

Course Details:

GRAPHIC DESIGN (using Adobe Express)

Duration: 45 hours

COURSEOBJECTIVE:

- Image Editing Techniques using Photoshop Express
- Design Thinking
- Graphic Design Trends
- Designing Page Layouts
- Creating Digital Illustration
- Logo Designing
- Designing Brochures, Magazines, Newsletters, Advertisements, Flyers using templates
- Package Designing
- Creating Infographics

COURSECONTENT:

Unit1:Interface Introduction, Image Editing, Creating Vector Icons and Digital Illustrations

Creating accounts on Adobe Express and repository of Graphics and Images created using Adobe Express - Introduction to Image Editing – Collage making –Removing background and saving images - About vector graphics - Various interface elements - About artboards- Saving and creating folders and libraries’ - Deconstructing real world objects as icons - Using the shape tools - Transforming objects – Using Pathfinder options –Grouping & Arranging objects –Showing and Hiding objects – About Digital Illustrations–Placing Images –Creating& Editing Gradients

Unit2:Creating Logos, Designing Posters & Flyers

About Logos,Golden ratio, Building logo using golden circles– Fine tuning the logo –About corporate communication – Creating visiting card, Letter Head – T-Shirt Design – creating Mockups - About flyers, using and editing templates with logos (usage, importance, size, target audience) - Adding visuals and images (adding files and banners using photoshop Express taught in previous section), creating banners -FormattingText– Poster Designing

Unit3: Creating Infographics, Brochures & Package Designing

About Infographics - Types of Infographics - About charts, Graphs & Updating data in graphs - Creating Icons - Planning & Creating illustrations, infographics using templates and designing brochures and social media content. Create the front, back, and inside flap content using multipage functionality- searching photos and images using Adobe Stock within Adobe Express, Placing images, text and design elements - Export the document for print for download on the form of PDF and JPG

Unit4: Introduction to Digital & Desktop Publishing & Creating and Editing Videos

Interface introduction on Editing and Creating Videos within Adobe Express, Adding images, photos and text, Designing a Single page ad - Adding Design elements - placing graphics and animation - Frame fitting options - Creating and applying frames and gradient swatches-Adding text using textframes – Textframe options–overset text–Exporting document for print – Creating a multipage document – editing videos and creating content in the form of videos.

Unit5: Magazine Designing & Portfolio Development

Creating web pages and adding infographics and videos with clickable links, creating magazine cover page design-Creating master pages-Adding header & footer elements with pictures in the form of short cover or elaborate cover page, Adding text, bullets and links to research documents, Creating & applying styles, placing images as glide show and different formats available, Inserting Tables as JPG, Saving web pages and collaborating by inviting other team members, Final publishing of web page in the form of web link on the cloud or as PDF for circulation.

COURSE OUTCOMES:

Students will be able to:

- Create effective Visual content to communicate ideas effectively using images, text, graphics, animation and videos.
- Use the right tools and techniques to edit images and remove background using the power of Photoshop Express
- Restore and retouch images for a variety of options
- Design icons, logos and infographics by using existing templates and customizing as per the desired need.
- Create multi page documents and presentations
- Create web page and videos with scheduling content option for posting on various social media platforms as per the specific formats.
- Design marketing materials for print and digital media
- Leverage the power of Generative AI for creating images with the help of Adobe Fire Fly inside the Adobe Express

FOR FURTHER READING:

Introduction to User Interface Designing– Demonstrate designing icons for smart devices - Demonstrate designing infographics

REFERENCES:

- Alina Wheeler, “ Designing Brand Identity: An Essential Guide for the Whole Branding Team “, Wiley; 5 edition (October 16, 2017)
- James Craig , Irene Korol Scala, “ Designing with Type, 5th Edition: The Essential Guide to Typography “, Watson-Guptill; 5th ed. edition (May 1, 2006)

ONLINE REFERENCES:

- <https://www.coursera.org/specializations/graphic-design>
- <https://www.coursera.org/learn/fundamentals-of-graphic-design>

SOFTWARE REQUIREMENT:

- Adobe Express with Generative AI powered by Photoshop Express, Fire Fly, Stock Images, PDF and templates.

INDUSTRY SCOPE:

Completion of this course enables students to put their creativity and technology together to create visually attractive design solutions using the Generative Artificial Intelligence at the hands of the students for future of jobs, thus helping organizations to create a lasting impression about their products in the minds of the customers. Students will be able to use Graphic Design Trends, apply visual communication techniques, page layout strategies that empower them to use text, images, colours and illustrations to communicate ideas through print and digital medium that optimizes the user experience. The Portfolio Development module at the end of the course enables students to showcase their problem solving abilities through various outputs that include logos, posters, brochures, magazines, flyers, billboards, package designs and marketing materials.

INDUSTRY USE CASES:

- Creating Digital Content
- Creating Posters
- Designing Product promotional designs for Social Media
- Remove and Add background and edit images
- Creating Vector Icons
- Creating Illustrations
- Logo Designing
- Creating Flyers
- Poster Designing
- Creating Infographics
- Creating Brochures
- Package Designing
- Designing Newsletters
- Magazine Designing