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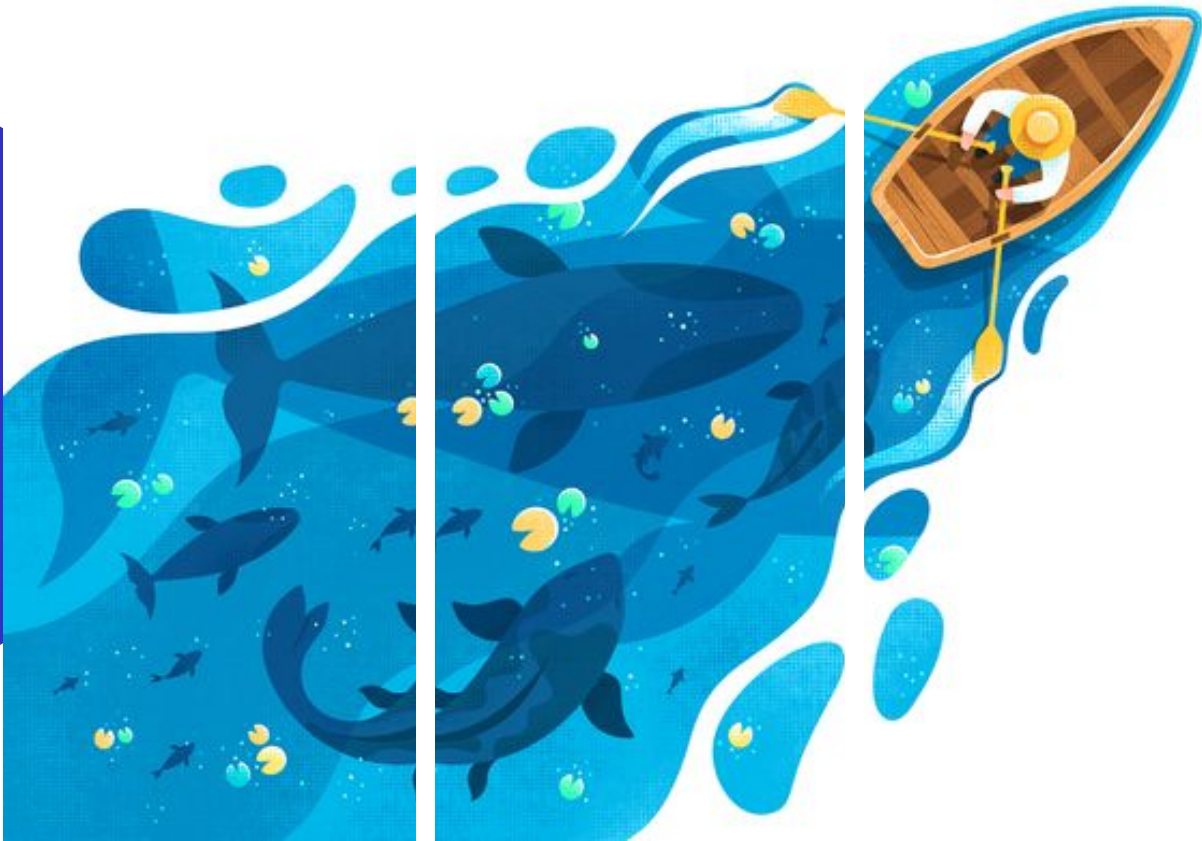BE EDUCATED, BE EMPOWERED!

2023
Graphic Designing Course

Prepared By:
Ideabox Learning Academy

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WHAT WE DO?

LEARN IDEABOX is one of the leading institute of digital marketing Training and certification, helping individuals and businesses achieve success in the fast-paced world of online marketing. Our programs are designed to equip you with the knowledge and skills needed to stay ahead of the competition and drive measurable results for your business. We offer a wide range of courses to suit your needs, from foundational programs that cover the basics of digital marketing to advanced courses that dive deep into specific areas like social media marketing, SEO, PPC advertising, and more. Our curriculum is constantly updated to reflect the latest trends and best practices in the industry, ensuring that you receive the most relevant and comprehensive training possible.

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Who can learn GRAPHIC DESIGNING?

- STUDENTS
- PROFESSIONALS
- JOB SEEKERS
- FREELANCERS
- ENTREPRENEUR/ BUSINESS OWNER

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What
WE PROVIDE ?

- Certificate for Completion
- 3-Mo/ 6 Mo Duration
- Hands-On Practice
- Freelancing Strategies
- Placement Guarantee

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ADOBE ILLUSTRATOR

Class-1

- Know your basics! - Graphic Design principles.
- Introduction to the User Interface.
- Document Window modifications.
- Various Selection tools.

Creating images with transparent backgrounds using the :

    - Magic Wand Selection Tool

    - Quick Selection Tool

- Transformation and masking skills:

    - Transformation options

    - Masks: Clipping Mask

    - Masks: Layer Mask using shapes

- Functions of the pen tool.
- **Mini project** – Applying the tools learnt to create a logo template

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Class-2

Photos Editing using:

- Placing text behind objects

- Using the stylize options

- Making use of 3d text

- Manipulating the paper cutout effect

- Wrapping text even around complex objects

- Using the vanishing point for shifting perspectives.

• Creation of a poster by using the concepts of blending modes.

• Editing Photo in camera raw filter

• Spot healing brush tool, healing brush tool, patch tool, red eye tool, brush tool

Class-3

- Use of an existing images by rasterizing and converting into a smart
digital poster with fonts typography, use of blend mode

Class-4

• Using Adjustment layers.

• Introduction to Smart objects.

• Introduction to filters/ Filter gallery.

- Sharpen, Stylize, Noise & different blurs.

- Motion Blur effect in detail.

- Field blur for text

• Clone stamp tool, pattern tool, history brush tool, art history tool

• Eraser tool, background eraser tool magic eraser, gradient tool paint bucket tool PS

Class-5

- Pen tool, freeform pen tool, horizontal type tool, vertical type tool
- Importance of Color modes.
- RGB and CMYK conversion.
- Change the color of complex objects with gradients.
- Designing and **creating a collage.**
- Adjustments, Exposure, Curves Color Balance,
- Black & White, Selective Color, Match color Desaturate, Replace color

Class-6

- **Designing a flayer** and a **book cover**.
- Creating a **business card** and an **e-invite**.

Class-7

Define Brush Preset , Define Pattern,

- Free Transform, Scale, Rotate, Distort, Skew,

Content-Aware Scale, Perspective

- Filters, Liquify, Image resizing
- GIF creation using Layers.
- Creating **Mockups** Brand Identity.

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Class-8

- **Work smarter, faster!** Introduction to Artboards.
- Batch creation.
- Layout and blocking – template pages.
- Automation in photoshop.
- Using Blending Options
- Photo Manipulations for creating unreal images.

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ADOBE PHOTOSHOP

Class-9

- Introduction of the UI.
- Document Window modifications.
- Usage of the various Selection tools.
- Creating and editing shapes.
- Application of **color theory**.
- **Make a Poster for hire** - template design

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Class-10

- Pen tool / Pencil tool.
- Offset path tool.
- Text tool. - Text transformation.
- Character styles/ Paragraph styles
- Draw using the shape builder tool.
- Using the curvature tool.
- Creating a **vector illustration from scratch**.
- **T-shirt design** – Illustrating a minimal t-shirt design.

PS

Day-11

• **Creating a Digital illustration from scratch.**

Class-12

Using Illustrator for typography, lettering and calligraphy.

• Importing images.

• Grouping and ungrouping of objects.

• Pathfinder tool.

• Mastering the corners with the corner widget.

• Using the brushes.

• Using the blend tool and masks.

• Masking an image inside text

• From Illustrations to merchandise – **how to make your art marketable.**

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Class-13

- Transform tool.
- Creating Repeating patterns – **design sources for logo sets.**
- Master the layers panel.
- Using RGB and CMYK colors.
- Saving files as jpegs.
- How to import and vectorize images.
- **Speed up your flow using paths**.

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Class-14

- Creating a **Character Illustration with shapes and forms**
- **Adding the surroundings** to the illustration

Class-15

Revamping your design! - How to change all the colors with recolor.

- Using the gradient mesh.
- **Ad creation!** - Duotone image effect.
- Changing the default font and swatches.
- **Make quick mockups!** - Introduction to **3d effects**.
- **Collage Creation** –Best practices for creating and using mood boards.

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Class-16

- **Enhancing Vector Designs**:

  - Adding surrounding stroke lines.

  - Creating multiple lines that blend.

  - Setting up gradients.

  - Gradient panel adjustment.

  - Using Blurring effects with gradients.

- the importance and usage of color palettes.

- Making a **seamless color palette**.

Day-17

Company branding

- Logo design
- Font reinvention
- Letterhead
- Goodies and Poster formatting

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Thank You.

Hope this details helps you.

Our Website

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DEAL IN EVERY TECHNOLOGY

MODULES

1. Introduction to Branding & Digital Marketing
2. Web Design
3. Lead Generation
4. Email Marketing
5. Content Marketing
6. PPC Advertising, Google AdWords
7. Facebook Marketing
8. Video Marketing
9. LinkedIn Marketing
10. Instagram Marketing
11. Pinterest Marketing
12. SEO (Search Engine Optimization)
13. SEM (Search Engine Marketing)
14. App store optimization's
15. Media Buying & Ad Exchange
16. Google Analytics
17. Basics of Graphic Design
18. Professional Blogging
19. Mobile Marketing
20. Online Reputation Management
21. Influencer Marketing
22. Marketing & Sales Automation
23. Resume Building & skill development
24. Ad sense
25. Competitor Analysis
26. Affiliate marketing
27. Money Making strategies through digital marketing.
28. Freelancing With Digital Marketing
29. Idea Generation & Content Creation
30. Sales training
31. Management fundamentals
32. Personal branding using digital marketing

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