

# Graphic Designing Course



# Our journey

**2009**

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

SMS



**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...)



## 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 8: Image Adjustments

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

## MODULE 9: Compositing & Photo Manipulation

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





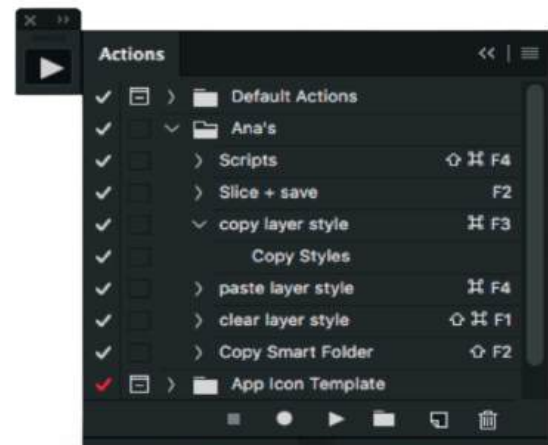
## MODULE 10: Social Media Design

- 👉 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*





*Scan For*



**FACEBOOK**



**REVIEW**



**INSTAGRAM**

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