

## Course Title

# Basic Graphic Design Course

## Course Goals & Objective

### Introduction to the Graphic Design Industry

1. Students are introduced to the graphic design industry through brand & identity materials, product packaging, magazines, internet, website, mobile apps etc.
2. Learn how to use Adobe Photoshop CC & Adobe Illustrator CC.
3. Demonstrate a thorough understanding of the elements of graphic design.
4. Students will learn to demonstrate positive work behavior.
5. Students will learn to solve problems using critical thinking.

### Introduction to the equipment

Students use multimedia elements to create projects with graphic design software. The introduction of each piece of equipment would be tied to a relevant graphics project. Computer, Scanner, Camera, Digital tablet, Printer etc.

### Elements of Design

Students learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an original alphabet based on a theme. Each project includes self-reflection and a peer review.

### Principles of Design

Students learn the principles of design through projects such as; basic Logo design, visiting card, image editing, clipping path, banner ads, social media ads, etc. They do a self-reflection on their projects. Some projects include a presentation to the class.

- Balance
- Contrast
- Emphasis/Dominance
- Harmony
- Movement/Rhythm
- Proportion
- Repetition/Pattern
- Unity
- Variety

# **PROGRAM CURRICULUM**

**Total Duration: 27 hr.**

## **Week 1 - Fundamentals of Adobe Illustrator CC**

Duration: 9 hr.

- ✓ Introduction to graphic design and getting started with Adobe Illustrator.
- ✓ Fundamental of vector graphic design.
- ✓ Applying Adobe Illustrator CC tools
- ✓ Applying color to vector graphics.
- ✓ Selecting and aligning objects.
- ✓ Creating and editing shapes.
- ✓ Type English & Bangla (Bijoy & Avro).
- ✓ Create vector artwork.
- ✓ Organizing artwork with layers.
- ✓ Blending colors with shapes.

## **Week 2 - Fundamentals of Adobe Photoshop CC**

Duration: 9 hr.

- ✓ Introduction to graphic design and getting started with Adobe Photoshop.
- ✓ Fundamental of raster graphic design.
- ✓ Applying Adobe Photoshop CC tools
- ✓ Work with raster graphic.
- ✓ Applying color to raster graphic.
- ✓ Image Preparation.
- ✓ Organizing Layers.
- ✓ Create special effects.
- ✓ Applying blending options.
- ✓ Type English & Bangla (Bijoy & Avro).

## **Week 3 - Creating Designs for Print & Web.**

Duration: 9 hr.

- ✓ Corporate Identity Design.
- ✓ Photo Editing & Manipulation.
- ✓ Social Media Creative Design

## **TOOLS & PLATFORMS**

Adobe Illustrator CC, Adobe Photoshop.

## Course Title

# Master of Graphic Design/ Advanced Graphic Design.

## Course Overview

This Master of Graphic Design course will deepen your understanding of graphic design and its associated knowledge and skills.

You'll explore different design methodologies – such as brand logo & brand identity design, packaging & print advertisement design, digital advertisement design, social media brand design & digital ads design, web & mobile apps UX/UI design – and apply them to 'real-world' situations. You'll channel your design skills while creating professional links in various creative industries and communities.

This Master of Graphic Design course will provide you with the expertise and support you need to develop your practice, sharpen your skills and grow your career in graphic design and other creative industries: opening up possibilities for future employment and entrepreneurship when you graduate.

If you're an ambitious, intellectually curious creative looking to develop your work to meet the ever-changing demands of the creative industries, then our Graphic Design Master's course is for you.

## Eligibility

Must have basic knowledge of graphic design.

## Course Highlights

Produce inspiring graphic design, utilising our upskilled training – including facilities for brand logo & brand identity design, packaging & print advertisement design, digital advertisement design, social media brand design & digital ads design, web & mobile apps UX/UI design, and the latest design software and technique by professionals in the industry.

Strengthen your understanding of graphic design through an in-depth, research-focused approach, which will help you to develop your confidence and bring creativity to your practical work.

Hear from inspirational guest speakers from the world of design. Plan and produce a personal project to showcase your skills

## Why choose the Master of Graphic Design Course?

Visual communication is a huge part of day-to-day life. As a graphic designer, you could be involved in numerous branding and advertising campaigns, website development projects, mobile Apps projects, & even publishing.

These courses are often interdisciplinary in approach, combining theory such as social politics, cultural theory and communications and applied graphic design practice. For example, you might explore consumer behaviors in relation to branding, logo design or even packaging of domestic products through computer-generated design.

Careers in the field are highly varied, and will differ depending on your specialisation. For example, you might wish to work on a freelance basis producing digital or printed content for any number of companies. Alternatively, you may opt to work for a design agency, or as part of an in-house department for large companies such as retailers, marketing agency. And web development companies producing multi-channelled content.

# **.PROGRAM CURRICULUM**

**Total Hour: 81**

## **Week 1 - Introduction to the Graphic Designing & Software**

Duration: 9 hr.

- ✓ Introduction to Course & Student induction.
- ✓ Understanding Graphic Designing.
- ✓ Exploring Fundamentals - Line, Shape, Color, Texture, Typography.
- ✓ Rules and Principles of Graphic Designing.
- ✓ Understanding Tools of Illustrator - Pen, Line, Shape, Boolean groups, Art board.
- ✓ Understanding Brand brief & Building a Brand Identity.
- ✓ Understanding the Audience - Personality & Qualities.
- ✓ Exploring Brand Interactions through design.
- ✓ Weekly Assignments & Work Review.

## **Packaging, Print & Digital Advertisements,**

Price: 18,000/ Taka

### **Week 2 - Brand Logo & Brand Identity Design + Mockups**

Duration: 9 hr.

- ✓ Introduction to Logo design.
- ✓ Project work - Building a Brand.
- ✓ How to create a mood board.
- ✓ Project work - Create a Mood board + build references.
- ✓ Build a Brand identity element.
- ✓ Introduction to identity design + element of branding.
- ✓ Project work - Business card Mood board + build references.
- ✓ Exploring Software tools – Effects.
- ✓ Creating Mockups on Illustrator.
- ✓ Weekly Assignments & Work Review.

### **Week 3 - Packaging & Print Advertisements + Mockups**

Duration: 9 hr.

- ✓ Introduction to Packaging Design.
- ✓ Project Work - Packaging Mood Board + Build References.
- ✓ How to use Rulers and Alignments.
- ✓ Project work - Create an actual packaging design.
- ✓ How to create a mockup on Photoshop.
- ✓ Introduction to Advertising.
- ✓ Exploring Poster Design.
- ✓ Determine the goal of the Poster.
- ✓ Weekly Assignments & Work Review.

## **Week 4 - Social Media Brand Design + Digital Ads**

Duration: 9 hr.

- ✓ Introduction to Media Presentation.
- ✓ How to Design a social media feed & stories with inspiration board + design.
- ✓ How to create a social media brand book.
- ✓ Elements of a social media brand design - Templates, Logo options, colour & font etc.
- ✓ How to Design Facebook & Google ads.
- ✓ How to work on iterations with similar copies.
- ✓ How to build brand benchmarking using an Ad Library.
- ✓ Weekly Assignments & Work Review.

## **UX and UI Design**

### **Week 5 - UX and UI Design**

Duration: 9 hr.

#### **UI Fundamentals**

- ✓ How & when to use common UI patterns.

#### **Learn Figma**

- ✓ Create visual designs and clickable prototypes.

#### **UX Design Concepts**

- ✓ Intersection of Design, Technology, & Business.
- ✓ Knowing Your User.
- ✓ User Research Through Interviews.
- ✓ Refining User Research and Creating Personas.
- ✓ Sketching, Wireframing and Prototyping concepts.
- ✓ Synthesis of User Research, Journey Maps, and User Flows.
- ✓ Prototyping & User Testing.
- ✓ Iterating the Prototype and Further User Testing.

#### **Ideation and Designing**

- ✓ Techniques for brainstorming and idea generation.

### **Week 6 - UX and UI Design**

Duration: 9 hr.

#### **Case Studies**

- ✓ Building Case Studies.
- ✓ Getting to Know a Project with Creative Briefs.

## **Wireframing for UI Designers**

- ✓ Wireframing.
- ✓ Wireframe to Refined Design.

## **UI or Visual Design Concepts**

- ✓ Learning from Existing Websites & Apps.
- ✓ Color.
- ✓ Typography & Fonts.
- ✓ Design Elements.
- ✓ Trends in Web & App Design.
- ✓ Design Patterns.
- ✓ Multiple Screen Sizes.
- ✓ Workflow: Idea to Design.

## **Week 7 - UX and UI Design**

Duration: 9 hr.

### **UX & UI Design According to Business**

- ✓ UX & UI Design according to Industry Standard.
- ✓ Responsive (Web/Mobile/Tablet App) Design.
- ✓ Designing Homepage.
- ✓ Product Catalog Page.
- ✓ Product Details Page.
- ✓ Contact Page + Link Page for a web view.

## **Week 8 - Portfolio Design + Resources + Conclusion**

Duration: 9 hr.

- ✓ Portfolio structure.
- ✓ Building a design portfolio on Behance.net.
- ✓ Best practices for job search and career development in Graphic design.
- ✓ Tips & Tricks on how to stand out in Interview.
- ✓ Getting certified after submitting the case study.

## **Week 9 - Become a Freelancer in "Online Marketplace"**

Duration: 9 hr.

- ✓ Introduction to Freelance Marketplace.
- ✓ Create an account in "Online Marketplace".
- ✓ Define your service & offering.
- ✓ Find your target audience.
- ✓ Develop a pricing structure.
- ✓ Create your portfolio with past jobs.
- ✓ Write a great proposal.
- ✓ Create a relationship with your client.
- ✓ Continue developing your skills.

## **TOOLS & PLATFORMS**

Adobe Illustrator CC, Adobe Photoshop, Figma, Adobe XD, Maze, Miro.

Curriculum Design & Develop by

Md Zayed Uddin

Trainer Graphic & UI/UX Design.

BASIS Institute of Technology & Management (BITM)

[trainerzayed@gmail.com](mailto:trainerzayed@gmail.com)

WhatsApp: 01714117701

Create by Zayed Uddin