

Graphic Designing

Module 1: Adobe Photoshop

Basic Tools and Colors

- Overview of the Toolset
- Brushes and brush types
- Advance effects with brushes
- Color using eye dropper
- Numerical color
- Pantone color
- The background image
- Erasing and canvas color

Layer Masks in Adobe Photoshop

- Introduction to layer masks
- Creating a layer mask from a selection
- Modifying a layer mask using the paintbrush tool
- The gradient tool and masks

Selection techniques in Adobe Photoshop

- The marquee tools
- Adding and subtracting selections
- Automatic selection using the wand tool
- Auto selection using the quick selection brush
- Manual cut-out techniques
- Transforming a selection
- Understanding selection edges
- Refining selection edges
- Saving / reloading a selection
- Layers in Adobe Photoshop
- Layer blending modes
- Layer opacity
- Transforming layers
- Working with multiple layers

Image adjustments in Adobe Photoshop

- Using adjustment layers
- Levels explained
- Color balance and color considerations
- Hue and saturation
- Changing certain color in image
- Projects in Adobe Photoshop
- Fixing raw photo
- Creating Visiting Card
- Creating Wallpapers
- Creating Logos
- Different Icons and symbols

Module 2: Adobe Illustrator

- Drawing Basics in Adobe Illustrator
- Getting to Know the Work Area
- Coloring concepts and techniques
- Selection and Alignment
- Creating and Editing Basic Shapes
- Transforming Objects
- Drawing with the Pen and Pencil Tools
- Colors and Painting in Adobe Illustrator
- Drawing and Illustrations
- Working with Text / Type
- Working with Layers in Adobe Illustrator
- Blending Colors and Shapes
- Using built-in libraries
- Working with symbols
- Creating Charts/graphs
- Grids and Guides
- Page Setup
- Advance Drawing Concepts in Adobe Illustrator
- Working with Perspective Drawing
- Advance drawing with the help of custom brushes
- Advanced coloring techniques
- Mixing shapes and creating complex shapes

Styles and Effects in Adobe Illustrator

- Introduction to appearance panel
- Working with multiple fills and strokes
- Creating advance effects
- Applying Appearance Attributes and Graphic Styles
- Saving and reusing styles

Module 3: Canva

Introduction to Canva

- Overview of Canva and its features.
- Creating and setting up a Canva account.
- Navigating the Canva interface.

Basic Design Principles

- Understanding design elements (color, typography, imagery).
- Principles of layout and composition.
- Basics of visual hierarchy and balance.

Using Canva Tools

- **Templates:** Selecting and customizing pre-designed templates.
- **Elements:** Using shapes, lines, icons, and illustrations.
- **Text:** Adding and formatting text, choosing fonts, and applying text effects.
- **Images:** Uploading, editing, and incorporating photos.
- **Backgrounds:** Applying and customizing backgrounds.

Creating Specific Designs

- **Social Media Graphics:** Designing posts, banners, and ads for platforms like Instagram, Facebook, Twitter, and LinkedIn.
- **Marketing Materials:** Creating flyers, posters, business cards, and brochures.
- **Presentations:** Designing professional presentations and slideshows.
- **Documents:** Creating resumes, letterheads, and reports.
- **Web Banners:** Designing website banners and headers.
- **Infographics:** Creating informative and visually appealing infographics.

Advanced Features and Techniques

- **Layers and Grouping:** Organizing design elements for complex layouts.
- **Brand Kit:** Setting up a brand kit for consistent branding (logos, color schemes, fonts).
- **Animations:** Adding animations to graphics and presentations.
- **Collaboration:** Sharing designs and collaborating with team members.
- **Exporting and Sharing:** Downloading designs in various formats (PNG, JPEG, PDF) and sharing them directly from Canva.

Module 4: Figma

Introduction to Figma

- Overview of Figma and its applications.
- Creating and setting up a Figma account.
- Navigating the Figma interface and understanding its workspace.

Basic Design Principles

- Understanding design elements (color, typography, imagery).
- Principles of layout and composition.
- Basics of visual hierarchy and balance.

Getting Started with Figma

- **Creating a New File:** Starting a new design project.
- **Frames and Artboards:** Setting up frames and artboards for different screen sizes.
- **Shapes and Lines:** Drawing and manipulating basic shapes and lines.
- **Text:** Adding, formatting, and styling text elements.
- **Images:** Importing and managing images within designs.

Advanced Design Techniques

- **Components and Instances:** Creating reusable components and managing instances.
- **Styles:** Defining and applying color, text, and effect styles.
- **Grids and Layouts:** Using grids, layout grids, and constraints for responsive design.
- **Prototyping:** Creating interactive prototypes, linking frames, and adding animations.
- **Auto Layout:** Using Auto Layout for dynamic and responsive design elements.

Collaboration and Sharing

- **Real-Time Collaboration:** Working simultaneously with team members.
- **Comments and Feedback:** Adding comments and responding to feedback.
- **Sharing Designs:** Sharing design files and prototypes with stakeholders.
- **Version Control:** Managing design iterations and versions.

Design Systems and Libraries

- **Creating a Design System:** Building and managing a consistent design system.
- **Libraries:** Creating and using shared libraries for components and styles.
- **Team Libraries:** Collaborating with team libraries for unified design elements.

Practical Projects and Applications

- **UI Design:** Designing user interfaces for web and mobile applications.
- **Web Design:** Creating responsive web designs.
- **Mobile App Design:** Designing mobile app interfaces and user flows.
- **Prototyping:** Building interactive prototypes to simulate user experiences.
- **User Testing:** Preparing designs and prototypes for user testing.