

Graphic Designing Course



Our journey

2009

Started as The SMS World, delivering reliable bulk SMS services to businesses across India.



2020

Expanded to Chandigarh, offering Social Media Marketing, SEO, and Website Development for complete digital growth.



2024

Launched Digital Paaji, becoming a trusted digital partner inspired by the Punjabi spirit of “Paaji.”



2025

Introduced Digital Paaji Academy, expanding from Digital Marketing to Graphic Design, Video Editing, & Website Designing.



Don't Take Our Word **LISTEN TO DIGIHEROS YOURSELF**



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MODULE 1: Introduction to Photoshop

- 👉 What is Photoshop & where it's used
- 👉 Workspace tour (Panels, Tools, Menus)
- 👉 Creating documents (Print, Web, Social)
- 👉 Color modes and resolutions
- 👉 Saving formats (PSD, JPEG, PNG, etc...)



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MODULE 2: Tools Mastery (Basics)

- Move Tool, Marquee Tools
- Lasso, Polygon, Magnetic Lasso
- Quick Selection, Magic Wand
- Crop, Straighten, Perspective Crop
- Eyedropper, Color Picker



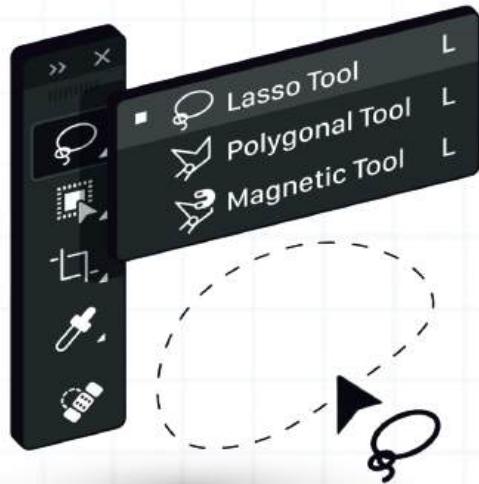
MODULE 3: Layers & Layer Management

- 👉 Creating & managing layers
- 👉 Layer order, grouping, locking
- 👉 Layer styles (shadow, stroke, glow)
- 👉 Blend modes (understanding all modes)
- 👉 Opacity vs Fill



MODULE 4: Selection & Masking (Advanced)

- 👉 Using Select & Mask
- 👉 Hair selection (Refine Edge)
- 👉 Pen Tool masterclass (paths, anchor points)
- 👉 Vector shapes & custom shapes
- 👉 Clipping masks vs Layer masks



MODULE 5: Retouching & Manipulation

- 👉 Spot Healing Brush, Healing Brush
- 👉 Patch Tool, Clone Stamp Tool
- 👉 Frequency Separation (skin retouching)
- 👉 Dodge & Burn
- 👉 Liquify for body & face edits
- 👉 Object removal with Content-Aware Fill

MODULE 6: Working With Text

- 👉 Typography basics
- 👉 Character & Paragraph panels
- 👉 Text effects (gold, neon, 3D text)
- 👉 Poster typography layout
- 👉 Using downloaded fonts professionally



MODULE 7: Filters & Smart Objects

- 👉 Convert to smart object
- 👉 Blur, Gaussian, Motion blur for effects
- 👉 Camera Raw Filter
- 👉 Sharpening techniques
- 👉 Creative filters & artistic effects



MODULE 9: Compositing & Photo Manipulation

- 👉 Blending multiple images
- 👉 Lighting & shadow creation
- 👉 Matching colors
- 👉 Creating fantasy/creative composites
- 👉 Double exposure effects

MODULE 8: Image Adjustments

- 👉 Levels, Curves
- 👉 Hue/Saturation
- 👉 Vibrance
- 👉 Color Balance
- 👉 Exposure
- 👉 Gradient Maps
- 👉 Adjustment layers workflow



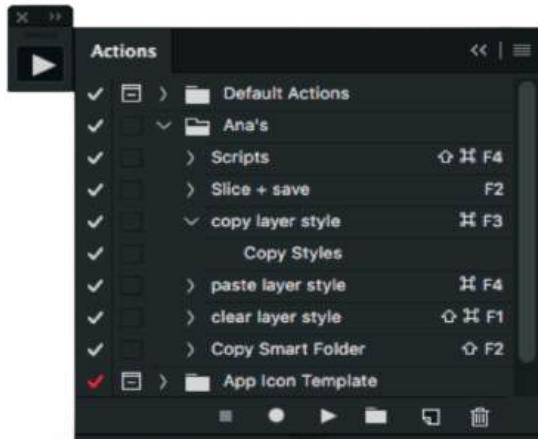
MODULE 10: Social Media Design

- 👉 Instagram posts, reels cover, stories
- 👉 YouTube thumbnails
- 👉 Facebook ads
- 👉 Google ads banners
- 👉 Designing with grids and safe zones
- 👉 Exporting for best quality



MODULE 11: Print Design

- 👉 Visiting cards, brochures, posters
- 👉 CMYK workflow
- 👉 Bleeds, margins, print-ready export
- 👉 High-resolution export settings



MODULE 12: Advanced Tools & Automation

- 👉 Actions automation
- 👉 Batch processing
- 👉 Image Processor
- 👉 Creating reusable templates



MODULE 13: Branding & Mockups

- 👉 Creating a brand color palette
- 👉 Logo placement guidelines
- 👉 Using smart objects for mockups
- 👉 Packaging mockups
- 👉 Social branding kit designs



MODULE 14: Real Projects (Portfolio Building)



- 10 Instagram posts
- 3 Professional posters
- 3 Product ads
- 3 Thumbnails
- 2 Logo mockups
- 1 full brand kit
- 1 photo manipulation artwork
- 1 complete printable design



MODULE 15: Final Exam & Certification

- 👉 Full design project
- 👉 File submission & feedback
- 👉 Certification test on Photoshop tools and real-world design tasks



Hear it from Our Learners



Navneet Kaur

After learning digital marketing from Digital Paaji Academy, I started my internship here itself! Now I'm also handling my own digital profile — growing every single day



Harsidak Singh

As a student at Digital Paaji Academy, I have developed strong digital marketing and graphic designing skills, which I am now utilizing as an intern at Digital Paaji.



Jasnoor Kaur

The course has equipped me with advanced skills in SEO, social media strategy, and online branding. It's been an excellent step towards accelerating my professional growth. All thanks to Digital Paaji Academy



Diya Arora

Digital Paaji Academy truly changed my career! The digital marketing course gave me real, practical skills that helped me start my own marketing work and take on freelance projects confidently. Highly recommend it to anyone who wants to grow in this field!



Smiles, Skills And Success Stories



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REVIEW



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