

Graphic Designing Course Outline

Module 1: Introduction to Graphic Design

- What is Graphic Design?
- The Role of Graphic Designers in Digital Marketing
- Key Principles of Design: Balance, Contrast, Unity, and Emphasis
- Overview of Graphic Design Software: Adobe Photoshop, Illustrator, and InDesign

Module 2: Design Fundamentals

- Color Theory and Its Application
- Typography: Fonts, Typesetting, and Text Layouts
- Image Composition and Visual Hierarchy
- Working with Grids and Layouts

Module 3: Introduction to Adobe Photoshop

- Overview of Photoshop Interface and Tools
- Working with Layers and Masks
- Image Editing and Retouching
- Creating and Manipulating Text
- Understanding Resolution and Image Quality
- Saving Files for Web and Print

Module 4: Introduction to Adobe Illustrator

- Overview of Illustrator Interface and Tools
- Vector vs. Raster Graphics
- Creating and Editing Shapes and Paths
- Using the Pen Tool and Brushes

- Logo Design and Vector Illustration Techniques
- Working with Color Palettes and Gradients

Module 5: Visual Branding & Marketing Design

- Logo Creation and Brand Identity Design
- Business Card and Stationery Design
- Social Media Graphics: Banner, Post, and Ads Design
- Website & App Design Elements
- Understanding Branding and Design Consistency
- Working with Clients and Receiving Feedback

Module 6: Advanced Design Techniques

- Creating Infographics and Data Visualization
- Designing for Digital Platforms: Web & Social Media
- Interactive and Motion Graphics Basics (Intro to After Effects)
- Advanced Text Effects and Photoshop Manipulation
- Preparing Files for Print: Print Specifications and Output

Module 7: User Interface (UI) & User Experience (UX) Design

- Basic Principles of UI/UX Design
- Wireframing and Prototyping
- Using Adobe XD for Web & Mobile Design
- Understanding User-Centered Design
- Best Practices for Web and Mobile UI Design

Module 8: Portfolio Development & Freelancing

- Building Your Graphic Design Portfolio
- Understanding Your Target Audience
- Freelancing as a Graphic Designer: Tips for Success

- How to Price Your Work and Handle Clients
- Using Behance, Dribbble, and Other Portfolio Platforms

Module 9: Digital Marketing for Designers

- The Role of Graphic Design in Digital Marketing Campaigns
- Creating Effective Social Media Ads and Posts
- E-mail Campaign Design and Newsletter Layouts
- Web Design and SEO: Making Design User-Friendly
- Branding and Advertising Design for Campaigns

Module 10: Final Project & Certification

- Hands-on Project: Creating a Complete Branding Package
- Final Evaluation and Peer Reviews
- Tips for Continuing Your Design Journey
- Course Completion Certification