

Quick Course in
Graphic **design**



Course outline

Week 1

Day 1

Lesson 1 - Introduction

Part 1

- Introduction to graphic design
- Difference between art and design
- Application of graphic design
- Role of a graphic designer in industry

Part 2

- Adobe overview -Photoshop/Illustrator/Indesign
- RGB and CMYK
- Introduction to photoshop
- Understanding interface
- Working with layers in photoshop

Day 2

Lesson 2 - Graphic design elements and principle

Part 3

- Understanding graphic design elements.
- Understanding graphic design principles
- Basic color theory

Day 3

Sample demonstration

Course outline

Week 2

Day 1

Lesson 3 - Photoshop Workshop

Part 4

- Selection tools
- Mask layer
- Vector layer
- Blend modes
- Creating photo composites

Day 2

Part 5

- Photo editing
- Healing brush
- Clone tool
- Replace and add color
- Photo retouch

Day 3

Lesson 4 - Illustrator Workshop

Part 5

- Introduction to illustrator
- Basic interface
- Quick tools

Course outline

Week 3

Day 1

Lesson 5 - Illustrator Workshop – Logo creation

Part 6

- Introduction to logo design
- Different types of logo
- Tools used
- Sample logo design

Day 2

Lesson 6 - Typography / Layout and composition

Part 7

- What is typography
- Anatomy of type
- Different types
- Application of different types
- Sample typographic image

Day 3

- Layout design for print
- Design principles used
- Sample magazine cover design

Part 8

Course outline

Week 4 Day 1

Lesson 6 - Typography / Layout and composition (contd.)

Part 8

- Layout design for digital media
- Web interface
- Document setup
- Use guides
- Sample web landing page

Day 2

Lesson 7 - Full brand identity design project

Project 1

- Logo creation
- Branding guidelines
- Web interface

Day 3

Project 2

- Logo creation
- Branding guidelines
- Web interface