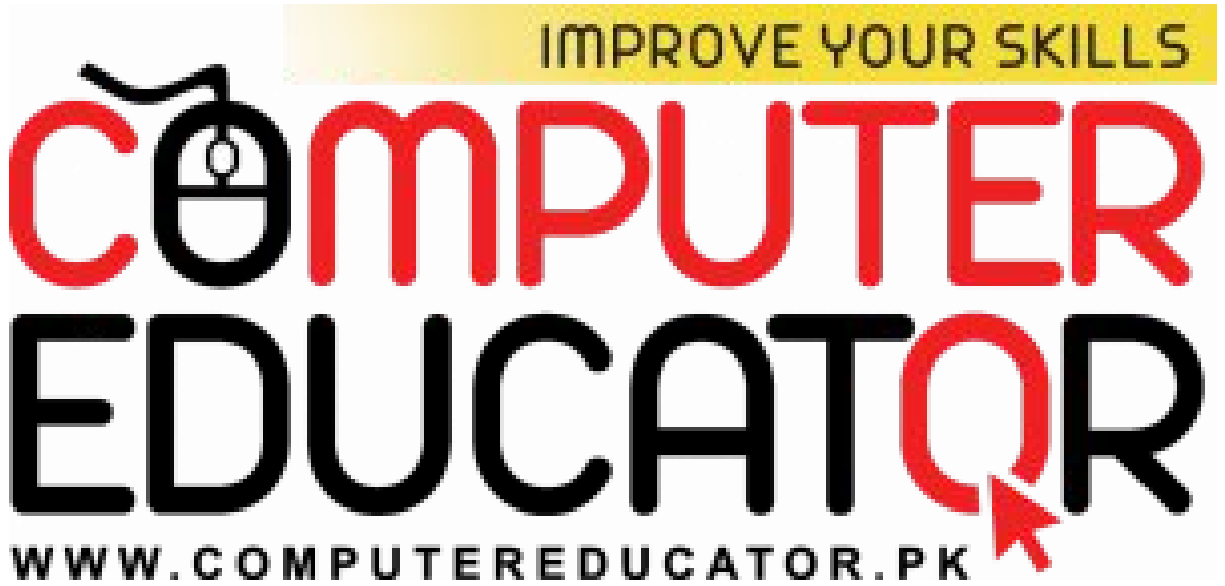


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## Graphic Design Course Outline

**Duration:** 2 to 3 Months | **Level:** Beginner to Intermediate | **Mode:** Online / On-Campus

**Chapter 1** Fb Area: 0310-6000074

**Chapter 2** Gulshan-e-Iqbal: 0311-2154111

**Chapter 3** North Karachi: 0319-1114011

## **Module 1: Introduction to Graphic Design**

- What is graphic design?
- History and evolution of design
- Importance of design in marketing and branding
- Types of design: print, digital, web, branding
- Career paths in graphic design

## **Module 2: Design Principles & Theory**

- Elements of design: line, shape, color, texture, space
- Principles of design: balance, contrast, alignment, proximity, repetition, hierarchy
- Color theory and psychology
- Typography basics (fonts, families, spacing)
- Understanding visual hierarchy
- Composition & layout techniques

## **Module 3: Tools of the Trade**

- Overview of graphic design software
- Adobe Photoshop – basics & interface
- Adobe Illustrator – vector design fundamentals
- Canva – drag & drop design for beginners
- Optional: CorelDRAW or Adobe InDesign

## **Module 4: Adobe Photoshop**

- Understanding raster graphics
- Working with layers, masks, and blending modes
- Photo editing and retouching
- Removing backgrounds and image cut-outs
- Color correction & filters
- Creating banners, posters, and social media posts
- Export formats and optimization for web/print

## **Module 5: Adobe Illustrator**

- Introduction to vector graphics
- Drawing with Pen tool, Shape builder tool
- Creating logos and icons
- Working with strokes, fills, and gradients
- Designing business cards, flyers, and brochures
- Understanding paths and anchor points
- Exporting vectors for various platforms

## **Module 6: Branding & Identity Design**

- What is branding?
- Designing a logo from concept to final
- Creating a brand color palette
- Typography pairing for brand identity
- Business card, letterhead, envelope design
- Branding mockups and presentations

## **Module 7: Social Media & Marketing Design**

- Creating Instagram, Facebook & YouTube creatives
- Designing ad banners and thumbnails
- Tools & sizes for each social media platform
- Working with templates and animation tools (like Canva/Photoshop GIFs)
- Marketing visuals for digital campaigns

## **Module 8: Layout Design & Print Media**

- Poster and flyer design
- Magazine and catalog layout (optional InDesign)
- Brochure design (bi-fold/trifold)
- Understanding CMYK vs RGB
- Bleed, margins, and print guidelines

## **Module 9: Freelancing & Portfolio Building**

- Building your design portfolio (Behance, Dribbble)

- How to get clients on Fiverr and Upwork
- Writing project proposals for graphic jobs
- Handling revisions and client communication
- Creating pricing packages
- Personal branding for freelance designers

## **Module 10: Final Project & Practical Sessions**

- Designing a brand identity from scratch
- Client-style project: logo + social media kit + print material
- Presentation of portfolio
- Review and feedback
- Certification test & project submission

### **Bonus Tools & Platforms Taught**

- Free stock websites (Pexels, Unsplash)
- Font pairing websites (Google Fonts, Fontpair)
- Mockup tools (SmartMockups, MockupWorld)
- Color palette tools (Coolers, Adobe Color)
- Canva Pro tricks (if included)

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**Thank You For Reading**

**Chapter 1 - Fb Area:**

**0310-6000074**

**Chapter 2 - Gulshan-e-Iqbal:**

**0311-2154111**

## **Chapter 3 - North Karachi:**

**0319-1114011**