SYLLABUS

Syllabus for Graphic Design Course

Subject: Introduction to the Principles of Designing

Unit I: Introduction to Graphic Design

- Overview of the Graphic Design Industry
  - Exploration of various sectors within the industry
  - Understanding the role of graphic designers
- Historical Development of Graphic Design
  - Key milestones in graphic design history
  - Influential designers and their contributions
- Introduction to Design Tools and Software
  - Familiarization with Adobe Illustrator, Photoshop, InDesign, CorelDraw
  - Basic functionalities and applications

Unit II: Elements of Design

- Principles of Design
  - Balance, contrast, emphasis, movement, proportion, rhythm, unity
- Elements of Design
  - Lines: Types, usage, and significance in design
  - Colour: Theory, psychology, and practical application
  - Shape: Geometric, organic, abstract shapes
  - Space: Positive and negative space, composition techniques
  - Texture: Types and creation of textures
  - Value: Importance of light and dark in design
- Practical Projects
  - Exercises to apply elements of design
  - Developing visual communication skills

Unit III: Typography

- Introduction to Typography
  - History and evolution of typography
  - Importance of typography in design
- Anatomy of a Letter

- o Understanding different parts of a letter
- o Serif vs. sans-serif typefaces
- Typographic Measurements
  - o Point size, line height, tracking, kerning
- Typographic Standards and Guidelines
  - o Best practices for readability and aesthetics
  - o Choosing appropriate typefaces for different projects
- Practical Application
  - o Creating business proposals and branding materials
  - o Exercises in typographic design and layout

Unit IV: Colour for Designers

- Fundamentals of Colour Theory
  - o Colour wheel, primary, secondary, and tertiary colours
  - o Colour harmony and schemes (complementary, analogous, triadic)
- Psychological Impact of Colour
  - o Understanding how colours affect emotions and perceptions
  - o Application of colour psychology in design
- Digital Colour Techniques
  - o Working with RGB and CMYK colour models
  - o Generating and applying digital colours using design software
- Practical Projects
  - o Exercises in creating effective colour combinations
  - o Developing colour palettes for different design projects

Subject: Digital and Applied Illustration

Unit I: Introduction to Digital Illustration

- Basics of Digital Illustration
  - o Understanding vector vs. raster graphics
  - o Applications of digital illustrations in various media
- Tools and Techniques
  - o Introduction to drawing tablets and styluses
  - o Basic tools in Adobe Illustrator and Photoshop

Unit II: Adobe Illustrator Basics

- Getting Started with Illustrator
  - o Overview of the interface and tools
  - o Creating and saving documents
- Basic Drawing and Shape Tools
  - o Using the Pen tool, basic shapes, and paths
  - o Transforming and editing shapes
- Colour and Gradient Tools
  - o Applying and editing colours and gradients
  - o Creating custom colour swatches
- Practical Projects
  - o Designing logos and business cards

o Simple vector illustrations

Unit III: Advanced Adobe Illustrator Techniques

- Complex Drawing and Shape Manipulation
    o Using advanced Pen tool techniques
    o Creating complex shapes and paths
- Special Effects and 3D Properties
    o Applying and editing effects
    o Creating and manipulating 3D objects
- Symbol Creation and Management
    o Designing and using custom symbols
    o Applying symbols in various design contexts
- Practical Projects
    o Advanced logo design
    o Character and package designing

Unit IV: Adobe Photoshop Basics

- Getting Started with Photoshop
    o Overview of the interface and tools
    o Creating and saving documents
- Basic Image Editing Tools
    o Using selection tools, crop, and transform tools
    o Basic image adjustments (brightness, contrast, levels)
- Layer Management
    o Understanding layers and layer styles
    o Using masks and blending modes
- Practical Projects
    o Basic photo editing and retouching
    o Creating simple compositions

Unit V: Advanced Adobe Photoshop Techniques

- Advanced Image Retouching
    o Techniques for professional photo retouching
    o Removing backgrounds, repairing images
- Creating Special Effects
    o Using filters and effects for creative results
    o Creating textures and text effects
- Working with Smart Objects
    o Understanding and using smart objects
    o Non-destructive editing techniques
- Practical Projects
    o Complex photo manipulations
    o Creating marketing materials with advanced effects

Subject: Graphic Production

Unit I: Fundamentals of Graphic Production

- Understanding Print Production
  - Overview of the print production process
  - Key terminology and concepts
- Preparing Projects for Print
  - Setting up files for print
  - Understanding resolution, bleed, and safe zones
- Practical Projects
  - Preparing mock-ups for print
  - Exercises in file preparation

Unit II: Publication Design

- Principles of Publication Design
  - Layout, typography, and visual hierarchy
  - Design considerations for different types of publications
- Working as a Publication Team
  - Roles and responsibilities within a publication team
  - Collaborative design processes
- Practical Projects
  - Designing magazine spreads
  - Creating publication mock-ups

Unit III: Advanced Layout and Production

- Advanced Page Layout Techniques
  - Using grid systems for consistent layout
  - Advanced typography and visual hierarchy
- Binding Techniques and Paper Stocks
  - Understanding different binding methods
  - Choosing appropriate paper stocks for projects
- Special Printing Effects and Finishes
  - Exploring varnishes, foils, embossing, and other effects
  - Practical application of special effects
- Practical Projects
  - Creating advanced publication layouts
  - Incorporating special printing techniques

Subject: Adobe InDesign

Unit I: Introduction to Adobe InDesign

- Overview of InDesign Interface
  - Understanding the workspace and tools
  - Navigating documents and pages
- Setting Up Documents
  - Creating and saving new documents
  - Setting up margins, columns, and guides
- Practical Projects
  - Creating simple document layouts
  - Basic text and image integration

Unit II: Document and Page Management

- Managing Pages and Spreads
    - Adding, deleting, and moving pages
    - Working with master pages and templates
- Sections and Numbering
    - Setting up sections and page numbers
    - Creating chapter numbers and running headers
- Practical Projects
    - Creating multi-page documents
    - Using master pages for consistency

Unit III: Text and Graphics Management

- Advanced Text Formatting
    - Character and paragraph styles
    - Managing large amounts of text
- Integrating Graphics
    - Placing and formatting images
    - Working with anchored objects and inline graphics
- Working with Tables
    - Creating and formatting tables
    - Integrating tables with text and graphics
- Practical Projects
    - Designing complex document layouts
    - Advanced text and graphic integration

Unit IV: Advanced InDesign Techniques

- Working with Layers
    - Using layers for organization and efficiency
    - Advanced layer management techniques
- Colour Management
    - Creating and using colour swatches and gradients
    - Applying colour profiles and managing colour consistency
- Transparency and Effects
    - Applying and managing transparency
    - Using effects for creative results
- Practical Projects
    - Designing complex, multi-layered documents
    - Applying advanced effects and transparency

Subject: CorelDraw

Unit I: Introduction to CorelDraw

- Overview of CorelDraw Interface
    - Understanding the workspace and tools
    - Creating and saving new documents
- Basic Drawing Tools

- o Using basic shapes and drawing tools
- o Editing and transforming objects
- Colour and Fill Tools
  - o Applying and editing colours and fills
  - o Creating custom colour swatches and gradients
- Practical Projects
  - o Designing simple logos and illustrations
  - o Basic object manipulation and colouring

Unit II: Advanced CorelDraw Techniques

- Advanced Drawing and Shaping Tools
  - o Using advanced shape and path editing tools
  - o Creating complex shapes and objects
- Special Effects and Filters
  - o Applying and editing effects
  - o Using filters for creative results
- Working with Text
  - o Advanced text formatting and integration
  - o Creating text effects and integrating text with graphics
- Practical Projects
  - o Designing complex illustrations and logos
  - o Applying advanced effects and filters

Unit III: Special Effects in CorelDraw

- Applying Advanced Effects
  - o Using effects: Drop Shadow, Extrude, Envelop, Transparency
  - o Creating and managing distortion effects
- Advanced Menu Functions
  - o Using advanced menu options and customization
  - o Creating custom toolsets and workspaces
- Practical Projects
  - o Designing marketing materials with special effects
  - o Creating advanced illustrations and graphics

Subject: Image Processing

Unit I: Basics of Image Processing

- Introduction to Image Processing
  - o Understanding basic image processing techniques
  - o Overview of Adobe Photoshop tools and functions
- Basic Editing Techniques
  - o Cropping, resizing, and basic adjustments
  - o Using selection tools and basic retouching
- Practical Projects
  - o Basic photo editing and enhancements
  - o Simple image compositions

Unit II: Advanced Image Editing

- Professional Photo Retouching
    - Advanced retouching techniques for professional results
    - Removing backgrounds and repairing images
- Creating Special Effects
    - Using filters and effects for creative enhancements
    - Creating textures and advanced text effects
- Practical Projects
    - Complex photo manipulations and composites
    - Creating marketing materials with advanced effects