

# GRAPHIC DESIGN SYLLABUS

Transform Ideas into Art: The Complete Graphic Design Journey

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**MAKE IT SIMPLE,  
BUT SIGNIFICANT**





# GRAPHIC DESIGN COURSE SYLLABUS

## Module 1: Introduction to Graphic Design

### Overview of Graphic Design

- What is graphic design and why is it important?
- What is graphic design and why is it important?
- Key graphic design principles (balance, contrast, alignment, hierarchy).

### Understanding the Design Process

- The stages of graphic design: Concept, Design, Refinement, Delivery.Resolve, etc.)
- Workflow from client brief to final design.

## Module 2: Graphic Design Tools


### Introduction to Graphic Design Software

- Overview of industry-standard tools (Adobe Photoshop, Illustrator, InDesign, etc.)
- Basics of working in Adobe Creative Suite.

### Photoshop Basics

- Navigating the interface.
- Working with layers, selection tools, and brushes.
- Image manipulation and photo editing.

### Illustrator Basics

- Working with vector graphics.
  - Creating logos, illustrations, and icons.
  - Understanding paths, shapes, and the pen tool.
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## Module 3: Design Principles

### Typography in Graphic Design

- Understanding fonts and typefaces.
- Typography hierarchy and readability.
- Combining fonts for effective design.

### Color Theory

- Understanding color psychology and color harmonies.
- Creating color palettes.
- Applying color to design projects.

### Composition and Layout

- Creating effective layouts using grids and guides.
- Working with white space and alignment.
- The importance of visual hierarchy in design.

## Module 4: Branding and Identity Design

### Introduction to Branding

- Understanding fonts and typefaces.
- Typography hierarchy and readability.

### Logo Design

- Principles of effective logo design.
- Sketching, conceptualizing, and refining logos.
- Designing logos using vector tools (Adobe Illustrator).

### Brand Style Guide

- Creating a comprehensive brand style guide.
- Using brand elements consistently across various platforms.



## Module 5: Digital and Web Design

### Introduction to Digital Design

- Designing for digital platforms (Websites, Apps, Social Media).
- Responsive design and the importance of mobile-first design.

### Web Layouts and UI Design

- Designing user interfaces (UI) for websites and apps.
- Understanding the importance of user experience (UX) in design.
- Prototyping with tools like Adobe XD, Sketch, or Figma.

## Module 6: Print Design

### Print Layouts

- Designing for print media (flyers, brochures, posters, etc.).
- Understanding print resolution, bleeds, and color modes (CMYK vs RGB).

### Packaging Design

- Principles of packaging design.
- Designing product labels and packaging mockups.

## Module 7: Advanced Graphic Design Techniques

### Illustration and Drawing Techniques

- Advanced vector illustrations.
- Hand-drawn illustrations and digitizing sketches.

### Photo Manipulation and Composite Design

- Creating photo-realistic composites.
  - Advanced masking, blending, and retouching techniques.
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## Motion Graphics and Animation Basics

- Introduction to motion design with After Effects.
- Creating simple animations and transitions for logos or graphics.

## Module 8: Portfolio Development and Career in Graphic Design

### Building a Graphic Design Portfolio

- Selecting and organizing work for your portfolio.
- Tips for creating a strong portfolio website.
- Showcasing both personal and client projects.

### Freelancing and Job Opportunities

- How to start freelancing in graphic design.
- Preparing for interviews and working with clients.
- Industry trends and job opportunities in graphic design.

### Tools Covered:

- Adobe Photoshop (for image editing and manipulation)
  - Adobe Illustrator (for vector-based design)
  - Adobe InDesign (for print and layout design)
  - Adobe After Effects (for basic motion graphics)
  - Figma or Sketch (for UI/UX design)
  - Canva (for quick design templates and social media posts)
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