Graphics Design Course Module

01. Fundamentals of Graphic Design

- Overview of Graphic Design Course

- Software Taught

- Differences Between Design & Graphic Design

- Graphics Type Raster. Vector

- Differences Between Raster & Vector Graphics

- Pixel & Resolution

- Media Types Electronic Media Press/Print Media

- What is Color

- Basic Color Mode RGB Color CMYK Color

Home Task: Learn about "Color Psychology" & Submit a Report.

02. Introducing Illustrator

- Using the Welcome Screen

- Introducing Vector Graphics

- Introducing Illustrator Interface, Toolbar and setting New Document

- Zooming and Panning

- Basic Shapes Creation

- Selection Basics

- Understanding Anchor Points

- Understanding Fill and Stroke Color

- Projects: Cartoon Character

- Transformation

- Introducing Object Transformations (Selection and Transform Panel)

- Duplicating Objects (Paste in front+Back+Place+on all artboards)

- Understanding Group, Lock and Hide

- Projects: Text effects by using copy-paste

- Transform again

- Moving objects Details by covering keyboard increment

- Understanding Offset Path

- Projects: Layout for Business Card

- Undo, Redo, Grid and Guide

- Saving in Native Format and Export in JPEG

Home Task: Cartoon Character and Flat illustration by using basic shapes Layout for Business Card

03. Object Transformation

- Scale, Rotate and Reflect

- Rotate Multiple Objects

- Advanced Rotating Options

- Projects: Robi Logo

- Color Palette, Gradient, and Swatch Color

- An overview of Color Palette

- Introducing Gradient and applying it to the object

- Understanding the Importance of Swatch Color

- Creating and Saving New Swatches including gradient swatches

- Creating Pattern

- Object Arrange and Aligning

- Understanding the importance of Arrange and aligning

- Introducing Arrange features

- Aligning Objects

Home Task: Robi Logo, Google Chrome Logo, Wall Clock

04. Introducing Powerful Pen Tool

- Understanding the power of Pen Tool

- Drawing with the Pen Tool

- Understanding Open And Close Paths

- Making use of Join and Average

- Introducing Related Tools

- Understanding the operation of Erasers, Scissors, Knife Tools

- Introducing Width, Shear, and Reshape Tool

- Pathfinder Operation

- Understanding Shape Mode and Pathfinder Operation

- Shape Builder Tool

Home Task Play the Bezier Game and Screen Shot to the group Create a path for the Letters A-Z

05. Play with Stroke

- Overview of Stroke and Stroke Palette

- Understand the operation of Stroke Cap, Join, Dash and Gap

- Projects: Film Strip by using Stroke

- Project 01: Raster to Vector

- Do a real-life raster to vector project within the class time

Home Task: Raster to Vector work (any illustration/image/line art- min 5) Bangladesh Map and Film Reel

06. Working with Text

- Understanding Type Tool

- Character and Paragraph Palette

- Importing text from word

- Copying Text attributed from other text

- Text Wrap

- Working with Images

- Placing images and other artwork into illustrator

- Choosing whether to link or embed images

- Clipping Mask

- Using opacity and blend mode

- Creating an Opacity Mask

Home Task: BD Govt. Logo, Circle Logo, Custom Letter, Magazine Pages (4 pages)

07. Work with Blend

- Understanding Blending Options

- Creating Blends between two shapes

- Changing the shape of customized Blends

- Effects and Appearance Panel

- Using effects and appearance

- Applying Effects

- Creating and Using Graphic Styles

- Live Trace

- Reviewing files for live trace

- Using the live trace tool

- Reviewing Trace settings

- Symbol

- Introducing Symbols

- Accessing Symbol libraries

- Creating Symbol

- 3D Effects

- Introduction to 3D Space and 3D Effects

- Applying and adjusting the Extrude and Bevel Effect

- Mapping the Artwork onto the extruded object

- Applying and adjusting the revolve Effect

Home Task: Learn Mesh from Online Wine Glass (1), Bottle (1), 3D Object (5), 3D Film Reel (1), 3D Logo (1)

08. Project 02: Simple Logo and Business Card

- Create a simple logo using basic shapes and a pathfinder. Make a Business card with this logo.

- Instruction provided by the Mentor.

Home Task: Copying at least 20 Business cards.

09. Color Studies & Concept Development Process

- Importance of color

- RGB vs CMYK

- Techniques of Coloring

- Introducing Pentone Color

- Understanding Color Psychology

- Primary, Secondary, Tertiary Color

- Understanding Hue, Saturation, Value and Shade, Tint, Tone

- Color Formulas

- Understanding Concept Development Process

Home Task: Color studies (color wheel and natural color palette) and make concepts for 5 common events.

10. Project 03: Office stationery

- Business Card Ref. from previous Class)

- Invoice Template Design (Do it into the class)

- Letterhead Design (Make it from the invoice)

- Envelope Design (Make the Layout)

- ID Card Design (Discuss)

Home Task: Stationery Design for minimum 5 companies

11. Advertisement Analysis

- Discussing Design Fundamentals of an Advertisement

- Facebook Page Review

- YouTube Channel Subscribe

Home Task: Making an Advertisement Analysis Report and Trace Paper Advertisement (Min 10)

12. Project 04: Marketing Material

- Design

- Flyer Design

- Brochure Layout (Bi-Fold, Tri-Fold or anything)

Home Task: Copy the Flyer and Brochure from GraphicRiver (Min 10) and at least 1 from your own concept.

13. Typography

- Importance of Typography

- Introducing font and font family or font faces

- Rules to follow

- Typographic hierarchy

- font pairing

- Brush

- Introducing the Brush tool and Brush dialogue box

- Default Art Brushes and Editing Art Brushes Strokes

- Making Custom Brush

- Converting text to art brush

- Projects: Calligraphy Texts

Home Task: Copy the Flyer and Brochure from GraphicRiver

14. Logo Design - Part 01

- (Theory)

- Understanding the Logo

- Types of Logo

- Logo Colors

- Logo Design Process

- Case Studies

Home Task: Copying the logo at least 50 from marketplaces. Completing logo with a sketch.

15. Project05: Logo Design - Part 02 (Golden Ratio)

- Golden Ratio

- Practice Logo with Golden Ratio

Home Task: Completing logo with a sketch. Practice Logo with Golden Ratio

16. Project 06: Marketing Material

- Design

- Desk and Wall Calendar Design

- Understanding Tabs

Home Task Desk and Wall Calendar Design (Min 5 Concepts and 1 complete Design)

17. Project 07: Marketing Material Design

- Product Packaging and Label Design

Home Task Min 10 Label Design Min 5 Packaging Design

18. Design Principles

- Discussion and Conceptualizing of Design Principles

Home Task: Copying at least 5 TriFold Brochures from the graphic driver before the next class.

19. Project 08: Marketing Material Design

- Food Menu Design

Home Task: Restaurant Main Menu Design (Min 5 pcs and at least 4 pages in each)

20. Project 09: Stationery Design

- Resume and Coverletter Design
- Certificate Template Design

Home Task Copy Resume and Coverletter from Graphicriver (Min 5) and make your own Resume with a Coverletter Design of at least 5 Certificate Template.

21. Project 10: POD Design

- T-Shirt Design
- Mug Design
- Pillow Cover Design

Home Task: T-Shirt and Mug Design (Min 10)

22. Portfolio and Pre-Press Setup Portfolio

- Understanding the importance of a Portfolio
- How to generate sales from Behance
- Pre-Press Setup
- Understanding Press Printing
- How to create a print-ready file
- Checking Common errors
- Exporting documents into different file types

Home Task Showcase your Portfolio on Behance. Make a print-ready file for your business card.

23. Exam and Presentation

- Submit Brand Identity Design before Exam
- Demonstrate your submitted project to the Class VIVA

24. Fiverr.com (Part 01)

- Understanding the Fiverr Marketplace
- Rules, and Regulations of Fiverr
- Create Account
- Gig Research
- Gig Creation

Home Task Create your Fiverr Profile and Make at least 5 gigs

25. Fiverr.com (Part 02)

- Understanding the importance of gig marketing

- Gig Marketing Tips and Tricks

  Home Task: Sharing Fiverr Profile and sending Buyer Requests.

26. Fiverr.com (Part 03)

- FAQ Session

- Overviews of Fiverr gig

Home Task: Send buyer requests regularly and share your services on social media platforms

27. Upwork

- Understanding the Upwork Marketplace

- Account Creation

- Updating profile

- Service Showcasing

- Coverletter Writing Techniques

- Bidding Secrets

Home Task: Create your Profile and bid regularly

28. Introducing Adobe Photoshop

- Interface Overview

- Document Setup

- Comparing Photoshop and Illustrator

- Zooming and Panning

- Foreground and Background Color

- Applying Color

- Selection Basic

- Layer Basic

- Undo and Redo

- Mockup and it's uses

- Projects: Cartoon Character

Home Task At least 10 Cartoon Characters and Landscape using basic tools

29. Selection Details

- Selection Tools

- Sub selection

- Feather, Anti-Alias, and Selection Style

- Image Resize

- Crop and Perspective Crop

- Resizing Image

- Save for different platforms and different file formats

- Brush Tool

- Brush Tool Details with Brush Settings

- Adding external (downloaded) Brush - BrushKing, Brusheezy

Home Task: Patee Design, Facebook Cover Photo Resize Landscape Design

30. Image Retouch

- Introduction with Retouch (always copy background layer and use RULERS as guidelines)

- Retouch tools details

- Spot Healing and Healing Brush Tool

- Patch and Clone Tool

- Project: Image Retouch

- Practice with class topics Monitor by Teacher

Home Task: Image Retouch (Min 5 Images)

31. Exploring details with a pen tool

- Pen Tool

- Path Mode and Shape Mode

- Path Selection Tool

- Rubber band

- Path Active

- Direct Selection Tool

- Work Path

- Explain details of Curve shape clipping

- Exploring with Hard corner and Soft corner

- Detail of 1-pixel and 0-pixel clipping

- Jewelry Clipping

- Save

- File Format

Home Task: Curve shape image clipping 5 Images

32. Basic to Advance in Channel

- Masking

- The practice of Channel Masking, Alpha masking

- Exploring details with Channel Masking

- Home Tasks

- Channel Masking 5 Images

- Image Clipping 5 Images

- Multi-Path 1 Image

- Selection Multi 2 Images

- Erase Masking 2 Images

- Liquefy

- Liquefy effect

- Detail of liquefy tool

- Understanding the flipping

- When need to flip

- How to process?

- Vanishing Point

- Video Lesson:

- Refine Masking

- Understanding Refine Masking

- Practice with class topics Monitor by Teacher

Home Tasks: Refine Masking 5 images Image Liquefy 5 Images Box Level Create 2 Images Perspective Banner 2 Images Placement & Car Rapping 2 Images

33. Social Media Banner/Slider

- Design

- Layer Styles Blending Options

- Text and Image Effects

- GIF Animation

- Project: Social Media Banner/slider design with the help of mentor

- Home Task: Web Banner Design - 5 Nos. Social Media Post Banner

- Design with gif animation - Min 5 Nos.

34. Flyer Design in Photoshop

- Discussion about Safety Margin and Bleed in Photoshop

- Flyer Design from client brief with the help of the Mentor

- Final Exam Preparation Guideline

- Advertisement Making

- Own Concept (Brief provided by the Mentor)

- Self-Modeling

Home Task: Flyer Design - Min 5 Nos. Social Media Post Banner Design - Min 5 Nos.

35. PVC Banner/Poster Design

- Discussion about PVC Design

- Control the canvas size and the resolution

- Colors and Backgrounds

- Shapes and Objects

- Concept Development

- Problem Solving

- Project: Large-size PVC Banner Design from the client brief

Home Task: Banner / Poster Design - Min 5 Nos.

36. Web Template

- What is web template?

- Important of web template

- Responsive template

- Space & Alignment

- Visual hierarchy

- Typography

- Font and Color Pairing

- Image Placement

- Uses of Shapes

- Sections

Home Task: Create a Landing Page

37. Web Template

- Document Setup

- Bootstrap Grid

- One page Template

- Uses of Icon

Home Task: Create a One Page Template

38. Exam and Presentation

- 1 Submit your Creative Ads Design as instructed by the Mentor Demonstration of your submitted projects into the Class VIVA

39. Understanding the purpose of InDesign

- Introducing with InDesign

- Document Setup Why document setup is Important. Unit Setup and

- No. of Pages Facing Pages/Spread

- Editing Document setup and Layout (Margin & columns)

- Interface overview

- Tool Bar

- Screen Mode, Zooming, and Document Pan

- Creating Objects and Applying color

- Understanding Color panel

- Importing shapes and objects from illustrator

- Type tool. Working with Text Frame. Importing Text, Text overset, and Text Threading

- Understanding Frames

- Image Placing and Fitting

- Finding Options

- Saving Document

Home Task: 8-Page Magazine Layout.

40. Work like a pro

- Character and Paragraph Palette

- Character and Paragraph Style

- Text Frame Options

- Text Wrap

- Understanding swatch

Home Task: A Complete Magazine.

41. Working with the Page Panel Page view and Creating New Pages Master Page (creating and applying to pages)

- Working with Layers

- Page Numbering and creating Sections

- Running Headers

- Continued on Page Numbering (for text threads)

- Exporting PDF

- Creating Packages

Home Task Newsletter Design

42. Final Exam and Presentation

- Adobe Photoshop

- Adobe Illustrator

- Adobe Indesign

- Practical

- VIVA

- Career Guideline

43. Practical Freelancing

44. Practical Freelancing

45. Practical Freelancing

46. Practical Freelancing

47. Practical Freelancing

48. Ending Ceremony and Certificate Giving