

Relevel

# Graphic Design



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# About Relevel

The coming decade is one of immense **opportunity for India** with a majority of our population under the age of 35 and the growing proliferation of global technology.

For a long time, India was known as the land of outsourced opportunities. The past decade however has shown that **Indians can build global products and businesses**. This is expected to grow manifold in the coming years provided we solve for one crucial element - **skilled talent**.

Today, there is a massive divide between aspirants looking for the **right opportunities** on one side, and companies vying for the best talent on the other. Historically exposure to opportunities has been defined by one's college, degree, or who they already knew in the industry. The events over the last year have only made the situation worse.

We believe it is high time that this changes for good! We believe that hiring should depend only on your capabilities and skills, not your college degree.

Being India's **Largest Learning Platform**, democratizing knowledge and access is a core tenet of the **Unacademy Group**. We are now extending that to opportunities through Relevel by leveling the playing field for millions of Indians. We imagine a future where candidates have a transparent path to the **career of their dreams**.

At Relevel, we believe **your history doesn't matter. Your skills do**. Your network doesn't matter. You do!

All the best. We know you can crack it!

# Why become a Graphic Designer?

**Graphic Design** is an extremely creative role wherein individuals must use their imagination, flexibility and communication skills to bring visual concepts to life.

This is an exceedingly in-demand field, especially in the digital age wherein graphic design knowledge and technical skills are used to create creative assets, product designs, website design and animations to communicate with consumers directly across the internet and in apps.

Today, there is hardly any field that is untouched by graphic designers and designers. From the products and apps that make our lives easier to a multimillion-dollar motion picture, graphic design is central to most consumer-facing companies today.

- **Strategic Responsibilities:** Graphic Designers develop visual assets that inspire, inform and captivate customers. They work closely with marketing, advertising, public relations and business leadership to execute a variety of projects. Graphic design is also an extremely iterative process, therefore, designers constantly incorporate feedback from stakeholders till a design asset is finalised. Graphic designers combine their knowledge of art and design technology to communicate strategic business ideas using images, illustrations, and text.
- **Scope of Learning:** A graphic designer needs to have a combination of hard skills (including knowledge of key design softwares and design principles) and soft skills (including communication, time management and flexibility) to fulfil their customer's/client's vision of a brand or ad campaign. They get to work on new projects with new challenges almost everyday, setting them up on a path of rigorous learning and growth.

# Why become a Graphic Designer? (contd.)

- **Plethora of Employment Opportunities:** With the sheer demand of graphic designers in the market currently, aspirants can choose amongst a variety of industries and specific roles, as per their interest. There are broadly three highly lucrative career paths for graphic designers:
  - Firstly, **Working with a Creative Agency** like Dentsu and Ogilvy where you will be assigned to a variety of projects for limited time periods for domestic and international brands.
  - The second option is **becoming an in-house designer** at a company like Nykaa or Myntra and creating customer delight through catalogues / website/ app banners.
  - The third option is **becoming a freelance designer**. This is typically a viable choice after gaining some industry experience and developing a network so that you get the freedom to pick projects that suit your creative and time needs.

You might have come across a Marvel movie or heard of a genre of animation called Anime. Graphic designers have succeeded in dissolving the differences between real and virtual and these art forms are growing increasingly popular. Talented graphic designers are hired by these companies for highly lucrative projects.

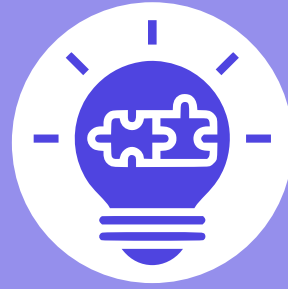
All you need is the skill and the dedication to improve yourself continuously.

- **Growth Potential:** The first one or two years in this role are very crucial as they learn on the job while earning around 2.5 to 3 Lakhs per annum. Many graphic designers also develop alternate sources of income by picking up small-ticket freelance projects. As they gain experience, graphic designers can comfortably earn salaries upto 8 lakhs per annum.

# Why Relevel Courses?



200 Hours of Live Learning



20 live Business cases/projects



Learn from the Best in the Industry



Placement Mentoring (NOT 1:1 Placement mentoring)



Periodic tests with projected Relevel test scores



Merit-based Scholarships

# Learn: The Relevel Way



## **Design Workshops**

Participate in interactive workshops by external design experts on interesting topics such as Design Thinking and Branding for Startups.



## **Learn how to build your own portfolio**

A portfolio reflects your creativity and showcases your work to potential employers. We will go over how to collate all your projects and build a strong portfolio.



## **Doubt Solving Sessions**

Weekly educator-led doubt solving class in addition to Teaching Assistant driven doubt sessions 4-5 times a week to ensure that your subject matter understanding is crystal clear



## **Quizzes & Assignments**

Real learning happens only when we practice. Specially curated quizzes after each session for a life-long learning experience.



## **Periodic Proctored Tests**

Track how far you have come along in your endeavour to learn through these periodic tests.



## **Dedicated Success Managers**

To help you reach that finish line, and anything that comes enroute this journey.



## **Community Access**

Learning by sharing. Connect with your peers and achieve your goals together.

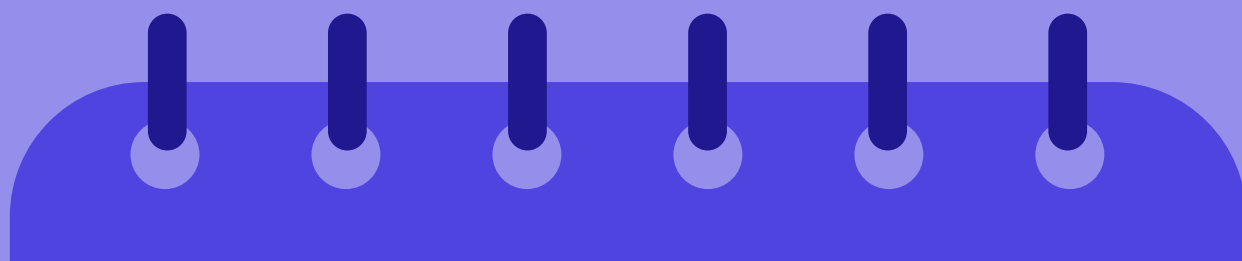
# Is this for You?

If you're looking to start your career as a **Graphic Designer**, or pick up the necessary skills, you have come to the right place!





# Weekly Class Schedule



MON	TUE	WED	THU	FRI	SAT	SUN
<b>7 PM - 8 PM</b> Doubt Clearing Session by Teaching Assistant	<b>Off day for practice</b>	<b>7 PM - 8 PM</b> Doubt Clearing Session by Teaching Assistant	<b>Off day for practice</b>	<b>7 PM - 8 PM</b> Doubt Clearing Session by Teaching Assistant	<b>11 AM - 2 PM*</b> Session by Educator	<b>11 AM - 2 PM*</b>  <b>Guest Lecture/ Event/Doubt Session with educators/ Test</b>
<b>8 PM - 11 PM</b> Session by Educator		<b>8 PM - 11 PM</b> Session by Educator		<b>8 PM - 11 PM</b> Session by Educator	<b>7 PM - 8 PM</b> Doubt Clearing Session by Teaching Assistant	

\*Weekend session timings may change depending on the availability of the educator.

# Classes by Experts



**Prarthana Dixit**  
Jacket Designer, Ex-DK



**Koyal Chengappa**  
Senior Designer, Ex- Landor & Fitch



**Sanjana Banerjee**  
Graphic Designer, Meesho



**Shubham Singh**  
Senior Design Manager, Dotpe



**Bhavnoor Minocha**  
Founder, Yours Tinted



**Tanisha Mandal**  
Creative Graphic  
Specialist, Hilti India

# Learn from Industry Leaders



**Raunaq Singh**  
Head of Creative, Pristyn Care



**Ranjit Debnatha**  
Creative Director, Ex-FCB Ulka

# Curriculum Snippet



# Module 1

## Introduction to Design Principles and Design Elements

1 week

- We start from the very basics of graphic design by defining what is design, the evolution of design and how design is different from art.
- We then move on to introducing different design elements such as Point, Line, Shape, Tone, Texture, Colour and Letterform and understand their applications in print and digital media.
- Next, we move onto understanding the different design principles including Balance, Alignment, Hierarchy, Contrast, Movement, Colour and Space and understand their applications as well.
- This section also covers the applications of design elements and principles.

# Module 2

## Deep Dive into Design Softwares

1 month

### 1. Adobe Photoshop

Get familiar with the purpose, application and framework of the key Adobe Softwares. After this, we will deep dive into the fundamentals of digital image making by understanding the critical functionalities of Adobe Photoshop, such as:

- Colour correcting images
- Cleaning images and removing any blemishes
- Creating a multi-layered artwork using a combination on images used for advertising, social media creatives and e-commerce platforms
- Making digital illustrations using a variety of brushes

**Practical Assignment:** In these classes, we will practise the different tools by learning how to edit an image, crop a product image and illustrate a lipstick for Colorbar, an Indian beauty brand that manufactures various beauty products.

# Module 2 (contd.)

## Deep Dive into Design Softwares

1 month

### 2. Adobe Illustrator

Adobe Illustrator is a vector graphics editor, which allows design professionals to build high-quality works of art, with clean lines and shapes that can be scaled to any size. The program can be used to create a variety of digital and printed images. In this section we will learn how to create different print and digital media artworks such as:

1. Vector illustrations and illustrations for print
2. Posters and banners used for advertising and marketing
3. Image compositions and collages as artworks
4. Typography, understanding fonts and their uses
5. Making collaterals for branding and packaging

**Practical Assignment:** In these classes, we will practise the different tools by learning how to design vector icons, a postcard and A3 poster for an Earth Day Campaign run by the Coca-Cola Company, a multinational beverage company.

### 3. Adobe InDesign

Adobe InDesign is the standard software for graphics design. With Adobe InDesign, you can create any kind of vector art or illustration. We will be learning how to make printable artworks for books, magazines and newspapers. This will include:

- Understanding the different file sizes and print settings for publishing
- Working with grid systems to build wireframes
- Using columns for typesetting
- Resizing and working with images
- Using different elements of type such as drop cap, quotes etc.

**Practical Assignment:** In these classes, we will practise the different tools by learning how to design a fashion brand leaflet, newspaper ad and booklet for Myntra, a major Indian fashion e-commerce company.

# Module 2 (contd.)

## Deep Dive into Design Softwares

1 month

### 4. Figma

Figma is a powerful design tool that helps you to create anything: websites, applications, logos, and much more. By learning to use Figma, you'll take your first steps into User Interface (UI) design which entails anything a user may interact with on a digital product or service such as screens, pages or specific buttons and icons. In this class, we will learn the basics of Figma tools, such as:

- Introduction to Figma: Pages, Region Tools (Frames), Shape Tools (Rectangles, Lines, Arrows, Ellipse, etc.), Drawing Tools, Text, Hand Tools
- Components and Instances
- Nested Components: Atoms, Molecules, Organisms and Templates (Design Systems)
- Layout Grids and Auto Layout
- Prototyping: Instant, Dissolve, Move, Slide, Smart Animate

**Practical Assignment:** In these classes, we will practise the different tools by learning how to replicate the 'hero section' of a website for Unacademy and make it responsive using Layout Grids and Auto Layout.

# Module 3

## Colour Theory

0.5 week

Choosing the right colours can make a huge difference in the impressions that your creatives generate. We will systematically learn how graphic designers arrive at amazing blends of colours for their designs and the science behind it all.

In this module, we cover the basics of colour theory, including colour wheel and symbolism in colour. We will also understand colour application including colours for print, types of printing and how do you achieve the colours you want.

**Practical Assignment:** In these classes, we will practise creating a light to dark colour spectrum for "for 3 of your favourite colours" and edit an image for print format (ad banner - 8 ft X 10 ft) and digital format (website banner) keeping colour for each in mind.

# Module 4

## Understanding Letterform and Typography

1 week

Typography is the art of arranging letters in a way that makes the text simple to understand and visually appealing to the reader. Imagine the brand 'Nike' and its logo - Doesn't a clear font come to your mind? That is the sheer power of typography - it can lead to impactful brand recognition.

We will understand typography from a theoretical perspective and through practical assignments master important associated concepts like leading, kerning, weights and point size.

**Practical Assignment:** In these classes, we will practise the concepts by learning how to design a typographic logo to brand ourselves and developing a newspaper spread design for the Times of India Group.

# Module 5

## Image-making

1 week

- Image-making, whether by use of photographs, illustrations, or simple stylish symbols and logos, is very important to graphic design. In this module, we will understand communication through images, types of images and how to work on the same image by using different media.

**Practical Assignment:** In these classes, we will practise the concepts by editing an image for the brand DailyObjects, a lifestyle accessories brand, for multiple platforms:

- An ecommerce website
- Social media
- Illustrating a catalogue cover
- Combining with another image for an advertisement
- Selecting vectors/ icons to use for the brand



# Module 6

## Layout and Composition

1 week

The way your content is arranged can make a huge impact on how it is perceived by the reader. Layout and composition are two design concepts that focus on giving any design work a sense of structure. A strong composition will attract attention, clarify understanding, and engage the viewer. This module will cover:

### 1. Looking for layout principles through:

- Photography
- Illustration
- Collage
- Colour

### 2. Principles of Composition

We will understand the different principles of composition, including:

- Alignment
- Focal point
- Visual Hierarchy
- Balance and Symmetry
- Negative space
- Colour
- Contrast
- Repetition

### 3. Formatting with Grids

- Understanding the use, efficiency and types of grids
- Different kinds of grids
- Making a grid: understanding possibilities and limitations

### 4. Key theories and aspects of Layout

- Emphasis and Scale
- Rule of thirds and Rule of odds
- Common and differentiating aspects of Print (Newspaper) to Digital (Web)

### 5. Breaking the grid

- Intuitive information design
- Sketching to Execution

**Practical Assignment:** We will put all these concepts to use by designing a magazine for Sleepy Owl Coffee. The zine will showcase the process of making coffee, from crop to cup. You will utilise Adobe Illustrator, text, illustrations and images to build out the magazine.

# Module 7

## The Business of Design: Building a brand

2 weeks

Building a brand is one of the most crucial assets for any company - it gives a unique identity as well as reinforces product differentiation. Companies spend a lot of time and resources to develop a strong brand identity which is visible across the tangible elements of a company like its logo, packaging, web design, social media graphics, business cards and billboards.

In this module, we will first understand how to build a brand identity and the key elements of branding. As a natural next step, we will learn how to showcase a brand through 4 popular mediums, including:

- Packaging
- Web/Mobile User Interface
- Social Media
- Retail Design

**Practical Assignment:** The ability to design a brand is all about practice and that's what we do extensively in this module. Taking ITC's 5 star hotel chain as our case, we will build their overall brand identity, including logo, brand manual, visiting cards, name badges and stationery.

Following this, we will develop branding assets for multiple sub-brands of ITC (therefore keeping the main brand language in mind) for different mediums. These assets will include packaging for a juice box, a homepage wireframe, an interactive Instagram story and developing a standee for a physical retail store.

# Module 8

## Production Process: For Print and Digital

1 week

In this module, we deep dive into the end-to-end design production process for print or digital media. This will include understanding how to work with a design brief, how to conduct market research and finally, product planning. We will also cover the best practices of User Interface and User Experience in this module.

**Practical Assignment:** In these classes, we will practise the concepts by building the overall brand identity and collateral for 'Khadi India'. We will start with conducting a detailed research on the company, its mission and user base and subsequently designing the logo, brand manual and stationery for the brand.

# Module 9

## Portfolio Management

1 week

Portfolio is the resume of a Graphic Designer that serves to showcase your talent and skills to potential clients and employers. The chances of you getting good projects and opportunities are significantly affected by your portfolio.

During this course, you would have worked on a multitude of creatives and assets which would need to be collated and consolidated in an appealing portfolio.

In this module, we will cover how to research and review for your portfolio, how to develop your own voice/style and ideas for creativity as well as interesting ways to elevate your work.

# Module 10

## Interview Preparation & Capstone Projects

2.5 weeks

At Relevel, we believe in learning by doing and that's what these projects are all about.

We wrap up the course by applying all our learnings on an extensive capstone project. You can choose a topic from a range of themes and build out a design deliverable using your creativity and knowledge. We will conduct dedicated capstone-focused classes to support you as you work through your projects on the following topics:

- Breakdown of capstone project themes and mediums to present
- Research, conceptualise and plan for the development of the capstone projects
- Presentation guidelines for the capstone project

This module will also prepare you for future interviews for graphic designer profiles.

# Industry Specific Graphic Design Projects

Use your learnings to solve operations challenges of major companies.

## Project 1

### Develop Print Media Assets for for a Beverage Company

Design vector icons, a postcard and A3 poster for an Earth Day Campaign run by the Coca-Cola Company



## Project 2

### Build Assets for a Fashion Brand's Ad Campaign

Design a leaflet, newspaper ad and booklet for a fashion brand's new summer collection to advertise on Myntra



## Project 3

### Design the Brand Identity of a Premium Hotel Chain

Design the comprehensive brand identity for ITC Hotels, including logos and brand manuals.



## Project 4

### Visual Process Representation for a Coffee Startup

Design a zine that showcases the process of making coffee from crop to cup for an emerging Indian coffee start up.



# Placement and Career Support

With Relevel, you can now get a job in three simple steps



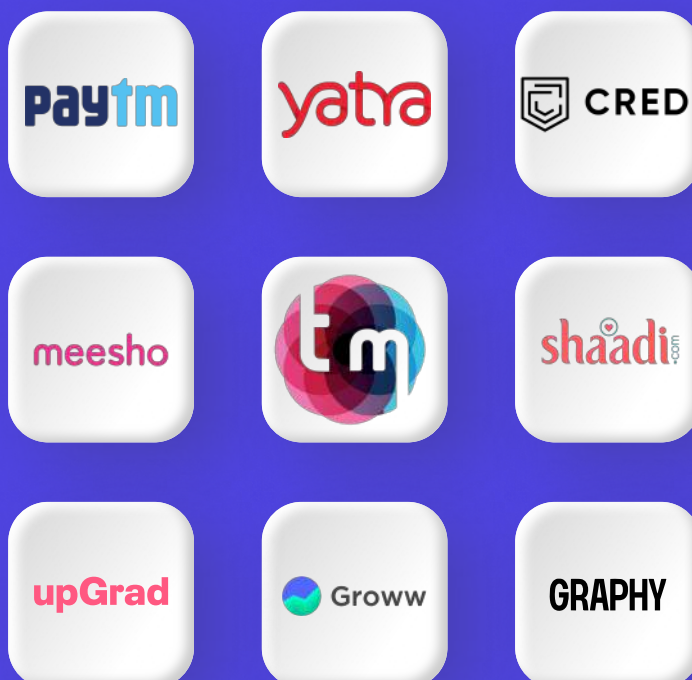
Qualify the Relevel Graphic Design Generalist Test



Interview with a minimum of 5 companies



Receive an offer within 15 days!



# Course Details



Duration of the Course

4 months



Commitment Required

12 hours in a week



Course Fee

INR 40,000/-

What are you waiting for?

[Enroll Now](#)

# System Requirements : Prerequisite for buying the course

For this course, you will be required to download three softwares from Adobe Creative Suite: [Adobe Photoshop](#), [Adobe InDesign](#), [Adobe Illustrator](#). We recommend that you purchase the [Creative Cloud All-Apps monthly subscription](#) for 4 months, as it is more economical than purchasing the three softwares separately. Relevel will not be providing these tools and learners will have to download / buy these softwares themselves to practice in the course.

Also, please keep in mind the following [system requirements](#) to use these softwares on your device:

## Windows

	Minimum Requirement
<b>Processor</b>	Intel®, AMD, or ARM processor with 64-bit support
<b>Operating System</b>	Windows 10 (64-bit) version 1903 and later*
<b>RAM</b>	2 GB
<b>Hard Disk Space</b>	4 GB of available hard-disk space; additional space is required for installation
<b>Internet</b>	Stable Internet Connection



# macOS

	Minimum Requirement
Processor	Multicore Intel® processor with 64-bit support or M1 Apple Silicon processor
Operating System	macOS Sierra (version 10.12) and later Big Sur 11.0 (Apple M1 silicon)
RAM	4 GB
Hard Disk Space	4 GB of available hard-disk space; additional space is required for installation <b>Note:</b> The Creative Cloud desktop app won't install on a volume that uses a case-sensitive file system.
Internet	Stable Internet Connection