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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Well Paid Freelance ഐ.ടി
പ്രൊഫഷണൽ ആണ്

നന്ദി

**നിങ്ങളുടെ വിജയത്തിന്റെ ഭാഗമാവാൻ
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