :

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- CorelDraw

Creative career options:

- Graphic Designer
- Advertising Designer
- Magazine Designer
- Graphic Artist
- Design Visualiser
- Illustrator
- Layout Designer
- Packaging Designer
- Design Consultant

Course Outline

Introduction to the Principles of Designing.
- Student will be introduced to the Graphic Design Industry through magazines, brochures, internet etc.
- Get acquainted with the history of Graphic Designing.

Elements of Design.

- Students will get an insight into the principles and elements of design, their use and applications in the goal of solving various design problems.
- Students will study different graphic elements :-
  - Lines
  - Colour
  - Shape
  - Space
  - Texture
  - Value.
- They will learn to see, feel and interpret the elements of Design through projects and thus develop the necessary skills required in the field of Visual Communication.

Typography
- Students will learn to create a business proposal and branding for that business. They will learn-
  - Anatomy of a letter
  - Typefaces
  - Typographic Measurements
  - Typographic Standards
  - Typographic Guidelines

Colour for Designers
- Understanding the importance and use of colour in design.
- colour theory
- research and effective combinations for effective visual communication.
- digital colours
- generating colours on the computer.

Digital and Applied Illustration

- Introduction to the techniques for creating digital illustrations through the application of two dimensional vector images.

- Students are trained to use Adobe Illustrator and Adobe Photoshop softwares to produce digital images which may be required for book covers, magazines covers, film posters, album covers, packaging, advertising, editorials and digital painting etc.

Image Processing
- Introduction to the techniques of image editing and photo-retouching using Adobe Photoshop as a design tool.

Graphic Production

- Students will develop the skills and vocabulary necessary to prepare a project for print production.

Publication Design

- Students will learn the subject of design for professional publications which includes magazines, with an emphasis placed on developing innovative modern concepts for defined target audiences.
- Students will learn how to assemble and work as a full-functioning publication team.
- Students will apply the principles they learned in page layout, advanced layout and production and graphic production by using dynamic grid systems, professional binding techniques, choosing appropriate paper stocks and working with special printing effects and finishes.

Adobe Photoshop

Creates original Art & converts it to desired file formats and platforms
Retouch, manipulate & enhance photographs of Digital arts for Photo-Albums
Create special effects for Images to give it a pro look on Brochures

- The Toolbox , Menus
- Workplaces, Shortcuts
- Different Selection Tools
- Transform Tools
- Image Mixing Tools
- Image retouching Tools
- Gradient, pattern Tools
- Create Different Shaping Tools
- Typing Tools
- Shape & Path Different
- Create Brush
- Create Pattern
- Create Custom Shape
- Rename a Layer
- Position the Layers
- Layer Opacity
- Link Layers
- Invisible Layers
- Duplicate Layers
- Selection Layers
- Layer Styles
- Merge Layers
- Layer Mask
- Vector Mask
- Clipping Mask
- Smart Object Layer
- Filter Gallery
- Blur Gallery
- Light Effects
- Create Texture
- Create Text Effects
- Lens Effects

CAREER OPTIONS

- Graphic Designer
- Photoshop Operator
- Advertiser
- Visualizer – Photoshop
- Image Editor
- Professional Designer
- Layout Designer
- Social media and Graphic Designers

Adobe Illustrator

- Design a logo, Business card
- Create Holidays, a Christmas card
- Design a character, Package Designing, Banner Designing
- Tracing Work, Layout Work
- Ruler, Guides, Grids, Workspace
- Toolbox, Pen tool, Basic Shapes
- Editing shapes, Grouping, Transform
- Shape Distort Tools
- Symbol Editing Tools
- Graph Tools, Type Tools, Brush Tool, Gradient Tool
- Live paint,Live trace
- Path Blend,Envelope
- Edit Menu, Select Menu
- Illustrator filters, Distort, Stylize
- Photoshop Filters
- Illustrator effects
- Convert to shape
- Distort,Transform
- Effects gallery
- Create 3D Glass,Pen
- 3D properties
- Apply Symbols
- Create New Symbols
- 3D Logo
- 3D Rotation
- 3D Shine, Matt effects
- Convert 3D to Shape

CAREER OPTIONS :

- Graphic Designer
- Photoshop specialist
- DTP Operator
- Advertising Designer
- Layout Artist
- Presentation Specialist
- Web Image Editor
- Fashion Designer
- Packaging Designer
- Digital Illustration
- Visualizer
- Logo Designer

Adobe In-Design

Magazine Cover, News Paper Ads, Book Design,Printing Work

- The Document window
- Navigating your document
- Rulers and measurements
- Positioning panels
- Inserting, deleting, and moving pages
- Sections, page numbers, and chapter numbers
- Creating and applying master pages
- Parent/Child master pages
- Text, Graphics
- Formatting Objects, Managing Objects
- Transforming Objects, Character Formatting
- Paragraph Formatting, Working with Tables
- The Work Area, The Menu Bar, The Control Palette
- The Other Palettes, The Tools Palette , Contextual Menus
- Managing the InDesign Environment, Designing Documents
- Create the Structure of a Document, Develop Master Pages
- Manage Text and Graphic Placement, Develop Layers
- Utilizing Colors, Swatches, and Gradients
- Managing Transparency, Utilizing , Tables, Print a Document
- Creating Acrobat PDF Files, Controlling Text,
- Handling Page Elements and Graphics, Managing Long Documents
- Create a Book, Adjusting Print Settings.

CAREER OPTIONS
- Graphic Designer
- Junior Graphic Designer
- Content Producer
- Junior Graphic Designer
- Publisher
- Senior Indesign Operator
- Layout Coordinator
- Executive-adobe Design Suites

Corel Draw

Package Designing, Wedding Card design, Logo Designing, Banner Designing
Advertisement layout, Greeting Card, Brochure Design, Flyer Design

- Overview of Drawing tools
- Editing the object
- Use Transformation
- Page Properties
- Differentiate Mode of Color
- Fill, Outline Color
- Different shapes
- Type Text
- Convert Object
- Object to Shape work
- Convert To Curve
- Combine two lines
- Tracing, Fill Color, Fountain Fill, Texture Fill
- PostScript Fill, Outline Pen
- Outline Two Colors, Outline Thickness
- Outline Convert Curve
- Blend Effects, Countour Effects
- Drop Shadow, Extrude, Envelop
- Transparency, Distortion, Fill Tool
- Mesh Fill, Distortion
- File Menu, Edit Menu, View Menu
- Arrange Menu, Layout Menu,Filter Menu
- Text Menu, Table Menu

CAREER OPTIONS :
- Graphic Designer
- Photoshop specialist
- DTP Operator
- Advertising Designer
- Layout Artist
- Packaging Designer
- Web Image Editor
- Fashion Designer
- Packaging Designer
- Digital Illustration
- Visualizer
- Logo Designer