



**GLOBAL AGE**

BECOME A  
**PROFESSIONAL**  
**GRAPHIC DESIGNER**





## ABOUT US

PNY Trainings is the first choice of students who want to excel themselves in the field of Internet Marketing. PNY Trainings consists of Top Level Trainers who are adept in the fields of Internet Marketing. We are the pioneer institute who started comprehensive Trainings for the benefits of students. Since our launch, hundreds of students are trained who secured good jobs in the expanding IT industry as we all know. Contact us and secure your seat for upcoming trainings, events and seminars.



**60+**  
IT COURSES



**50,000+**  
STUDENTS CONNECTED



**70+**  
INSTRUCTORS

## WHY US ?



06+ Years of Excellence



Experienced Trainers



Jobs Placement Cell



Practice-Based Learning



Career Oriented Learning



Industry Connectivity

## WE OFFER



Development



Marketing



Art & Design



Multimedia



Networking  
& Cyber Security



Business & Accounts



Languages

Head Office Address:

Office # 03, Level # 02, Arfa Software Technology Park, Ferozpur Road Lahore, Pakistan

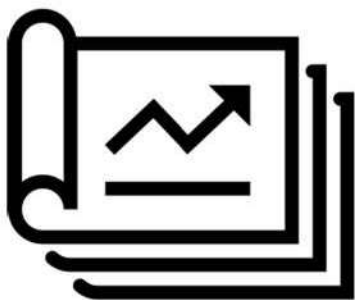
# SALIENT FEATURES



PNY Trainings



Follow-Up Sessions



Practical learning



Internships/Jobs Opportunities



Learning Management System



Expert Mentorship

## WHY THIS COURSE ?

- Graphic design is an important tool that enhances how you communicate with other people.
- It serves to convey your ideas in a way that is not only effective, but also beautiful. Here are just a few factors to consider before investing in graphic design services.
- Good design makes you look good.

# GRAPHIC DESIGNING COURSE OUTLINE

The Graphic Design Course is Focused on both theoretical and practical parts. By the help of theory and principles of graphic design the design sense will be developed in students and we will workout to make their base strong. The practical part will be focused to learn the design software and technology and the industry of graphic design will be introduced by assigning the projects as per market requirements.

**We will learn and apply the fundamentals of various software applications such as:**

- Adobe Photoshop
  - Adobe Illustrator
  - Adobe Indesign
  - CorelDraw Graphics Suite X6
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**With the help of design tools, we will develop the professional skills such as:**

- Logo Design
  - Brochure Design
  - Stationary Design
  - Poster Design
  - Image Editing
  - Website Design
  - App Design
  - Social Media Campaign Design
  - Portfolio Design/Building
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## **Introduction to Graphic Design (Theoretical Part)**

- Basic Introduction
- History of Graphic Design
- Importance of Graphic Design
- Objective of a Graphic Designer

## **Elements of Graphic Design**

- Point & Shape
- Texture
- Line & Space
- Color

## **Principles of Graphic Design**

- Balance, Contrast, Emphasis, Harmony & Movement
- Proportion, Repetition, Unity & Variety



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## Typography

- Introduction to Typography
- Typefaces
- Classification of Typography
- Anatomy of a Letter
- Typographic Measurements
- Typographic Standards
- Typographic Guidelines

## Creating Images for Print & Web

- Formats
- Resolution
- Rector & Vector Based Graphics

## Printing

- Basic Printing Techniques
- Mediums for Printing
- Offset Printing
- Digital Printing
- Guidelines for Printing
- Bleed & Margins

## Photo Editing & Manipulation

## Web Design / App Design

- Types of Websites
- Pixel theory
- Static, Dynamic & Responsive Websites
- Wireframes & Layouts
- Mobile Pixels, App design process & iOS / Android Behavior

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## Freelancing

- Online Portfolio Building
- Freelancing Websites Behavior
- Projects Winning Techniques
- Earning High Amount projects Tips
- Successful application writing to get online projects
- Detailed overview of payment method
- Precautions to keep your earning secure

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**>> Participants, who will complete the course will get PNY Trainings Certificate and referred in relevant industry for jobs and internships.**

# INSTRUCUTORS PROFILE



**SHEHARYAR KHAN**  
(Expert Graphic Designer)

Sheharyar Khan is a top online instructor, who has got expertise in various fields and Digital marketing such as Graphic designing, Photoshop, illustrator Expert digital graphic design & animation. He teaches online courses to over 50,000 students across the Pakistan. His Graphic designing courses have received high admiration for the comprehensive tutorials and practical approach with lots of hands on examples.



**MEHREEN**  
(Expert Graphic Designer)

Leading and managing a team of graphic designers, copywriters, social media managers and spatial designers working in alignment with global branding consultancies. Responsible for visual identity, brand guidelines and creations of sub brands, as well as directing and adapting brand value propositions, generating narratives and marketing campaigns for digital, POS, OOH, retail and events.



**YASIR DOGAR**  
(Expert Graphic Designer)

I am passionate about Creative Arts. I have been teaching Arts & Design since 2015 in various renowned Universities and Training Institutes of Pakistan. I believe in sharing my knowledge and experience with the youth in order to empower them as creative professionals of future. Prior to teaching, i worked with various esteemed orgaizations and institutions as a Creative Professional for almost 10 years. My professional experience is comprised of working for Print, Outdoor, web and Social Media. Currently i am working a Lecturer in Fine Arts Department of Government College University, Lahore. Also i am working as a Create Entrepreneur.



## WHAT DO OUR STUDENTS SAY ABOUT US?



*Before PNY trainings, I didn't even know ABC of graphic design. But by the end of this course I have equipped myself with all basic and advance features of graphic design field. So I recommend to join PNY trainings to learn graphic design, enhance your skills and become professional graphic designer.*

**(Mubashir Ahmed)**

*It's very great opportunity for me to have class of graphic design from PNY by Sir Adnan Bhati. The instructor is very cooperative. I recommend this course to everyone who is trying to go in this field.*

**(Reeja Rafiq)**



*It has been great learning experience from PNY Training, I have learnt a lot Adobe photoshop and much more , Adnan Bhatti is a great teacher.*

**(Wajeeha Rasheed)**



181B Satellite Town Near Sadiqabad Stop Murree Road Rawalpindi



Johar Town Branch Address: 1st Floor 256 / A, Block R2 Near Shaukat Khanum Hospital, next to Standard Chartered, Lahore



I.T Tower Branch Address: Office # 4, 1st Floor I.T Tower Gulberg III Adjacent Chen One (Back Side of Hafeez Center) Lahore, Pakistan



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