Graphic Design – Full Course Syllabus

Course Overview

This Graphic Design course is designed to build creative and professional design skills from basics to advanced levels. The program focuses on design principles, industry tools, hands-on projects, and real-world applications to prepare learners for creative careers and freelancing.

Module 1: Introduction to Graphic Design

- What is graphic design and its importance
- Types of graphic design (print, digital, branding)
- Role of a graphic designer
- Design workflow and process
- Career opportunities in graphic design

Module 2: Design Fundamentals

- Principles of design (balance, contrast, alignment)
- Color theory and psychology
- Typography basics
- Layout and composition techniques
- Visual hierarchy and spacing

Module 3: Adobe Photoshop

- Introduction to Photoshop interface
- Image editing and retouching
- Layers, masks, and filters
- Photo manipulation techniques
- Design creatives for digital platforms

Module 4: Adobe Illustrator

- Illustrator workspace and tools
- Vector graphics concepts
- Logo and icon design
- Shapes, paths, and typography
- Creating scalable designs

Module 5: Branding and Identity Design

- Understanding brand identity
- Logo design concepts
- Brand colors and typography
- Business cards and stationery design
- Brand guidelines creation

Module 6: Print Design

- Print design fundamentals
- Brochures, flyers, posters design
- Print color modes (CMYK, RGB)
- Bleed, margins, and resolution
- Preparing files for print

Module 7: Digital and Social Media Design

- Designing for social media platforms
- Web banners and ad creatives
- UI visual basics
- Responsive design considerations
- Creative trends for digital platforms

Module 8: Typography and Layout Design

- Advanced typography techniques
- Font pairing and readability
- Grid systems and layouts
- Magazine and editorial design
- Creative text effects

Module 9: Motion Graphics Basics

- Introduction to motion graphics
- Animated creatives basics
- GIFs and short video design
- Tools overview for motion design
- Usage in digital marketing

Module 10: Portfolio Development

- Creating a professional design portfolio
- Selecting and presenting work
- Portfolio websites and platforms
- Personal branding for designers
- Client presentation skills

Module 11: Freelancing and Career Skills

- Freelancing platforms overview
- Client communication skills
- Pricing and project management
- Legal and copyright basics
- Career growth strategies

Module 12: Real-World Projects

- Logo and branding project
- Social media creative project

- Print design project
- Complete brand design project
- Final portfolio review

Tools Covered

- Adobe Photoshop
- Adobe Illustrator
- Canva (Basics)
- Typography and color tools
- Design asset resources

Learning Outcomes

- Create professional graphic designs confidently
- Apply design principles and color theory
- Design logos, branding, and marketing creatives
- Use industry-standard design tools effectively
- Build a strong professional design portfolio

Career Opportunities

- Graphic Designer
- Visual Designer
- Branding Designer
- Social Media Designer
- Freelance Gr