

Graphic Design

COURSE OBJECTIVE

- Graphic design principles and Canva's interface for creating visually appealing designs.
- Develop typography and text design skills, including working with fonts, sizes, and hierarchy in Canva.
- Apply colour theory to create visually striking colour schemes and utilize Canva's colour palettes effectively.
- Master layout and composition techniques, including the use of grids and guides for balanced designs in Canva.
- Gain proficiency in image editing, branding, social media graphics, infographics, print design, web design, motion graphics, and portfolio development using Canva.

COURSE OUTCOMES

At the end of the course, the student will:

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| CO1 : | Apply the principles of graphic design effectively using Canva's interface and features. Create visually appealing designs with proper typography, colour schemes, and layouts. |
| CO2 : | Manipulate and enhance images to create visually compelling graphics. Design logos, brand assets, and cohesive brand identities. |
| CO3 : | Create engaging social media graphics, including posts, covers, and banners. Design infographics and effectively visualize data using charts, graphs, and icons. |
| CO4 : | Create print materials such as business cards, brochures, and posters. Design web graphics, layouts, and prototypes optimized for different screen sizes and devices. |
| CO5 : | Incorporate motion graphics and animations into their designs. Build an online design portfolio showcasing their skills and projects. |

COURSE CURRICULUM

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| UNIT-I | Graphic Design Essentials with Canva | 02 hours |
| Introduction to Graphic Design and Canva: Principles of graphic design - Introduction to Canva's interface and features - Exploring design templates and resources in Canva Typography and Text Design: Fundamentals of typography - Working with fonts, sizes, and text hierarchy - Creating visually appealing text designs in Canva | | |
| UNIT-II | Designing with Colour and Composition in Canva | 04 hours |
| Colour Theory and Palettes: Understanding colour psychology and its impact on design - Working with colour palettes in Canva - Creating harmonious and visually striking colour schemes | | |

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| Layout and Composition: Basics of layout and composition - Applying grids and guides in Canva - Creating balanced and aesthetically pleasing designs | | |
| UNIT-III | Enhancing Visuals and Branding in Canva | 10hours |
| <p>Image Editing and Manipulation: Importing and editing images in Canva - Using filters, adjustments, and effects to enhance visuals - Creating composite images and seamless blends</p> <p>Branding and Logo Design: Importance of branding - Designing logos and brand assets in Canva - Creating cohesive and memorable brand identities</p> <p>Social Media Graphics: Designing graphics for social media platforms - Creating eye-catching posts, covers, and banners - Utilizing Canva's social media templates and features</p> | | |
| UNIT-IV | Visual Communication and Print Design in Canva | 8 hours |
| <p>Infographics and Data Visualization: Designing compelling infographics using Canva - Visualizing data effectively and engagingly - Incorporating charts, graphs, and icons in infographics</p> <p>Print Design and Collateral: Designing print materials such as business cards, brochures, and posters - Working with print templates and bleed areas in Canva - Preparing designs for professional printing</p> | | |
| UNIT-V | Interactive Design and Portfolio Development in Canva | 06 hours |
| <p>Web Design and Mockups: Creating web graphics and layouts in Canva - Designing website mockups and prototypes - Optimizing designs for different screen sizes and devices</p> <p>Motion Graphics and Animations: Introduction to Canva's animation tools - Creating captivating motion graphics and animations - Adding movement and interactivity to designs</p> <p>Portfolio Development and Final Projects: Building an online design portfolio using Canva - Showcasing design skills and projects - Presenting and receiving feedback on final design projects</p> | | |

Total: 30 Periods

| REFERENCE | | |
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| 1 | Digital portfolio guide | https://www.canva.com/learn/design-digital-portfolio/ |
| 2 | 100 inspiring color combinations | https://www.canva.com/learn/100-color-combinations/ |
| 3 | A beautiful moodboard guide | https://www.canva.com/learn/make-a-mood-board/ |

| SOFTWARE REQUIREMENT |
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| <ul style="list-style-type: none"> ● Free Account on Canva |
| <ul style="list-style-type: none"> ● PDF Viewer |

| HARDWARE REQUIREMENT |
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| <ul style="list-style-type: none"> ● Desktop / Laptop with Core i3 or higher Processor, Windows 10 OS / 4 GB of RAM |
| <ul style="list-style-type: none"> ● Minimum 5 MBPS download speed of internet connection |