



School Of
Techies[™]
Design & Development School

Creators

Course

Graphic Design & Video Editing

5 Months & 6 Tools

"Become a Design Expert"



Build your career with us!

Onboarding

Introduction

Why creators are in-demand?
What is Graphic design?
What is Video Editing?
Creators Course overview
Graphic designer responsibilities
Video Editor responsibilities
Industries rely on Designers & Editors
Job Opportunities

Design Foundation

Design fundamentals
Design principles
Color theory
Typography
Iconography
Good vs Bad design

Print Vs Digital

RGB Vs CMYK
Raster Vs Vector graphics
Software overview
File formats

Editing Foundation

Video resolutions
Video formats
Audio formats
Workflow
Pre-Production process
Post-Production process
Storyboarding
Output orientations
Youtube Videos & Shorts
Social media Reels

Content Creation

Content Planning
Visual Content types
Image, Video
Social Media Content
Infographic Content
Explainer Video Content
Podcast Content

Project

Color theory documentation
Design Fundamentals & Principles

Onboarding sessions will help you to understand the course modules and will help you to kick start your Designing course easily.

Introduction

Purpose of Photoshop
Industries rely on Photoshop
Image editing introduction
Pixel Vs Vector
Creating new document
Photoshop interface

Layers

Types of layer
Rasterize | Smart object
Shape | Text | Adjustment
Grouping layers
Opacity & Blending controls
Layer management

Tools

Toolbar overview
Move | Brush | Shape | Text
Solid Vs Gradient fill
FG BG Color

Selection

Auto selection Vs Pen tool
Select Subject
Generative Fill
Key words
Hair selection

Masking

Layer masking | Clipping mask
Quick mask | Vector mask
Where to use Masks

Double Exposure

Double exposure
Typography Double exposure
Minimal Music poster

Color Correction

Adjustments using layer mask
Brightness & Contrast | Levels
Curves | Vibrance | Hue Saturation
Camera raw adjustments
Color ranges
Highlight | Mid-tone | Shadow
Matching color

Image Manipulation

Understanding images
Image perspectives & placements
Perspective | Distort | Warp
Compositing images
Manual Shadows and Highlights
Blending Textures & layers
Color correcting
Realistic & Unrealistic manipulation
Creating a fantasy world
Using generative fill

Retouching

Introduction to healing tools
Model retouching
Make-up | Costume
Product retouching
Restoring old photo

Filters

Filters in Raster layer Vs Smartobject
Exploring filter gallery
Neural Filters

Layer styles

Creating layer styles
Title styles | Button styles
Creating styles

Presets & Plugin

Exploring Presets
Creating Brush
Customizing the presets
Third party plugins integration

Product Photo Shoot

Mobile Photoshoot
Greenmate Shoot
Greenmate removal
Lighting Setup

Poster design

Types of posters
Digital posters Vs Print posters
Ad poster | Movie poster
GIF posters

Projects

Creating Ad campaign in
Social Media
Creating carousel post
Creating instagram stories
Creating thumbnails for reels



Photoshop is an image editing tool used in many industries like
Entertainment, Marketing, Fashion etc.,



Introduction

Purpose of Illustrator
Industries rely on Illustrator
Vector editing introduction
Vector file formats
Creating new document
Illustrator interface

Artboards & Layers

Arranging artboards
Resizing artboard
Main layer Vs Sub Layer
Managing Artboard & layer

Tools

Toolbar overview
Object Creation tools
Object Editing tools
Transform tools
Color

Advanced Object editing

Pathfinder & Shape modes
Shape builder tool
Envelope Editing

Color Panel

Swatches
Color Picker
Color Slider
Color Gradient

Gradient & Patterns

Creating and Customizing
Reflection effect
Pattern concepts

Cartoon & Emojis

Recreating Cartoons
Tracing tricks
Creating own Emoji
Sticker sheet

Library

Types of library
Swatch | Symbol
Brush | Graphic style
Creating and Customizing

Effects

Creating and Customizing
3D Effects
Photoshop Effect

Pencil sketching

Freehand practices
Basic shapes drawing
Icon sketching

Custom Illustrations

Creating BG illustrations

Abstract illustrations

App Onboarding illustrations

3D Isometric Illustrations

Branding

What is branding?

What is Re Branding?

Types of branding

Stackholder questions

Style guide of a brand

Logo creation

Types of logo

Monogram, Pictogram etc

Logo pencil sketching

Designing the logo

Mockup

Marketing Collateral

Standard paper sizes

Business card, Pamphlet

Brochure, Banner, Packaging

Infographics posters & Mockup

Designing for Print,Digital, Motion

Print PDFs vs Interactive PDFs

Digital ads vs Print ads

Social media designs

Motion graphics BG Designs

Exporting for Print

Color mode

Print Ups

Paper types

Paper calculation

Projects

Youtube designs

Creating thumbnails for videos

Creating video slides

Creating title & end card

Branding

Promotion static posts

Illustrator is an art creation tool where Logos, Menucards and most of the branding elements created here.



Introduction

Purpose of Dimension
Creating new document
Software Interface
File Formats

Tools & Menus

Basic tools
Workspace control
3D tool Scale, Rotate, Move

Assets

3D Shapes
Models
Materials
Directional lights
Environmental lights
Image import as BG

3D Typography

Title design
Text Mockup

3D Packaging

Package design Mockup
Coffee cup, Food pouch
Paper Bag, T-Shirt etc.,
Importing Design from Ai & Ps

Render

3D Settings
Exporting JPEG, PNG, PSD

Projects

Branding Mockup
Product Package Mockup
Cover picture for Behance



Dimension makes it easy to build brand visualizations, illustrations, product mockups, and other creative work.

Foundation of Videos

Video resolution
Frame Rate
Bit Rates
Upscaling and Downscaling
Types of Video Angles

Introduction

Creating a Project
Walking through the Layout
Importing & Organizing Media
Creating Sequence
Creating a Sequence
Adding Clips

Basic Video Editing

Basic Video Editing
Effect Control
Tools and Shortcuts
Keyboard Customizing
Adjusting Clip Dimensions
Effects Controller – Masking

Title & Text

Basic Title and Graphic
Animating Basic Title
Import Title Elements
How to save Custom Animation

Transitions

Default Transition
Custom Transition
Transition Templates Importing

Color

Difference Between CC and CG
HUE, SATURATION and LUMA

Audio Controls

Adjusting Audio with Sliders
Adjusting with Keyframes
Sound Design

Types of Cuts

Simple Cut
Jump Cut
J/L Cut
Fade in Fade out
Passing Transition

Exporting

Basic Exporting
How to export screenshots
Export Presets
Exporting with a Transparent Background
Exporting at Maximum Quality

Speed

- Regular Speed Settings
- Speed Ramp
- Easily Stabilize Footage

Effects

- KGF Effects
- Dolly Zoom Effect
- Glitch Effect
- Lyric Video
- Proxy import

Projects

- Mash-up Videos
- Trailer Cut
- Informative Videos
- Reels\Short Videos
- Youtube Channel creation



Premiere Pro is a Video editing tool used in many industries like
Entertainment, Marketing, etc.,

After Effects Basics

Interface and Workspace
After effects tools
Timeline & Layers
3D tools and Layers
Shape tool
Pen tool
Text Tool
Brush and Erase Tool
Clone Tool
Roto Brush
Puppet Pin tool
Animation Basics
Psd and Ai Documents
Simple Animation Pt 1 & 2
Video Editing Part 1 & 2

Video Editing

Transitions
Enhancing Elements
Green Screens
Overlays
Speed & Motion
Stabilize & Color Correction
Sky replacement
Fixing and Exporting
Text and Video
Text Tracking
Clone Effect
Neon Animations
Still Image Animations

Motion Graphics

Time Paths
Lopping Post pt 1
Lopping Post Pt 2
Morphing Pt 1
Morphing pt 2
Morphing pt 3
Loading Animations
Liquid Motions
Logo Motion Examples
App UI animations
HUD Animations

Character Animations

Converting File Types
Eyes Pt1
Eyes Pt2
Head and Hari
Mouth Shapes
Facial Expressions

3D Basics

Introduction
Camera Layers
Light
Layer Styles
Cinema 4D
Material Options &
Environment Layers



3D Text

Text Behind Subject
elements through Text
Lines Through Text
Text Styles

3D Geometry

VFX Basics

VFX Distortions

VFX Eyes

VFX Glowing

Export



After Effects is a Video editing tool used in many industries like
Entertainment, Marketing, etc.,

Introduction

Understanding Audio Editing
Workflow
Audition Interface

Audio Files & Format

Mono
Stereo
5.1
Mp3, Wav, aac

Timeline Recording & Editing

Importing Audio files
Cut, Copy, & Paste Audio
Mic setup
Recording audio
Noise Removal
Spectral Editing
Audio Cleanup Tools

Effects

Amplitude & Compression
Filter & EQ
Time & Pitch
Modulation

Multi Track Editor

Audio Mixing
Adding Voice Over
Adding Music
Adding Sound FX

Exporting

Audio file Formats
Exporting it to Premiere Pro
Final Delivery

Projects

Podcast Content
Sound Effects & Modulation

Adobe Audition is a stand-alone audio editing and sound-mixing program that allows you to edit and apply effects to the audio from video footage

Outcome of

Creators Course

Movie Poster

Product Photoshoot And Editing

Logo Creation

Infographic Poster

Creating Social Media Post

Creating Carousel Post

Youtube Video Thumbnails

Branding

Package Design Mockup

Trailer Cuts & Mash-up

Concept of Content Creation

Content Pre-Production

Content Post Production

Reels Creation

Title Card Animation

Lyrical Video

Audio Noise Cancellation

Multiple Audio Cut

Creating Youtube Channel

One Min Video for Social Media

Spotify Podcast Channel



Creating a Creators Resume

Interactive PDF Portfolio

Posting works in



Creating YouTube Channel

Freelancing tips

Interview tips & training

Mockup Interviews



Resume and Portfolio is must for a designer to get a job and also for Freelancing.

Benefits of learning at School Of Techies



Experienced Mentors



Regular Workshops



At your own pace



Anytime Doubt
Clarification



Alumni Connect



Placement Training



Portfolio Assistance



Freelance Training



Who should take this course?

Anyone with passion about creating content thru designs & Videos, giving solutions to a Brand and make it as a career.

Is Laptop or PC is must to Learn this course?

Ofcourse Yes! You need a decent configuration Lap/Pc to work on your projects.

I am a college dropout can I take this course and will I get a job?

Yes you can get a Content Creator job without a college degree. Companies look for your resume and Portfolio. So you'll get a Content Creation job even irrespective Background.

Can Content Creator survive in the future?

Yes If you constantly update yourself with technologies and gadgets around you. Without Content Creators any organisation or a brand will not be functioning.



Students' Review



*I trained under Weslin in the year 2018. I joined the graphic designing course only to learn digital illustration and safe to say I am not at all disappointed. **Not only does he teach everything you need to know, he helps achieving what you're passionate about.** It's been 2 years and I still contact him if I have any doubts and he's quick to clarify. He's been very professional and is a great mentor. I wouldn't recommend anyone else.*

- Annette Shalom Rakshana
Graphic Designing



*School of techies was an platform for me to explore more techniques in Graphic designing. **Starting from scratch till becoming a confident designer SOT is the best place to learn and to develop your career.** Special thanks to my Mentor Weslin sir for guiding and creating opportunities for students.*

- John Leander
Graphic Designing



*I was trained by Weslin. I absolutely loved the teaching from the start till the end. The course on the whole was well-structured focusing on real-world problems rather than outdated information. **The hands-on sessions were extremely helpful in gaining deep understanding of the course.** I was able to create well-defined portfolios with the guidance of my trainer, who was both knowledgeable and friendly, **making it easy to approach for clearing doubts or discussions at any point of the day.** Altogether, I was able to acquire in-depth knowledge of the course and equip myself to kick start a career in UX/UI designing.*

- Rachel
UXUI Designing



Call us now
For more details



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