TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional Graphic Designing Course Outline

- What is Graphic Design? Importance in Different Industries
- Elements of Design (Line, Shape, Color, Texture, Space)
- Principles of Design (Contrast, Balance, Alignment, Repetition, Proximity)
- Understanding Visual Hierarchy & Composition

Module 2: Color Theory & Typography

- Color Psychology & its Impact on Branding
- RGB vs. CMYK vs. Pantone Color Systems
- Typography Basics: Fonts, Styles, and Readability
- Combining Fonts Effectively (Serif vs. Sans-Serif vs. Script)
- Creating a Brand Color Palette & Typography Guide

Module 3: Adobe Photoshop – Image Editing & Manipulation

- Introduction to Adobe Photoshop Interface
- Working with Layers, Masks, and Blending Modes
- Retouching & Image Enhancement Techniques
- Creating Social Media Graphics & Web Banners
- Designing Mockups and Product Packaging

Module 4: Adobe Illustrator – Vector Graphics & Logo Design

- Introduction to Adobe Illustrator Interface
- Creating Shapes, Paths, and Advanced Pen Tool Techniques
- Designing Scalable Logos & Branding Elements
- Using Gradients, Brushes, and Patterns
- Exporting Graphics for Print & Digital Use

Module 5: Adobe InDesign – Print & Digital Publishing

- Creating Brochures, Flyers, and Business Cards
- Working with Grids, Margins, and Master Pages
- Understanding Print Design & CMYK Color Mode
- Creating Digital PDFs with Interactive Elements
- Preparing Print-Ready Files for Professional Printing

Module 6: UI/UX Design Basics with Figma & Adobe XD

- Introduction to UI/UX Design Principles
- Creating Wireframes and Prototypes
- Designing Responsive Web & Mobile Interfaces
- Interactive Elements & Micro-Animations
- Collaborating with Developers & Exporting Assets

Module 7: Branding & Identity Design

- Understanding Brand Identity & Visual Identity Systems
- Designing Business Cards, Letterheads, and Corporate Materials
- Creating Social Media Branding Kits
- Portfolio Development and Showcasing Work

Module 8: Motion Graphics & Animation (Bonus Module)

- Introduction to Adobe After Effects

- Creating Basic Animations & Transitions
- Motion Typography & Logo Animations
- Exporting for Social Media & Web

Final Module: Capstone Project & Certification

- Creating a Complete Branding Package (Logo, Social Media Kit, Business Card)
- Designing a Marketing Campaign (Posters, Web Banners, Ads)
- Showcasing Work in a Portfolio
- Course Completion Certification