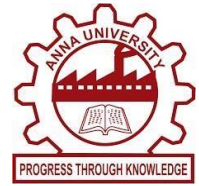




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**Mandatory Course:** Graphic Design Master class that includes logo, website & UX design (Canva Included) along with 3d modelling & animation.

Target Group	Arts & Sciences students – 3 <sup>rd</sup> Year		
Subject	Graphic Design Masterclass for Arts & Science students	Total duration of the training in Hours	45 hours (2 credits)
Theory class focus area	Design theory, 3d design principles. Introduction graphic design, user interfaces, mobile app design, logo design, t-shirt design, and other digital or print mediums.	Practical class focus area	Logo, UX, Website design & development. 3d modelling & animation
Total credits	2 credits		

## About the training Program:

Students will learn the fundamentals of graphic design, Canva, 2d & 3d design & modelling along with animation. Practical workshops where the students will do hands-on web/mobile UX design, 3d modelling & animation projects.

## Training Objective:

- Develop the concept of product & web/mobile design principles.
- Develop the concept of 2d & 3d design, modelling & animation.
- Conceptualise students with the SW used in the field of graphic design, 3d modelling & animation.
- Develop logos, web/mobile UX design, 3d models and animate them across many areas.

## Training Outcomes:

- Design & develop logo, brochure, font using the Canva templates & photoshop/others
- Develop web/mobile design using Canva & photoshop/other tools
- Using Canva:
  - Create a workbook template.
  - Set up an eBook cover
  - Create a journal template.
  - Protect your designs.
  - Prepare designs to sell using watermarks
- Build 3d modelling & create animation\Create a 3D model in blender of any given object and apply texturing and animation.

## Unit – I Design Fundamental using canva

Design Principles - Color Scheme - Typography- Web Safe Fonts Font Themes - Logo Design Principles - Layout Design - Poster Design Principles - Magazine Design Principles - Web Layout Design - Grid Layout Design - Responsive Grids for Web - Perspective Views - Rasterization - Design Etiquette

## Unit – II Interactive Media Development using Vecteezy/ Inkscape

UI Illustrations - Raster graphics - Masks in UI Design - Emphasis and Blending - UI Theme - Soft Buttons- 3D Buttons- Realistic Buttons- Web Template Design - Components of a Web Page - Header - Navigation - Menus - Form Elements

## Unit – III UI Design Principles

Mobile GUI Design - Mobile UI Guidelines - Web design Standards - Mobile first approach (design guideline), Responsive design - Global standards for Color, fonts, Style Guide & Assets - Mobile device platforms, screen sizes, Designing for Native Applications, Hybrid Applications - Designing for Android and iOS, Design Guidelines (Android and iOS), Mobile Design Patterns (Navigation, Forms, Tables, Search, Sort & Filter, etc.)

## Unit –IV UX Development

Mockup Design Web Mockups - Mobile Mockups - Responsive Web Design - One page Design - Single Page Design - Metro UI Design - Mascot Design - Exporting for Web, Mobile, Print - UX fluid flow - Page transition - Design Optimization.

## Unit – V 3D Motion Graphics

Basic Modeling - Animation Principles - Drawing of Motion – Rigging - weight - Basics of 3D Animation - Introduction to rigid bodies - Bouncing ball and Flag simulation - Flying paper simulation - Animation techniques

## Training Hours - 15 Hrs (Theory) + 30 Hrs (Practical) = 45 Hrs

Students who finish the Graphic Design Course will be qualified to apply for the following job roles:

- UX Designer
- Graphic Designer
- Web designer
- Mobile UX designer
- Game Designer
- 3D modeler
- Storyboard Designer
- Animator
- 3D Generalist

### Prerequisites:

Any college student with a basic knowledge & interest in design, Art and 3D spaces can join this course.

### Hardware & Software to be used:

- PC/Laptop: 3<sup>rd</sup> Gen i5 with 4 GB RAM & 1GB graphic card
- Software Licenses that will be taught/used: Blender based tools/plugins, GIMP/Photoshop, INKSCAPE/ Illustrator & Figma/Xd.
- All software chosen is open source or free for students. It would be available for students even after the course.

### Student Enrolment Plan

- Each college will be provided with an “College Admin” login for their students.
- They will login to Ingage LMS and choose one of the 6 Batches available per day for enrolling their students.
- Upon successful enrolment, students will need to accept the confirmation email and join class in the same link until the semester end.
- The Online classes will be assisted with PowerPoint and augmented with a live instructor

- Certain theory sessions would require students to learn the concept and join the class for a group discussion as advised by the online instructor.
- Attendance will be sent to “College Admin” for reconfirmation and for other office uses.
- During course progression students will have to submit their assignment, project work, and complete the MCQ Quiz to be eligible for the final certification.
- Their final grade will be shared with the college and once approved it will be shared as a final email for students.
- Students will get access to course material and other learning content until the validity of the course or up to one year, whichever is applicable.