CODOJO

Course Overview: Graphic Design

Course Structure: 45 Classes

Module 1: Fundamentals of Graphic Design (Classes 1-10)

- Introduction to Graphic Design & Career Opportunities
- Basic Design Principles (Balance, Contrast, Alignment, Repetition, Proximity)
- Understanding Colors - Color Theory & Psychology
- Typography Basics - Choosing the Right Fonts
- Composition & Layout Techniques
- Working with Shapes and Icons
- Understanding White Space & Visual Hierarchy
- Introduction to Design Software (Canva, Adobe Photoshop, Illustrator, Figma)
- Hands-on Practice: Creating Simple Designs
- Review and Mini-Project: Designing a Logo

Module 2: Digital Illustration & Image Editing (Classes 11-20)

- Basics of Digital Illustration
- Working with Layers & Selection Tools
- Introduction to Vector vs Raster Graphics
- Photo Manipulation Techniques
- Creating Custom Icons & Illustrations
- Applying Filters and Effects
- Blending Images & Advanced Masking
- Creating Social Media Graphics
- Typography in Digital Art
- Review and Mini-Project: Designing a Digital Poster

Module 3: Visual Storytelling & Branding (Classes 21-30)

- Introduction to Visual Storytelling
- Understanding Brand Identity & Logos
- Designing Business Cards & Stationery
- Creating Infographics & Data Visualization
- Storyboarding & Wireframing
- Understanding User Experience (UX) in Design
- Designing UI Elements (Buttons, Icons, Navigation)
- Mockup Creation for Branding Projects
- Interactive & Motion Graphics Overview
- Review and Mini-Project: Brand Identity Design

Module 4: Print & Presentation Design (Classes 31-40)

- Designing Posters for Print & Digital
- Working with Print Layouts (Brochures, Flyers, Magazines)

- Understanding Print vs Digital Design
- Preparing Designs for Printing (Resolution, Formats, Bleed & Margins)
- Presentation Design Principles (PowerPoint, Google Slides, Keynote)
- Creating Effective Marketing Materials
- Designing Packaging & Merchandise Graphics
- Working with Templates & Design Systems
- Finalizing & Exporting Designs
- Review and Mini-Project: Designing a Promotional Flyer

Module 5: Advanced Concepts & Capstone Project (Classes 41-45)

- Exploring 3D Design Basics
- Creating Motion Graphics & Animations
- Introduction to Website & App UI/UX Design
- Portfolio Building & Showcasing Work Online
- Capstone Project: Create a Full Branding Package

Sample Project Ideas

- Design a Personal Logo & Brand Kit
- Create a Social Media Post Series
- Develop a Poster for an Event
- Design an Infographic on an Interesting Topic
- Create a Mockup for a Mobile App
- Design a Business Card for a Startup
- Make a Digital Storyboard for an Ad Campaign
- Develop a Packaging Design for a Product
- Design a Presentation Template
- Create a Motion Graphic Intro

The Codojo promise

Kids who do well in coding, do much better at school!