Curriculum for 1-Year Graphic Design Course at NavGurukul's Jashpur Campus

MODULE 1: Introduction to Graphic Design
Duration: 1 Week (30 Hours)

Module 1 offers an overview of what graphic design is and the immense professional opportunities it provides. Students are introduced to the industry, what designers do, and what graphic design actually is. Students will be inspired and enlightened whilst being taken on a journey to the great works of past and present iconic graphic designers.

The famous graphic designers that everyone should know:

Rob Janoff
Why do you need to know about Rob Janoff? Simple: he designed the Apple logo. Janoff masterminded possibly the most famous mark in the world today while at ad agency Regis McKenna back in 1977. And although it's been tweaked, the basic form has remained the same ever since – a testament to its simplicity and longevity (and it was created in only two weeks).

Massimo Vignelli
Massimo Vignelli died in 2014, but leaves behind a legacy of some of the most iconic design work of the past 50 years. Having counted IBM, Ford, Bloomingdale's (his 'Brown Bag' designs are still in use today), Saks, American Airlines and many more as clients, and Micheal Bierut among his protégés, Vignelli's influence can still be felt. It lives on perhaps most prominently in the subway map and signage he designed for New York City in 1972.

Carolyn Davidson
Some famous graphic designers have created icons that become known the world over. There aren't many logos that are more recognised internationally than Nike's iconic swoosh. It's often the simplest ideas that are the best, and the Nike mark (which we rate as one of the best logos of all time, proves it.

Graphic designer Carolyn Davidson designed the logo as a student at Portland State University in 1971 – and was paid $35 for it by Nike founder Phil Knight (Knight met Davidson in an accounting class he was teaching).

Benoy Sarkar

Benoy Kumar Sarkar was born in Kolkata in 1938. He was a man with great designing sense and had done commendable work in the field of graphic design. His simple, elegant and meaningful logos were perfect for any organization that he designed for.
He completed his Bachelors and Masters studies (BFA and MFA) at Yale University in the USA.

General overview of the potential job prospects for graphic designers

Graphic designers are still in demand for creating visual materials such as logos, branding, print advertisements, packaging, and more. Companies across industries require these services to maintain their visual identity and market their products effectively.

Social Media and Digital Marketing:

The need for eye-catching visual content on social media platforms is higher than ever. Graphic designers are often hired to create engaging social media posts, banners, ads, and other promotional materials for various online marketing campaigns.

Motion Graphics and Animation:

Video content is becoming a dominant form of communication. Graphic designers who can create motion graphics, animations, and video effects are in demand for creating ads, explainer videos, tutorials, and more.

UI/UX Design:

As technology advances, the demand for user-centered design grows. User Interface (UI) and User Experience (UX) designers create intuitive and visually appealing digital interfaces for apps, websites, software, and more.

Packaging Design:

Product packaging is a critical aspect of marketing and branding. Graphic designers skilled in creating attractive and functional packaging designs are valued in industries like consumer goods, food and beverages, and cosmetics.

Freelancing and Remote Work:

Many graphic designers choose to work as freelancers, allowing them to work on a variety of projects for different clients. With the rise of remote work, freelancers can collaborate with clients from around the world.

In-House Design Teams:
Many larger companies have in-house design teams to handle their ongoing design needs. This includes designing marketing materials, internal communications, presentations, and more.

Entertainment Industry:
The entertainment industry, including gaming, movies, and television, often requires graphic designers for creating promotional materials, posters, digital assets, and more.

Education and E-Learning:
The demand for online courses and e-learning platforms has grown. Graphic designers are needed to create visually engaging course materials, presentations, infographics, and educational content.

MODULE 2: Fundamentals of Design - Elements and Principles
Duration: 2 Week (60 Hours)

In this module, students will begin putting design elements and principles into practice. Students will begin to make decisions using the visual language of a designer. By doing simple studies, this module will introduce students to Adobe Illustrator software.

MODULE 3: Basic Drawing
Duration: 2 Week (30 Hours)

Drawing is the simplest and most efficient way to communicate visual ideas. Throughout art history, charcoal, chalk, graphite, and paper have been adequate tools to make some of the most profound images.

Types of Drawing Media

Dry Media
Charcoal: The oldest form of drawing media.

Graphite media: Includes pencils, powder or compressed sticks
Pastels: Are essentially colored chalks usually compressed into stick form for better handling.

Wet Media: Ink

Different shading techniques
Here are seven different shading techniques that you can use in your drawings and sketches. When using all of these techniques, it's important to keep in mind that, even though lines do not have to be super perfect, you do have to take your time and think about what your doing. It is essential to keep a sense of consistency in terms of the marks you create throughout your piece and to stay mindful of how your mark-making is going to affect its outcome. Keep line thickness, direction, and overall size in mind throughout your drawing process! What's even MORE important, is that the lines you create accentuate the form of the object you are drawing. Increase the density of your lines by placing them closer together or creating a second (or even third) layer overlapping the first in areas that you want to appear darker. If you need practice drawing sets of parallel lines,

1. **Hatching/Parallel Hatching**
   Create parallel lines to add shading and texture. Vary the spacing and thickness of the lines for different effects.
2. **Cross Hatching**
   Similar to hatching, but with overlapping sets of parallel lines. This technique creates darker areas and adds depth.
3. **Contour hatching:**
   Follow the contours of an object with hatching lines. This technique helps define the form and volume of the subject.
4. **Stippling:**
   Use small dots or dots of varying sizes to create shading. The closer the dots, the darker the area appears.
5. **Tick Hatching**
   This method is similar to stippling but instead of making dots, you make short lines. In darker areas,
6. **Woven Hatching**
   Use small dots or dots of Woven Hatching leads to a very interesting outcome when done correctly.
7. **Scribbling**
   Scribbling is an excellent technique to use when drawing specific subjects like trees or hair because it not only creates values, but also transmits a sense of texture.

3.1 Perspective

The process of designing a space is known as Perspective is a technique for giving a three-dimensional image to a flat image from the viewpoint of an observer.

- **1-point perspective**
- **2-point perspective**
- **3-point perspective**
- **Multi-point perspective.**

Vanishing point

it is the spot in an image where all parallel lines converge.

The best example of a vanishing point is a road or river going into the horizon. As it gets further away from the camera, the distance between its two sides becomes smaller and smaller, until it becomes a point.

3.2 Portrait Study

Portrait drawing is the art of creating a visual representation of a person's face and head. Helping students develop their understanding of human anatomy, facial expressions, and capturing emotions in their artwork. Here are some essential modules and topics that can be included in a portrait study for students:

Portraiture is not just about technical skill but also about capturing the essence of the subject. Encourage students to connect with their subjects emotionally and use their art as a means of storytelling. A well-rounded portrait study should balance technical proficiency with artistic expression and creativity.

- Study the basic anatomy of the human face and head.
- Learn about the proportions of different facial features.
- Practice sketching from live models or photographs.
- Explore different drawing techniques, such as contour drawing, gesture drawing, and shading.
- Learn how to observe and represent light and shadow on the human face.Practice capturing different emotions in portraits.
- Experiment with different art mediums, such as charcoal, graphite, pastels, and oil paints.
- Understand how each medium affects the final result.

Assignment:

Try copying a famous portrait:
Medium: Colour Pencil/OIl Pastel/Crayons/Acrylic Colour/Poster color Paper: A3/A4/ Half imperial cartridge sheet

Make a self-portrait:
Medium: Colour Pencil/OIl Pastel/Crayons/Acrylic Colour/Poster color Paper: A3/A4/ Half imperial cartridge sheet

3.3 Life Study:
Life study, often referred to as life drawing or figure drawing, is a fundamental practice for design students, particularly those studying fields like fine arts, graphic design, illustration, animation, fashion design, and industrial design. It involves drawing or sketching from a live model to understand and capture the human form and its various aspects. Here are some key reasons why life study is essential for design students:

Understanding anatomy:
Life study helps design students develop a strong understanding of human anatomy. Observing and drawing the human figure from various angles and positions allows them to comprehend the proportions, muscle structure, and how different body parts relate to each other.

Improving observation skills:
Studying a live model challenges students to keenly observe the nuances of the human form, such as light and shadow, gesture, posture, and expressions. These observational skills are valuable for all design disciplines, as they enhance the ability to depict the world realistically and accurately.

Developing drawing skills:
Regular life drawing sessions help students refine their drawing techniques, such as line work, shading, and composition. As they practice capturing the complexities of the human body, their overall drawing abilities improve significantly.

Enhancing creativity:
Engaging in life study encourages creativity and artistic expression. Artists often interpret the model's pose and incorporate their style and artistic choices, making each drawing unique.

Learning to work quickly:

Life drawing sessions usually involve short poses that last from a few seconds to a few minutes. This fast-paced environment trains design students to work efficiently and confidently, a valuable skill for meeting deadlines in various design projects.

Gaining a sense of movement and gesture:
Capturing the dynamic and fluid aspects of the human form helps design students convey movement and emotion in their work, whether in character design, fashion sketches, or product design.

Preparing for more complex projects:
The skills learned through life study provide a strong foundation for tackling more complex projects, such as character design, animations, or realistic illustrations.

MODULE 4: Color Theory
Duration: 2 Weeks (90 Hours)

- Understanding Color
- Color Wheel
- Types of Color
- Warm & Cool Color
- Color Psychology

Assignment:
Theory:
What do you think about color? Write about importance/roles of different colors in Graphic Designing (Written)

Practical
1. Draw a color wheel using poster color
2. Make a Landscape using watercolor
3. Make a Design using monochromatic colors

Colour Wheel:
- Primary Colour
- Secondary Color
- Tertiary Colour
- Shades

- Tints
- Tones

3 Types of Color Combinations:

- Monochromatic
- Analogous
- Complementary

Color Temperature:

- Warm Color
- Cool Colour
- Natural Color

MODULE 5: Introduction to Typography
Duration: 1 Weeks (30 Hours)

Typography is a critical skill to the graphic designer. In this Module, students will get an overview of what typography is and the integral role it plays in graphic design. Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. Typography involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages.

- Write a note on Typography (Written)
- Make a mirror image of a word
- Make a poster using different typefaces
- Show emotions/meaning through typography

MODULE 6: Corporate identity/Logo Design
Duration: 2 Weeks (60 Hours)

- Logo
- Business Card
- Letterhead
- Brochure

- Flyer
- Book Cover
- Standee
- Billboard

Assignment:
- Study 10 logos and write your thoughts (Written)
- Take existing company and redesign their stationery
- Visiting Card, Envelop, Letterhead
- Email Stationery
- Signage
- Nameplates
- Company Profile/Cover/Brochure

MODULE 7: Publication Design
Duration: 2 Weeks (90 Hours)

In this module, students would be learning about the publication industry, procedure and standards and practicing to produce a body of work in the form of a magazine, a short comic book or an illustrated work of their choice. They would also be learning the small details related to the software and various terminologies for instance kerning, leading and so on.

Assignments:
- Design a Cover of Magazine
- Newspaper layout
- Book cover design

MODULE 8: Semiotics
(The study of signs and symbols and their use or interpretation)
Duration: 1 Week (30 Hours)

Understanding Semiotics is important for Designers in the context of creating meaningful communication strategies. To understand the science of signs and their meanings and to learn theoretical and design framework in semiotics and its practice.

The objective of the Semiotics module is to provide students with a comprehensive understanding of semiotic principles and their practical application in various design contexts. Through this module, students will explore the study of signs, symbols, and communication, enabling them to analyze, interpret, and create effective visual messages.

Key Learning Goals

Understanding Signs and Symbols:
Students will grasp the fundamental concepts of semiotics, including signs, symbols, and their meanings in both cultural and visual contexts. They will learn how signs are used to convey messages beyond their literal representation.

Analyzing Visual Language:
Through the lens of semiotics, students will develop the ability to dissect and analyze visual elements in design, such as colors, shapes, typography, and images. They will learn how these elements contribute to the overall meaning and communication of a design.

Cultural Context:
Students will explore the cultural and contextual influences on semiotic interpretations. They will learn how different societies and cultures attach meanings to symbols and signs, impacting communication and design choices.

Narrative Construction:
The module will enable students to understand how semiotics can be employed to construct narratives within visual design. They will learn how to use symbols and signs to tell stories and evoke emotions effectively.

Design Decision-Making:
Students will apply semiotic principles to their design decision-making process. They will learn to strategically select and manipulate visual elements to convey intended meanings and messages to target audiences.

Visual Branding:
The module will emphasize the role of semiotics in branding and identity design. Students will learn how to create memorable and impactful visual identities by leveraging symbols and signs that resonate with their target market.

Interdisciplinary Application:

Students will explore how semiotics intersects with other disciplines, such as linguistics, psychology, and sociology. They will recognize how a multidisciplinary approach enhances their ability to create effective, meaningful designs.

Ethical Considerations:
The module will address ethical implications related to the use of symbols and signs in design. Students will learn to be mindful of cultural sensitivities and potential misinterpretations when designing for diverse audiences.

Critical Analysis:
Through practical exercises and case studies, students will develop critical thinking skills to assess existing designs and advertisements from a semiotic perspective. They will be able to identify underlying messages and intended effects.

Innovation and Experimentation:
The module will encourage students to experiment with unconventional semiotic approaches in their design work. This fosters creativity and the ability to challenge traditional design norms.

MODULE 9: Product Packaging Design
Duration: 2 weeks (60 Hours)

In this module, students will explore the art and science of packaging design. They will learn about the role of packaging in marketing, branding, and product protection. Through hands-on activities and real-world case studies, students will develop their creativity and problem-solving abilities to design packaging that stands out on the shelves and resonates with consumers.

By the end of this module, students should be able to:
- Understand the importance of packaging design in product marketing.
- Analyze target audiences and market trends to inform packaging design decisions.
- Apply design principles and branding strategies to create visually appealing packaging.
- Consider sustainability and eco-friendly practices in packaging design.
- Utilize software tools to create digital packaging prototypes.
- Present and communicate their packaging designs effectively.

MODULE 10: Social Media Design
Duration: 1 Weeks

- Facebook Cover
- Facebook Event Cover
- Facebook Banner
- News Feed Post
- Facebook Ads
- Twitter Ads
- Instagram Feeds
- YouTube Thumbnail
- YouTube Banner ART
- Pinterest Post

MODULE 11: Basic Photography
Duration: 1 Weeks

In this Module, students will get an overview of photography. They will learn the basic tools they need to shoot photography as a graphic designer, will learn how graphic designer's work with professional photographers and will learn how to source online stock photography. They will be introduced to pixel-based graphic design programme Adobe Photoshop.

By the end of this module, students should be able to:
- Understand the fundamental principles of photography, including exposure, focus, and composition.
- Operate a digital camera and adjust settings to achieve desired outcomes.
- Apply various composition techniques to create visually compelling images.
- Use natural and artificial lighting effectively in different scenarios.
- Edit and enhance photographs using basic post-processing techniques.
- Develop a personal style and approach to photography.
- Critically analyze and provide constructive feedback on photographs.

MODULE 12: Preparing Your Portfolio
Duration: 2 Weeks

This module will teach the students the importance of marketing themselves and their work. Students will begin to refine their professional portfolio; design a personal identity system, learn basic professional practices and how to further their design education.

Select Your Best Work:
Choose only your top-quality projects to include in your portfolio. Focus on showcasing your skills, diversity, and versatility as a creative professional.

Organize with Categories:
Divide your work into relevant categories to make it easy for visitors to navigate and find specific types of projects they are interested in.

First Impression Matters:
Your cover image and profile should make a strong first impression. Use a captivating cover photo that represents your overall style and brand.

Project Descriptions:
Provide detailed and engaging descriptions for each project. Explain the concept, your role, challenges faced, and any specific techniques used.

High-Quality Images:
Use high-resolution images to showcase your work. Behance allows large images, so take advantage of this to display your projects in the best possible light.

Consistency:
Maintain a consistent visual style throughout your portfolio. A cohesive presentation will help visitors understand your unique identity as a creative professional.

Showcase Process:
Including work-in-progress images, sketches, or behind-the-scenes shots can give visitors insights into your creative process and add depth to your projects.

Highlight Key Projects:
Feature your most significant or impressive projects prominently on your profile to grab the attention of visitors.

Contact Information:
Ensure your contact information is readily available. Make it easy for potential clients or collaborators to get in touch with you.

Keep it Updated:
Regularly update your portfolio with new projects and remove any outdated or less relevant work. An up-to-date portfolio shows that you are active and engaged in your creative endeavors.

Testimonials and Recommendations:
If possible, include client testimonials or recommendations. Positive feedback can enhance your credibility and attract more opportunities.

Promote on Social Media:
Share your Behance portfolio on other social media platforms to reach a wider audience and increase visibility.

Curate Projects:
Curate your portfolio based on the type of work you want to attract. Tailor it to appeal to your target audience, whether it's potential clients, employers, or collaborators.

Behance Keywords:
Use relevant keywords in your project titles, descriptions, and tags. This can improve the discoverability of your portfolio within the Behance community and beyond.

The following supplementary modules will be tackled after mastering the rest of the modules:

MODULE 13: Introduction - AI in Graphic Design
Duration: 1 weeks

This module aims to introduce students to the exciting intersection of graphic design and artificial intelligence. Students will explore how AI technologies can enhance creativity, automate repetitive tasks, and open new avenues for innovation in graphic design.

Introduction to AI in Graphic Design
- Understanding the basics of AI and its relevance to graphic design.
- Exploring AI-powered tools and applications in the graphic design industry.
- Integrating AI for brainstorming and idea generation in graphic design.
- Hands-on exercises using AI-assisted design tools to boost creativity.

- Streamlining repetitive tasks with AI automation.
- Demonstrations on how AI can accelerate the design workflow.
- Exploring how AI can be used to create personalized design experiences.
- Case studies on brands using AI for customized graphic content.
- Introduction to image recognition technologies in graphic design.
- Practical exercises using AI for image analysis and enhancement.
- Students work on a final project incorporating AI elements in graphic design.
- Showcase and presentation of final projects with peer feedback.

Assessment:
- Class participation and engagement in discussions.
- Completion of hands-on exercises and assignments.
- Final project presentation and submission.

MODULE 14: Introduction to Motion Graphics
Duration: 1 Weeks (30 Hours)

This module aims to introduce students to the principles, techniques, and tools used in motion graphics within the context of graphic design. Students will learn how to create visually compelling animations, kinetic typography, and motion graphics pieces that effectively communicate messages and concepts.

This module is designed to introduce students to the fundamentals of motion graphics using Canva as a primary tool and focusing on creating animated GIFs. Students will learn how to use Canva's animation features to design visually engaging motion graphics content suitable for various digital platforms.

- Creating animated GIFs from static designs in Canva
- Understanding file formats and exporting animated GIFs
- Best practices for designing effective animated GIFs for digital platforms

This outline emphasizes the use of Canva specifically for motion graphics and animated GIF creation, making it suitable for graphic design students who may not have access to or extensive experience with professional animation software. Additional resources and examples of successful animated GIF campaigns can enhance the learning experience and inspire students' creativity.

MODULE 15: Introduction to Video Editing
Duration: 1 Weeks (30 Hours)

Introduction to Video Editing
- Definition and significance in the design industry.
- Overview of popular video editing software.

Basic Concepts
- Timeline, clips, frames, and sequences.
- Understanding video resolutions and aspect ratios.

Interface Familiarization
- Navigating the video editing software.
- Tools and their functions.

Importing and Organizing Footage
- File formats and importing media.
- Creating organized project folders.

Cutting and Slicing
- Basic editing commands (cut, copy, paste).
- Creating a simple sequence.

Transitions and Effects
- Adding transitions between clips.
- Basic video effects for enhancement.

Audio Editing
- Importing and adjusting audio tracks.
- Synchronization with video.

Evaluation:

Individual Project:
Students will work on a final video project, incorporating various editing techniques learned throughout the module.

Peer Evaluation:
Students will review and provide feedback on each other's projects.

MODULE 16: Introduction to UX Design
Duration: 2 weeks (60 Hours)

This module provides an introduction to the principles and practices of User Interface (UI) and User Experience (UX) design. Students will learn about the importance of design in creating engaging and user-friendly digital products.

- Understand the difference between UI and UX design.
- Learn the fundamentals of human-computer interaction.
- Gain proficiency in design tools and techniques.
- Develop critical thinking and problem-solving skills in design.

Introduction to UI/UX Design
- Definition of UI and UX design.
- Importance of good design in digital products.
- Overview of the design process.

Assignments:
- Explore different visual styles and create a mood board for a website redesign.
- Design a basic wireframe for a website homepage using a digital tool.
- Design a high-fidelity mockup for a mobile app screen, focusing on usability.