Graphic Design and Desktop Publishing

GIDT's Graphic Design course lets you open yourself to the digital graphic designing and aid in expanding your skill set to transform you into a complete design professional. Graphic design can be renamed as communicative design- the visual design that says something. Our graphic design course will make you learn the advanced use of images, typography, drawings, colours, page layouts and photographs through various techniques.

In addition to the skills of image editing, and creating new designs, the course will provide you with the creative and visual judgement skills and skills to create personalized vector graphics. You will be trained on the basic design first and lateral thinking process relevant to the design industry. We follow a project-based curriculum wherein you learn software skills to develop creative and effective visual designs. You will also develop skills for research techniques in motion graphics (GIFs), branding, marketing, and mixed media promotion.

Course Outline

Introduction to the Graphic Design Industry
Introduction to the Tools and Equipments
Typography and Creating Images for Print & Web
Digital Lay-outing Design and Portfolio Creation

Focus Area

Colors : Theory, Psychology, Schemes and Values
Fonts : Typefaces, Style, Formatting
Typography : Leading, Kerning, Tracking
ALignment and Distributions
Print Designing
Layouts and Composition
Designing Brochures, Flyers, Standees, etc
Resume Designing
Portfolio Creation

Software Covered

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Corel Draw

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