



# 2 *Duration* MONTHS



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# Course GOALS

The course goals are to provide students with a solid understanding of graphic design principles and tools, while also building their technical skills in Adobe Photoshop and other design software. It encourages creativity and innovative thinking, allowing students to apply design theories to practical projects like social media graphics, logos, and brochures. Furthermore, the course covers research methods for analyzing visual trends and improves students' ability to communicate their design ideas effectively to clients. Ultimately, students will compile a professional portfolio to display their work



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# Course OBJECTIVES

## STUDENTS WILL BE ABLE TO:

- Define Graphic Design, Grasp Its Scope, And Appreciate Its Significance In Various Industries
- Navigate The Adobe Photoshop Interface With Confidence, Using Its Tools For Creating And Editing Images
- Edit Images By Employing Techniques Such As Cropping, Resizing, Color Correction, And Retouching To Improve Visual Quality
- Understand And Apply Principles Of Color Theory, Including Color Models And Their Psychological Impacts, In Their Design Projects
- Create Engaging Social Media Posts That Adhere To Platform Specifications, Integrating Effective Typography And Visual Elements
- Conduct Thorough Research To Collect Reference Materials And Make Informed Design Decisions, Including Choices Related To Color Palettes And Typography
- Develop Eye-Catching Logos And Brochures By Understanding The Design Process, Identifying Target Audiences, And Utilizing Effective Layout And Color Schemes





# Course OUTLINES

## MODULE 1:

### INTRODUCTION OF GRAPHIC DESIGN

- Definition And Scope Of Graphic Designing
- Definition And Scope Of Graphic Designing
- Evolution Of Graphic Design
- The Objective Of A Graphic Designing
- What Is Creativity?

**Task:** Write a short essay defining graphic design, its scope, and its relevance in at least three different industries

## MODULE 2:

### INTRODUCTION OF ADOBE PHOTOSHOP

- Overview Of Adobe Photoshop
- Understanding The Photoshop Interface
- Menu, Panel, Layers And Tools
- Open The Files
- Creating New File
- Exporting And Saving The Files

**Task:** Create a new project in Adobe Photoshop, exploring the interface, using various tools, and saving the file in different formats



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# Course OUTLINES

## MODULE 3:

### RESEARCH METHOD

- Define The Scope
- Collect Reference Material
- Color Palette And Design Choice
- Typography And Font Styles
- Online Resources And Platforms

**Task:** Compile a mood board that includes collected reference materials, color palettes, and typography styles that align with a specific design project

## MODULE 4:

### IMAGE EDITING

- Definition And Purpose Of Image Editing
- Image Formats And Resolutions
- Cropping And Resizing Images
- Adjusting Brightness, Contrast
- Exposure Color Correction And Enhancement
- Retouching And Healing

**Task:** Edit a provided image by cropping, resizing, adjusting brightness and contrast, and applying color correction techniques



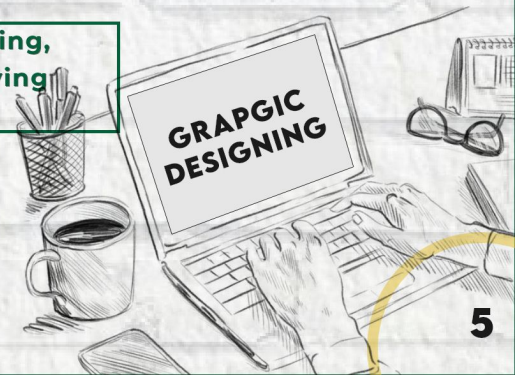
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# Course OUTLINES

## MODULE 5:

### COLOR THEORY

- Introduction To Color Theory
- Color Models And Systems
- Color Gradient
- Color Properties And Attributes
- Color Psychology
- Color In Typography And Web Design
- Color Tools And Resources

**Task::** Develop a color scheme for a design project, explaining the choice of colors based on color theory principles and their psychological effects

## MODULE 6:

### SOCIAL MEDIA POST DESIGN

- Introduction To Social Media Post Designing
- Social Media Platforms And Specifications
- Typography And Text Design
- Design Complete Social Media Post



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# Course OUTLINES

**Task:** Design a complete social media post tailored for a specific platform, incorporating appropriate typography and visual elements

## MODULE 7:

### LOGO DESIGN

- Introduction To Logo Design
- Logo Design Process
- Logo Types And Styles
- Elements Of Effective Logos
- Typography In Logo Design
- Symbolism And Visual Representation
- Color In Logo Design

**Task:** Create a logo concept for a fictional brand, outlining the design process, elements of the logo, and the symbolism behind the chosen design

## MODULE 8:

### BROCHURE DESIGN

- Introduction To Brochure Design
- Identifying Target Audience And Objectives
- Content Planning And Organization
- Typography And Text Layout



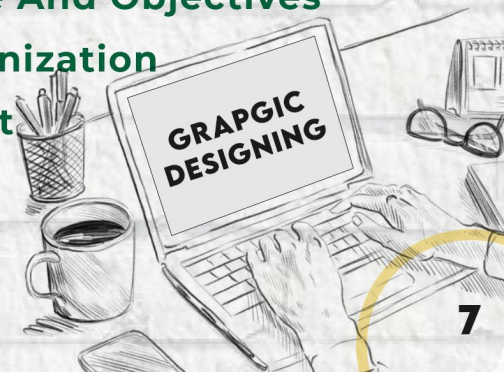
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# Course OUTLINES

- Color Scheme And Visual Identity
- Imagery And Graphics

**Task:** Design a complete social media post tailored for a specific platform, incorporating appropriate typography and visual elements



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