



Note: *This course outline and schedule are tentative and may be adjusted by the instructor depending on class progress and circumstances.*

Graphics Designing (3 Months)

Course Outline

Course Details

This course introduces learners to professional graphic design tools, covering image editing, vector graphics, and video editing. By the end, students will be able to design marketing materials, digital content, and creative projects using industry-standard software.

Tools Covered: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro

Course Type: Certificate

Course Duration: 3 months

Class Frequency: 3 classes/week, 2 hours each

Mode of Delivery: On-Campus

Course Objectives

- Build foundational knowledge of Photoshop, Illustrator, and Premiere Pro.
- Learn design principles including color theory, typography, and composition.
- Develop practical skills through real-world assignments.
- Create a portfolio-ready final project (branding + social media kit + edited video).
- Gain confidence to pursue freelance or professional design opportunities.

Week-wise Course Plan

Week	Topics Covered	Learning Objectives	Assignments
Week 1	Adobe Photoshop Basics <ul style="list-style-type: none"> • Photoshop interface & workspace • Understanding layers & layer panels • Selection tools (Marquee, Lasso, Magic Wand) • Crop & transform tools • Basic file formats (JPEG, PNG, PSD) 	<ul style="list-style-type: none"> - Familiarize with Photoshop environment - Perform simple selections & transformations - Organize layers effectively 	Create a basic poster combining text + images (event or product ad).

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Week	Topics Covered	Learning Objectives	Assignments
Week 2	Photo Editing & Retouching <ul style="list-style-type: none"> • Healing brush, clone stamp, patch tool • Filters & adjustments (Brightness/Contrast, Curves) • Smart objects & non-destructive editing • Masks & layer masks 	<ul style="list-style-type: none"> - Retouch portraits & images - Apply filters professionally - Use masks for flexible edits 	Retouch a portrait photo (before/after version).
Week 3	Advanced Photoshop Techniques <ul style="list-style-type: none"> • Blending modes & opacity • Adjustment layers (Hue/Saturation, Color Balance) • Text effects & typography in Photoshop • Brush tool & custom brushes 	<ul style="list-style-type: none"> - Enhance images with creative effects - Improve typography & text designs - Work with brushes & textures 	Design a social media post (e.g., Instagram ad).
Week 4	Print & Mockup Design <ul style="list-style-type: none"> • Creating print-ready files (CMYK, 300 DPI) • Smart object mockups (t-shirts, mugs, billboards) • Exporting in different formats • Creating professional business cards & flyers 	<ul style="list-style-type: none"> - Prepare designs for print & digital - Create mockups for presentations - Work on brand-focused projects 	Design a business card or flyer for a company.
Week 5	Adobe Illustrator Basics <ul style="list-style-type: none"> • Illustrator interface & artboards • Shapes, lines, curves, and grids • Pathfinder & shape builder tool • Pen tool mastery (anchor points, Bezier curves) 	<ul style="list-style-type: none"> - Create vector shapes & illustrations - Understand paths & anchor points - Build scalable designs 	Recreate a simple logo using pen tool + shapes.

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Week	Topics Covered	Learning Objectives	Assignments
Week 6	Typography & Colors <ul style="list-style-type: none"> • Fonts & typography rules • Text on path, outlines & creative text effects • Color theory (RGB vs CMYK) • Gradient tool & swatches 	<ul style="list-style-type: none"> - Apply typography in designs - Use gradients for modern effects - Understand brand colors & schemes 	Design a typographic poster (quote or campaign).
Week 7	Branding & Infographics <ul style="list-style-type: none"> • Designing icons & symbols • Creating infographics with charts • Logo design principles • Brand identity elements (stationery, banners) 	<ul style="list-style-type: none"> - Create branding materials - Design logos professionally - Communicate data visually 	Create a set of icons or infographic design .
Week 8	Portfolio & Exports <ul style="list-style-type: none"> • Preparing print-ready files • Exporting for web, mobile & print • Creating a branding kit (logo, stationery, social templates) • Portfolio compilation 	<ul style="list-style-type: none"> - Build complete branding kit - Export files in professional formats - Prepare mini portfolio for clients 	Submit a branding kit (logo + stationery + social media post).
Week 9	Adobe Premiere Pro Basics <ul style="list-style-type: none"> • Premiere interface & timeline • Importing media (videos, images, audio) • Cutting, trimming, splitting clips • Working with multiple tracks 	<ul style="list-style-type: none"> - Navigate video editing workspace - Perform basic video edits - Manage media effectively 	Edit a short video sequence (cut & arrange clips).

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Week	Topics Covered	Learning Objectives	Assignments
Week 10	Transitions & Titles <ul style="list-style-type: none"> • Applying video transitions (fades, wipes, zooms) • Adding & animating text titles • Using presets & templates • Basic effects & adjustment layers 	<ul style="list-style-type: none"> - Create smooth transitions - Add professional titles & lower thirds - Apply effects to improve storytelling 	Create a 10–20 sec video intro with transitions & animated titles.
Week 11	Audio & Color Grading <ul style="list-style-type: none"> • Audio editing (voice, background music, effects) • Keyframing audio levels • Lumetri Color & color grading • Basic motion graphics with Essential Graphics 	<ul style="list-style-type: none"> - Balance audio & music - Enhance videos with cinematic color grading - Add motion graphics to projects 	Edit a 30-sec cinematic video with music + color grading.
Week 12	Final Project & Export <ul style="list-style-type: none"> • Advanced editing workflow • Rendering & exporting for YouTube, Instagram, TV • Reviewing professional projects • Final submission guidelines 	<ul style="list-style-type: none"> - Deliver a professional-quality video - Prepare project for different platforms - Compile all course work into portfolio 	Submit Final Project: Complete branding package (logo, flyer, social media post, + promotional video).

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Assessment Structure

- **Weekly Assignments:** 30%
- **Class Participation:** 20%
- **Final Project:** 50%

Final Project

Students will design a **complete branding package** for a fictional company, including:

- Logo & branding kit (Illustrator)
- Social media designs (Photoshop)
- Promotional video (Premiere Pro)

Recommended Resources

- Adobe Creative Cloud Official Tutorials
- Envato Tuts+
- Behance & Dribbble (Inspiration)
- “Graphic Design School” by David Dabner

Attendance Policy

Regular attendance is essential for successful course completion. Students are expected to attend at least **80% of classes**. More than **20% unexcused absences** may result in disqualification from the final project and certification.

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