



Welcome onboard

DEAR _____

WE ARE PLEASED TO OFFER YOU A POSITION FOR
GRAPHIC DESIGNER/ VISUALIZATION & PHOTOGRAPHY EXPERT
AT THE END OF THIS COURSE (GPRAPIC PRO)

graphicpro





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Graphic Pro- is an Advanced Diploma Course in Graphic Design, Visualization & Photography from the house of TGC.

Graphic pro is probably the only course in town where we give written assurance on Job by signing a placement letter right at time of joining of this course, this confidence comes through our pledge to deliver the best in segment of graphic design. We are proud to retain industry's best coaches in various streams design i.e. Designers, Visualizers, Art

Directors, Photographers, Typographers, Advertising Pro, Press Experts... Apart from attending daily classroom sessions students joins web workshops, group exercises and Live projects.

PROGRAMME SCHEDULE

Normal Track

Course Duration: 1 Year

Schedule: 2 Hours/ 4 Days a week

Fast Track

Course Duration: 6 months

Schedule: 4 Hours/ 5 Days a week

tgc

TGC is a sincere attempt on part of a few committed professionals in the field of Multimedia & Digital Art Media. It is our endeavor to turn out self-driven, top class professionals in this field who derive utmost satisfaction from challenges at work and deadlines. This industry focus sets us apart from others in this field and if, we may say so, is also one of our competitive advantages.

TGC, an ISO 9001:2008 company, incorporated as digital design institute since 2000. For the last 18 years we have produced more than 15,000 hardcore skilled designers most of them are working with some of the most renowned Design studios, multimedia houses, e-learning companies, national dailies, & web design firms etc.

TGC is tied up with UGC approved Universities to provide Degree programmes to its students. Apart from that TGC is also in an Authorized Testing Center for Adobe, Students gets dual certification from one from TGC and other one from Adobe as Adobe Certified Associate at the end of the course. At TGC, we innovate design study by giving an apt environment i.e. full of daily regular sessions, project works, assignments, environmental study, group discussions, celebrating design events, contests and excursion trips. Unified method of teaching also include, updating students through various workshops, symposiums & design shows.

balsamiq



MODULE 1

GRAPHIC DESIGN

MODULE 1. DIGITAL ILLUSTRATIONS

Visual communication, Laws of Design.
Scribbling layouts.
Vector Illustrations such as Icon and Geometry
Creating Illustrations through Wacom device.
Designing Logos and identities.
Isometric, Flat and Packaging Design.
Thematic Posters using illustrations
Expressing UI/UX through design.
Case Studies and Project.

MODULE 2. ADVANCED DIGITAL IMAGING

Advanced Raster techniques.
Creating collages and adv. image manipulations.
Digital Paintings and Matt Paintings.
Image correction techniques for DSLR images.
Designing Brochures, Catalogues and Newspapers.
Designing for Magazines, Books & Newspapers etc.
Designing infographics and Web templates
Case studies and Projects.

MODULE 3. LAYOUTS FOR PUBLICATION, PREPRESS & PRODUCTION

Layouts based on international typesetting rules.
LPI Vs. DPI. File Formats
Fonts management in PCs and Macs.
Forms and Pagination setting for offset.
Preparing files for pre-press.
PS vs PDF and Editing PDF.
Trapping & Overprinting.
Setting designs as per available Paper sizing.
Post Press.
Costing methods.

Portfolio Design

- Branding exercises including logos and stationaries
Social Design campaign
- Designing for packaging
Digital Painting & Matt Painting collection
- Artworks for Advertising
- Design Concepts & Symbolism through graphic design
- Typography projects
- Symbols & Icon Design
- Design for Publications
- Information Design
- PPC advertising banners
- Submitting web projects on portfolio hosting sites
Design competitions
- Portfolio clinic sessions with industry experts



NEHA PANDE
PAAN J STUDIO

TGC CHANGED MY LIFE AND INFUSED DESIGN THINKING IN ME, IN LAST 5 YEARS I WORKED WITH ALL THE BIG NAMES OF ADVERTISING AND CONTENT PUBLISHING. TGC IS TO DESIGN IS WHAT BRAIN IS TO THINK.



MODULE 2

DIGITAL COMM. PHOTOGRAPHY

MODULE 1. BASICS OF PHOTOGRAPHY

Understanding the basics of digital photography
Difference between all Genres of photography
File types (RAW and JPEG)
White balancing
The exposure triangle – Aperture, shutter speed and ISO
Digital Cameras
Lenses and Focal Lengths
Tripods and Accessories
Photo walks

MODULE 2. PRODUCTS AND PORTRAITS PHOTOGRAPHY

Natural light photography
Artificial light photography
Lighting Modifiers and Accessories
Lighting gear and studio lighting kits
Photography work area establishment
Shot Plan, Scene Creation
Use of props, backgrounds, surfaces and linens
Picture Framing and composition
Model Placement and pose setting
Capturing candid moments

MODULE 3. FASHION PHOTOGRAPHY FOR E-COMMERCE

Picture Framing and composition
Model Placement and pose setting
Focal length, Lens compression and depth of field
Shapes, lines and colors
Fashion styling for Capture
Styling techniques for magazine photo shoots
Styling techniques for online stores
Styling technique for Runway cover shoots
Styling for fantasy portraits
Model make up, pose and charisma
Tricks and tips used in the Fashion industry for
Fashion spreads and shoots.

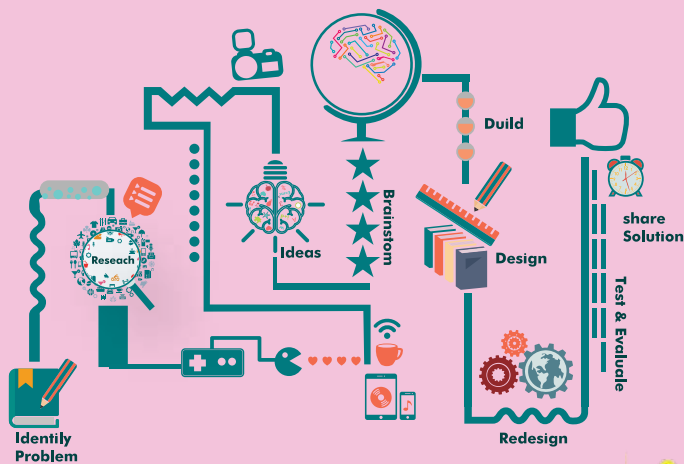
Portfolio Design

- Street Documentary
- Journalism
- Food and Beverages:
- Product: Table Top
- Flat Lay out
- Solid color background
- Creative background / indoor / outdoor
- **Fashion or Portrait:**
- Staged (posed)
- Candid indoor/ outdoor
- **Architectural & Interior:**
- Light and Shade
- Architectural details
- Events Shoots
- Composition for advertising layout



PRACHI PRAKASH
MULLENLOWE LINTAS GROUP

I REMEMBER WHEN I JOINED TGC, THEY GOT THE BEST TRAINING RESOURCE IN TOWN, AND TRULY GIVEN WINGS TO MY CREATIVITY AND GROOMED ME IN A PURE GRAPHIC DESIGNER.



MODULE 1. VISUALISATION AND COLOUR THEORY

Understanding Elements of design through exercises.
 Understanding Principles of design through exercises.
 Closed/Open spaces and negative spaces.
 Using Metaphors as design elements
 Hierarchy of importance.
 Philosophy and process behind designing a logo
 Principles, Terminology and Application of colour theory.
 Working knowledge on expression and perception of color.

MODULE 2. TYPOGRAPHY I & II

Type research and history of typeface.
 Type Classification.
 Anatomy of Type.
 Manipulate type to depict a concept or mood.
 Type Semantic.
 Display and expressive applications of typography.
 Important role of typography in design.
 Kerning, Tracking, Leading, Sp. characters & Ligatures.
 Important role of typography in design.
 Visual identity for a city or town using typography.
 Web and Kinetic Typography through projects.

MODULE 3. SKETCHING, MATERIAL HANDLING & CONCEPT

Learning to see form of objects in the physical world.
 Drawing mass and space on the page
 Drawing 2 points and 3 points Perspective and Depth
 Proportion and perspective
 Drawing with Color
 Highlights, Mid-tones, Shadow edge, casting shadow, core shadow, and reflected light.
 Art of Copywriting.
 Material handling and exploration
 Creating and presenting design concepts through exercises

MODULE 3

VISUALISATION & PORTFOLIO

Portfolio Design

Creating Ad campaign using design elements
 Crating Logo exercise using golden ratio
 Posters depicting colour models
 Typography posters
 Design a billboard and bus shelter ad using typography
 Design an integrated advertising campaign
 Brand matrix, inspiration board, social or multimedia component
 Develop an understanding of the skills and attributes required to become a corporate designer
 Concept art posters
 Projects including- using material to create concepts
 Wall arts projects within the institute
 Creating new and innovative packaging
 Portfolio Template artwork



SRAJANA VIJAYWARGIA
OGILVY & MATHER

BEST FACULTY AVAILABLE, GOOD AND FRIENDLY ENVIRONMENT.
 I WOULD RATE IT 10/10. I HAD A GOOD EXPERIENCE. I WOULD
 RECOMMEND IT TO MY FRIENDS ALSO. THANK YOU TGC FOR A
 NICE EXPERIENCE.

TGC has successfully placed more then 10,000 students in the creative industry, for further details about our placements contact info@tgcindia.com and we will post you the details.

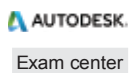


TGC ANIMATION AND MULTIMEDIA

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TESTING CENTER



AFFILIATION PARTNER



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