

**GRAPHIC DESIGN**  
**CURRICULUM GUIDE**  
**3 Months Program**

**Instructor:**  
**Engineer Rizwan Bhatti**  
**REVISED: May 2023**

## **Course Description – Graphic Design**

Graphic Design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communications tools in order to visually convey a message for a client's product or service to a particular target audience. This course will give students a foundation in Graphic Design by introducing them to the various aspects of the Graphic Design field.

Students will work on projects utilizing industry standard software and hardware in a classroom

Environment that simulates a real-world design studio. They will be introduced to the basic design

Principles and processes that must be followed in order to successfully complete projects that meet specific criteria. Students will also become familiar with production techniques with industry standard software such as *Adobe Photoshop, Illustrator and Inpage 2020* and postproduction techniques for finishing, mounting and the Creation of mock-ups.

In addition to the computer and software, students will properly handle and use drawing tablets, digital

Cameras, scanners, and other various output devices such as printers and backup storage disks applicable to projects.

Students will be required to demonstrate ability in all educational projects and assignments and test with a minimum of 65% proficiency.

## **Course Outline and Objectives**

### **3 MONTHS COURSE SEGMENTS**

#### **IN 1<sup>ST</sup> MONTH YOU WILL LEARN VECTOR GRAPHICS**

- ❖ Logo Designing (Icon Designing & Typography Styling)
- ❖ Social Media Kit Designing (Logo, Cover Designs, Post & Post Template Design)
- ❖ Logo Kit (Logo Coloration, Usage Guide, Color Pallets, Do & Don't)
- ❖ Vector Tracing (Illustrations and Mascot Designing)
- ❖ Promotional Banners (Flyers, Brochure, Menu and Invitation Cards, Bill Board Designs)
- ❖ Stationery Kit (Business Card Designs, Letter Pad, Pen & Pencil, Envelop, Shopping & Shipping Bag)
- ❖ Email Signature Design
- ❖ Web Banners Design
- ❖ Labelling and Packing Designs

#### **IN 2<sup>ND</sup> MONTH YOU WILL LEARN RASTOR GRAPHICS**

- ❖ Photo Editing
- ❖ Removals (Object and Background removals)
- ❖ Skin Retouching (Dark circles removals, Skin Smoothing, Tone Correction, Brightness Adjustments, Color Corrections)
- ❖ Product Retouching (Spots removals, Tone correction, Lightening Adjustments)
- ❖ E-commerce Store Ready Product Post Designs (For Amazon, Ebay, Etsy, Daraz, Ali Express, Ali Baba & Shopify)
- ❖ 3d Mockup Design
- ❖ 3d box wrapping (Product Packing and Labels Design)

- ❖ Realistic Shadow Creation and Correction
- ❖ Animated Banner Ad Designs (Motion Graphics with Photoshop)
- ❖ UI/UX Design (Web Mockup Design)

## **IN 3rd MONTH YOU WILL LEARN FREELANCING & PROJECT MANAGEMENT**

- ❖ Learn about freelancing job concepts
- ❖ Learn about freelancing Platform
- ❖ Learn account creations – Online Shop formations
- ❖ Create marketing kit – All social sharing posts
- ❖ Understand and Practice the creation of personal project & Its branding
- ❖ Learn to communicate and the art of sale generation
- ❖ Understanding of customer's need and project scope defining
- ❖ Do payment gateway finalization
- ❖ Write Proposals and submission
- ❖ Optimize business on Search Engines
- ❖ Learn CV creation
- ❖ Learn about job hunting

## **UNIT 1: DESIGN FUNDAMENTALS**

Students will:

1. Develop a general knowledge of the history of Graphic Design
2. Identify different industries and career paths for Graphic Design
3. Learn best practices for a digital workflow
4. Understand how to properly navigate an OS (Operating System) for increased efficiency when working on projects
5. Identify skills needed for success in various areas of Graphic Design
6. Practice conceptual with thumbnail sketches
7. Understand image and type relationships

## **Unit 2. FOUNDATIONS OF DESIGN**

### **Section 1: Principles of Design – Level 1**

Students will:

1. Be introduced to the characteristics of basic design elements such as line, shape, volume, space, value, texture, color, scale/proportion, unity, contrast, repetition/variation, and rhythm
2. Learn the effective use of negative and positive space within design elements and layout
3. Understand why design is utilitarian

### **Section 2: Design and Layout – Level 1**

Students will:

1. Learn the basics of effective layout composition
2. Effectively utilize design principals in their design solutions
3. Understand the process of design from development through comprehensives
4. Execute design solutions through traditional methods and through digital print media applications
5. Be introduced to using grids as a means to organizing content
6. Understand how functional design leads the viewer's eye

### **Section 3: Basic Color – Level 1**

Students will:

1. Learn the basic color wheel
2. Understand primary, secondary and tertiary colors
3. Understand the difference between warm and cool colors
4. Understand tints, shades and tones
5. Be introduced to basic color harmonies based on the color wheel
6. Understand how to select complementary, analogous, triadic, split complementary, tetradic and square color schemes

7. Learn the differences between RGB, CMYK and spot colors and how to properly utilize each for specific projects and media
8. Utilize Color as a functional design element of perception and visual communication

## **Section 4: Typography – Level 1**

Students will:

1. Be introduced to the history of letterforms and the functions of typography
2. Learn about the anatomy of type
3. Understand the differences between type classifications, timesteps and type families
4. Examine the construction and aesthetic application of typographic text
5. Understand the use of typography as an essential element of design
6. Appropriately and effectively use, treatment and application of type in a variety of formats
7. Learn to modify and customize type for specific project needs

## **Unit 3. Vector-Based Software (Adobe Illustrator) Level 1**

Students will:

1. Learn key Illustrator concepts
2. Create Illustrator documents for various projects
3. Utilize keyboard commands to maximize productivity
4. Understand the Illustrator interface (menus, palettes)
5. Practice basic drawing technique with the pen, brush and objects tools
6. Practice basic path editing
7. Practice basic text editing
8. Understand how to make selections
9. Understand Appearances and how to edit them
10. Work with Groups and Layers to keep drawings organized
11. Understand how to work with color
12. Practice object transformation and positioning
13. Understand how to work with images
14. Learn how to save and print their projects
15. Represent proper use of color, tint, opacity and stroke thickness
16. Use guides for proper alignment in designs
17. Save in appropriate format upon request and understand purpose of file formats (AI, EPS, PDF, etc)
18. Resize artwork in layouts in proportion using correct tools and keys



## **Unit 4: Pixel-Based Software (Adobe Photoshop)**

Students will:

1. Learn the Photoshop interface and setup custom workspaces
2. Learn how to effectively use Bridge for quickly finding and viewing images
3. Be introduced to the basics of setting up documents, saving files in different formats and customizing Preferences
4. Learn keyboard shortcuts to streamline workflow
5. Make selections via quick selection tools or quick mask mode
6. Create accurate paths with the Pen tool
7. Be introduced to the basics of Layers and Adjustment Layers
8. Learn to crop, transform and straighten images
9. Use Adjustment layers and the Adjustment panel
10. Adjust tones with Levels
11. Limit adjustments with Layer Masks
12. Adjust images with Hue/Saturation
13. Learn to remove a colorcast
14. Adjust images with the Black & White adjustment layer
15. Learn to paint with brushes and gradients
16. Learn how to warp text
17. Learn Special Effects such as adding Layer Styles and Smart Filters
18. Combine group photos
19. Learn how to output a file by selecting the appropriate print settings for individual projects
20. save in appropriate format upon request and understand purpose of file formats (PSD, JPEG, EPS, GIF, PNG, RAW, PDF, etc)

## **Unit 5: 1 Month Internship**

Students will:

1. Create portfolio
2. Work under senior' supervision
3. Perform daily tasks and learn work ethics
4. Learn the art of organizing folder and files
5. Learn office management

**At the end of this course, student will be awarded with course certificate of 78 hours. Also will get internship letter for further job reference and portfolio verifications.**