ABOUT THE COURSE

COURSE NAME	GRAPHIC DESIGN AND MULTIMEDIA
TOTAL DURATION:	45 HRS
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TOTAL MARKS:	75

TABLE1	
OVERALL COURSE OBJECTIVE:	● Effectively communicate content through visuals ● Use software application for editing images for creating powerful and appropriate visuals for a variety of outputs which includes posters, flyers, brochures, magazines, menu cards, newspaper advertisements, social media posts etc. ● Exhibit problem-solving abilities through digital outputs
LEARNING OUTCOME:	● Develop graphic design solutions with appropriate Multimedia elements and in the format, as applicable to the medium of communication (print, digital) ● Collage Making ● Logo & Icon Creation, Flyer Design, Advertisement Design, Posters ● Creating Infographics, Brochure Design, Package Design ● Instagram Reels Creation

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL. NO	**MODULE NAME**	**MODULE CONTENT**	**MODULE LEARNING OUTCOME**	**DURATION (HRS)**

1.	Introduction to Multimedia	Introduction to Multimedia - Definitions, Elements, Multimedia Hardware and Software, Distributed multimedia systems- Multimedia Learning - File formats – Text, Image file formats, Graphic file formats, Digital audio and Video - file formats, Color in image and video, Color Models. Multimedia data and file formats for the web.	Develop graphic design solutions with appropriate Multimedia elements and in the format, as applicable to the medium of communication (print, digital)	9 Hrs
2.	Introduction to Graphic Design Tool -Adobe Express	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 - Various interface elements - Saving and creating files and libraries- -- Grouping & Arranging objects – Showing and Hiding objects – Placing Images - Export the document for print for download	Collage Making	9 Hrs

		on the form of PDF and JPG		
3.	About Vectors &Digital Design	About vector graphics - Deconstructing real-world objects as icons - Using the shape - Using the shape - Transforming objects- Fine tuning the logo –About corporate communication – creating Mockups - About flyers, using and editing templates with logos (usage, importance, size, target audience) - Adding visuals and images- Formatting Text– Creating Advertisements - Poster Designing	Logo & Icon Creation, Flyer Design, Advertisement Design, Posters	9 Hrs
4.	Digital Design - II	About Infographics - Types of Infographics - Creating Icons - infographics using templates and designing brochures and social media content. Create the front, back, and inside flap content using multi page functionality- searching photos and images using Adobe Stock within Adobe Express,	Creating Infographics, Brochure Design, Package Design	9 Hrs

		placing images, text and design elements - About Package design - Package Designing		
5.	Video content creation using Adobe Express	Editing and Creating Videos within Adobe Express, adding images, photos and text, designing a Single page ad - Adding Design elements - placing graphics and animation – editing videos and creating content in the form of videos.	Instagram Reels Creation	9 Hrs

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USE CASES**
● Create effective Visual content to communicate ideas and messages ● Effectively utilize software in creation of visual messages	Clarity, Originality, Design Attractiveness, Relevance & Presentation	● Creating Digital Content ● Designing Product promotional designs for social media ● Creating Vector Icons ● Logo Designing ● Creating Flyers ● Poster Designing ● Creating Infographics ● Creating Brochures ● Package Designing

		• Creating a video presentation

TABLE 4: LIST OF FINAL PROJECTS (20 PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)	
SL.NO	**FINAL PROJECT**
1.	Digital Collage Making
2.	Advertisement Design (Print)
3.	Advertisement Design (social media)
4.	Poster Design –I
5.	Poster Design – II
6.	Flyer Design
7.	Package Design
8.	Logo Design
9.	Brochure Design
10.	Infographics Creation
11.	Magazine Design
12.	Brochure Design
13.	Instagram Video Creation
14.	Business card Design
15.	Portfolio Presentation for print
16.	Creating a video presentation
17	Creating Resume
18	Designing Invitation
19	Designing Letter head
20	Designing Menu Card

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTALMARKS:75)		
ASSESSMENT CRITERIA	**DESCRIBE THE CRITERIA OF THE BELOW CATEGORY**	**TOTAL MARKS**

	PERFORMANCE			
	FAIR	**GOOD**	**EXCELLENT**	
Clarity	Good visuals, mostly legible good visual impact, appealing and eye catching.	Wise usage of images that emphasize the design project's message with consideration of factors like size, positioning, rhythm, etc.	Effective usage of graphics that has a significant influence on the overall design.	10
Originality	The student's text and graphics, don't show original ideas; instead, they are copies of similar designs or ideas.	Graphics and text treatment reflect high degree of creativity.	The design project's text and visuals showcase the exceptional amount of student creativity that contributed to its creation and/or presentation.	15
Design Attractive ness	The design project has a functional aesthetic, but it appears slightly uneven and has a basic understanding of layout concepts like dominance, size, rhythm, balance, etc.	Design, layout, neatness, rhythm, and size are all intentional and attractive.	In the area of design, layout, neatness, dominance, rhythm, size, etc., the design project is very attractive.	15

Relevance	Visual elements make it possible to understand the message.	All graphics relate to the topic.	Every graphic created makes the topic easier to understand and is related to it.	10
Presentation (Digital Designs)	The presentation is acceptable overall.	Overall presentation is good	overall presentation is excellent	10
Viva - voce			-	15