



# GRAPHICS DESIGNING

## COURSE MODULE

Expand your creative potential with our  
**Graphic Design Course Module**



Explore the world of creativity and get on the road to making captivating designs in just 2 months with us!

Graphic Design is not a new tale to narrate anymore. We come across graphics everywhere and every day— from giant billboards to electronic bulletins to digital media ads such as YouTube to various Social Media Platforms. And it's not surprising that graphics dictate in both the digital and print worlds. So, if you're someone inclined toward artistic design and need a professional touch, we can do the needful for you.

Ekodus Knowledge Centre offers an Advanced Graphic Designing Course that can help you find better career opportunities in today's graphic-driven world. Our goal is to help students develop the skills they need to succeed in a career in graphic design through our comprehensive, and practical teaching methodology.

We champion to promote and support students in developing their skills through high-quality educational graphic designing courses. Our courses are backed by a well-designed module to meet individual and organizational objectives & requirements. We look forward and envision our students carving a bright future as a professional Graphic Designer in the years to come.

Thank you for choosing Ekodus Knowledge Centre! We wish you an amazing learning experience.



## Salient Features

- 72+ hours of real-time interactive classes
- 100% Placement Support
- Get trained by Industry Gurus
- Readily Accessible Online Video Training Tools
- Accreditations from the Ekodus Knowledge Centre
- Learn & Reassess Topics Online
- Paid Internship Opportunities in top-ranking companies
- Complimentary 3 Months Assistance from our professionals after post-placement

## Who is this course designed for?



Students

Freelancers

Someone who has a knack for designing



## Career Prospects

- Creative Director
- Art Director
- Art Production Manager
- Package Designer
- Brand Identity Developer
- Visual Image Developer
- Visual Journalist
- Broadcast Designer
- Logo Designer
- Interface Designer
- Multimedia Developer
- Animator
- Illustrator

## Benefits of joining the course

- Upgrade your CV
- Boost your career up to 5x more.
- Sell your services online
- Take home certifications from Ekodus Knowledge Centre
- 100% Placement Assistance
- A complete hike on your current salary
- Start earning as a freelancer from the comfort of wherever you are
- Get hired as a Graphic Designer with a generous salary

## Course Outline

Step up your career as a Graphic Designer with our advanced course modules.

### 1. Introduction:

- History of Graphic Design
- Future of Graphic Design
- Implementation of AI in Graphic Design

### 2. Elements of Design

- Color Theory
- Selection Tool
- Shape
- Form
- Texture

### 3. Principles of Design

- Balance
- Contrast
- Emphasis
- Harmony
- Rhythm
- Proportion
- Pattern/Repetition
- Unity
- Variety

### 4. Typography

- Anatomy of a letter
- Typefaces
- Typographic Measurement
- Typographic Standards
- Typographic Guidelines

### 5. Creative Designs for Print and Web

- Design Poster/Flyers, Magazine Cover and CD Cover
- Formats
- Resolution
- Raster Vs Vector

### 6. Logo Design

- Understanding logo design
- Dynamics of an effective logo
- Designing a Logo
- Distinction between logo design, corporate identity and branding

### 7. Motion Graphics

- Use of animation and video to design visually engaging illustrations.
- Application of motion graphics covering titles, Lower Thirds, and Overlays.
- Page Design
- Concepts of Cinematography & Photography
- Working with Audio
- Digital Video Editing, Color Grading & Finishing
- Digital Compositing
- Portfolio Project



## Course Outline

### 8. Photo Editing

- Image Cropping
- Photo Retouching
- Photo compositions
- Assignment/Fictitious briefs

### 9. Final Assessment and Certification

- Summarization & questions
- Excelling and getting hired as a graphic designer.
- Final Project

## Exam Details

Following successful completion of the course and mandatory assessments, students can earn certifications from the Ekodus Knowledge Centre.

• Exam Durations	60 mts.
• Total Marks	60
• Passing Marks	36
• Negative Marking	0
• Number of Questions	60

## Placement Process

- Regular Counseling Sessions
- Corporate Etiquette
- Effective Resume Building
- Preparing for Interview
- Mailing refined resumes to recruiters
- Scheduling Interviews

## Certifications

Upon completion of the course, our students can take home certifications from the **Ekodus Knowledge Centre**.







Unlocking  
Possibilities,

Empowering  
Minds,

Enriching Futures

### Get In Touch With Us



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