

Graphic Design Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Graphic Design Course at GIDM is a **practical, creative, and job-focused program** designed to help students master visual design skills. This course covers **design principles, branding, digital creatives, and industry tools** used in marketing agencies, startups, and corporate environments.

What You Will Learn

- Fundamentals of graphic design
 - Color theory, typography & layouts
 - Design for digital & print media
 - Branding & visual identity creation
 - Social media & marketing creatives
 - Portfolio building & career guidance
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Detailed Course Modules

Module 1: Introduction to Graphic Design

- What is graphic design?
 - Types of graphic design
 - Design process & workflow
 - Graphic design career paths
 - Understanding client briefs
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Module 2: Design Principles & Elements

- Line, shape, texture & space
- Color theory & psychology
- Typography basics
- Balance, contrast & alignment
- Visual hierarchy

Module 3: Adobe Photoshop

- Photoshop interface & tools
- Image editing & retouching
- Layers, masks & filters
- Photo manipulation
- Creative design projects

Module 4: Adobe Illustrator

- Vector graphics basics
- Illustrator tools & workspace
- Logo design concepts
- Icons & illustrations
- Typography & layouts

Module 5: Adobe InDesign

- Layout design fundamentals
- Brochures & flyers design
- Magazine & catalogue layouts
- Print-ready files
- Export settings

Module 6: Branding & Visual Identity

- Brand identity fundamentals
- Logo design process
- Color palette & typography selection
- Brand guidelines creation
- Real brand case studies

Module 7: Digital & Social Media Design

- Social media post & banner design
- Ad creatives for marketing
- Thumbnails & cover images
- Design trends for digital platforms

- Canva basics
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Module 8: Print Media Design

- Print design fundamentals
 - Visiting cards & stationery
 - Banners, posters & hoardings
 - Color modes (RGB vs CMYK)
 - Print finishing basics
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Module 9: UI Basics & Design Tools

- Introduction to UI/UX
 - Web & app design basics
 - Wireframing fundamentals
 - Tools overview (Figma basics)
 - User-centered design concepts
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Module 10: Portfolio & Freelancing

- Portfolio creation guidance
 - Behance & Dribbble profiles
 - Freelancing platforms overview
 - Client communication
 - Pricing & proposals
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✂ Practical Training & Projects

- Logo design project
 - Branding kit creation
 - Social media creatives project
 - Print design assignment
 - Final portfolio project
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Certification & Career Support

- Industry-recognized certification

- Internship assistance
 - Resume & interview preparation
 - Freelancing & client handling support
 - 100% placement support
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Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, creatives, job seekers, and entrepreneurs.

Q2. Do I need prior design knowledge?

No, the course starts from basics.

Q3. Is this course practical?

Yes, 100% hands-on with real design projects.

Q4. Will I get placement support?

Yes, GIDM provides internship and placement assistance.

Q5. Can I do freelancing after this course?

Yes, we guide you to start freelancing as a graphic designer.

Start Your Creative Career with GIDM

Learn professional graphic design skills and build a strong creative portfolio.

