

# Syllabus:



## AI Integrated Graphic Designing (Offline)

### Month 1: Introduction to Graphic Design and Basics of Digital Marketing

#### **Week 1:**

- Principles of Design
- Design Elements and Tools
- Introduction to Digital Marketing
- Key Metrics and KPIs

#### **Week 2:**

- Typography Basics
- Color Theory
- Understanding Digital Marketing Channels

#### **Week 3:**

- AI Tools in Graphic Design
- Introduction to Design Software
- Market Research and Consumer Behavior

#### **Week 4:**

- Practical Project: Basic Design Creation
- Competitive Analysis using AI

## Month 2: Adobe Photoshop and Illustrator

### Week 1:

- Photoshop Interface and Tools
- Photo Editing Techniques

### Week 2:

- Advanced Photoshop Skills
- Creating Digital Art

### Week 3:

- Vector Graphics Fundamentals
- Illustrator Interface and Tools

### Week 4:

- Creating Illustrations and Logos
- Advanced Illustrator Techniques
- Practical Project: Photoshop and Illustrator Designs

## Month 3: Adobe InDesign and Web Design Basics

### Week 1:

- Layout Design
- InDesign Interface and Tools

### Week 2:

- Creating Print and Digital Publications
- Advanced InDesign Skills

### Week 3:

- Designing for the Web
- UI/UX Principles

### Week 4:

- Responsive Design
- Practical Project: InDesign and Web Design

# Month 4: Branding, Identity Design, and Freelancing Skills

## **Week 1:**

- Creating Brand Guidelines
- Logo Design Principles

## **Week 2:**

- Designing Marketing Collaterals
- Brand Identity Development

## **Week 3:**

- Building a Personal Brand
- Creating an Online Portfolio

## **Week 4:**

- Finding Freelance Opportunities
- Managing Clients and Projects
- Practical Project: Branding and Identity Design

# Months 5 & 6: Practical Internship and Portfolio Building

## **Weeks 1-4:**

- Internship Placement in Industry Projects
- Real-World Graphic Design Projects

## **Weeks 5-8:**

- Continued Internship with Project Feedback
- Advanced Design Techniques and Tools

## **Weeks 9-12:**

- Finalizing and Presenting Design Work
- Comprehensive Portfolio Development
- Presentation Skills and Client Management
- Final Review and Freelancing Strategy

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**THANK YOU**

3/6 മാസം കഴിഞ്ഞാൽ നിങ്ങളൊരു  
Well Paid Freelance ഐ.ടി  
പ്രൊഫഷണൽ ആണ്

**നന്ദി**

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