ISO 9001 2015 CERTIFIED

MEMBER OF MULTILATERAL IAF RECOGNITION ARRANGEMENT

TECHNOMIND
AN ISO 9001:2015 CERTIFIED INSTITUTE

# GRAPHIC DESIGN
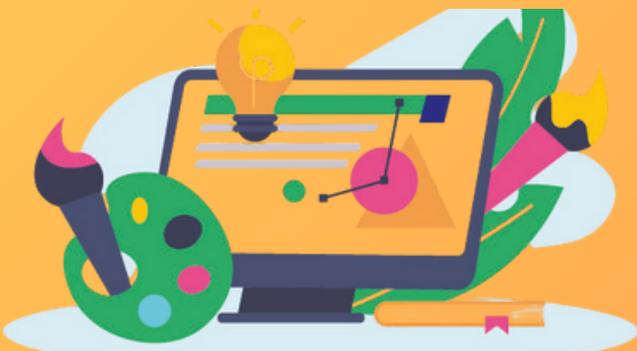
# WHAT IS GRAPHIC DESIGN

- Graphic design is the practice of creating visual content to communicate ideas. Whether creating product packaging or a social media post, graphic designers use color, texture, shapes, and typography to create eye-catching designs that grab attention and convey a message.

- A common misconception is that graphic design is all about aesthetics. While aesthetics are important, graphic design encompasses much more.

- Read on to learn:
- The key elements of graphic design
- The difference between graphic design and UX design
- What skills a graphic designer needs
- Five types of graphic design
- Graphic design resources

Graphic design involves several elements that work together to create visual interest. Some of the most important graphic design elements include:

- Color. The right colors can help create a cohesive and impactful design that evokes emotion and clearly communicates an intended message.

- Texture. Texture creates dimension and transforms the overall look and feel of designs.

- Typography. The use of text, including the font, size, weight, and arrangement, ensures readability and enhances the design's visual appeal.

- Line. Whether straight, curved, thick, or thin, lines are the foundation of graphic design. Lines create shapes and define space to guide a user's eye.

- Shape. Lines can form geometric or free-flowing shapes to represent objects, create contrast, and establish visual hierarchy.

- Space. Negative space (empty areas) and positive space (areas filled with design) create balance and naturally draw a user's eye to important elements.

GRAPHIC DESIGN

**PHOTOSHOP**

## 01. INTRODUCTION TO PHOTOSHOP

- Overview of the Photoshop interface
- Understanding the workspace: panels, tools, options bar
- Customizing the workspace
- Working with multiple documents
- Introduction to Photoshop file formats (PSD, PNG, JPEG, TIFF)

## 02. BASIC TOOLS AND FUNCTIONS

- Selection Tools: Marquee, Lasso, Magic Wand, Quick Selection
- Crop and Slice Tools
- Brush Tool and Brush Settings
- Gradient Tool and Paint Bucket Tool
- Eraser and History Brush

## 03. WORKING WITH LAYERS

- What are Layers?
- Understanding Layer Types (Background, Text, Shape, Adjustment)
- Layer Masking
- Layer Styles and Blending Modes
- Using Smart Objects

**PHOTOSHOP**

## 04. IMAGE ADJUSTMENTS

- Color correction: Brightness, Contrast, Levels, Curves
- Hue/Saturation, Vibrance
- Using Adjustment Layers (e.g., Levels, Curves, Exposure)
- Filters and Filter Gallery

## 05. TEXT AND TYPOGRAPHY

- Adding text to an image
- Working with the Text Tool and the Character Panel
- Text effects and styles
- Warping Text

## 06. SELECTIONS AND MASKING

- Refine Edge and Select and Mask
- Quick Mask Mode
- Feathering and Anti-Aliasing
- Using Masks for non-destructive editing

## 07. RETOUCHING AND REPAIRING IMAGES

- Clone Stamp Tool
- Healing Brush and Spot Healing Brush
- Content-Aware Fill
- Red Eye Removal

PHOTOSHOP

## 08. WORKING WITH COLOR

- Understanding RGB vs. CMYK
- Working with Color Libraries
- Creating and using Custom Color Swatches
- Using the Eyedropper Tool

## 09. ADVANCED TECHNIQUES

- Creating and using Actions for automation
- Using the Pen Tool for precise selections and paths
- Liquify Tool for reshaping images
- 3D tools and basic 3D creation

## 10. ADVANCED COMPOSITION

- Working with Smart Objects and Smart Filters
- Combining images (Photo Manipulation techniques)
- Advanced layer blending and blending modes
- Compositing for digital art

## 11. WEB AND PRINT DESIGN

- Setting up documents for web and print (Resolution, PPI, DPI)
- Creating web banners, advertisements, and icons
- Preparing images for printing (color profiles, bleeds, etc.)

# EXPORTING AND SAVING FILES

- **Saving files for web, print, and other formats**
- **Understanding export options (File > Export > Export As)**
- **File compression and optimization techniques**

PHOTOSHOP

**ILLUSTRATOR**

## 01. INTRODUCTION TO ADOBE ILLUSTRATOR

- Overview of the Illustrator interface
- Understanding the workspace: Tools, Panels, and Menus
- Customizing the workspace to fit your workflow
- Working with multiple artboards
- File formats in Illustrator (AI, EPS, SVG, PDF)

## 02. BASIC DRAWING TOOLS AND TECHNIQUES

- Using the Selection Tool and Direct Selection Tool
- Creating and modifying basic shapes (Rectangle, Ellipse, Polygon)
- Drawing with the Pen Tool: Paths, Anchor Points, and Curves
- Using the Shape Builder Tool
- Working with the Pencil Tool for freehand drawing

## 03. COLOR AND GRADIENT MANAGEMENT

- Understanding color modes: RGB, CMYK, and Pantone
- Creating and applying solid fills and strokes
- Working with the Color Picker and Color Panel
- Using Gradients: Linear and Radial
- Creating and editing custom gradients
- Color swatches and libraries

**ILLUSTRATOR**

## 04. LAYERS AND ORGANIZING ARTWORK

- **Understanding Layers and Layers Panel**
- **Creating, duplicating, and organizing layers**
- **Layer grouping and locking layers**
- **Using the Layers panel for efficient editing**
- **Working with Layer Effects and Opacity Masks**

## 05. ADVANCED PATH EDITING

- **Editing paths using the Direct Selection Tool and Anchor Point Tool**
- **Converting paths: Join, Split, and Simplify**
- **Creating and editing compound paths**
- **Working with Pathfinder tools (Unite, Minus Front, Intersect)**
- **Using the Join and Divide commands for path manipulation**

## 06. TYPOGRAPHY AND TEXT TOOLS

- **Creating text with the Type Tool**
- **Formatting text: Font, Size, Style, and Alignment**
- **Working with Paragraph and Character styles**
- **Converting text to paths (outlines)**
- **Text on a path and area type**
- **Creating text effects (3D, Distortion, and Warp)**

## 07. WORKING WITH BRUSHES AND STROKES

- Understanding and applying different brush types
- Creating and editing custom brushes (Calligraphic, Scatter, Art Brushes)
- Modifying stroke properties (Width, Dashed lines, Arrowheads)
- Using the Brush Panel for advanced brush options

## 08. WORKING WITH IMAGES AND RASTER EFFECTS

- Placing and embedding raster images (JPG, PNG, TIFF)
- Using Image Trace to convert raster images to vectors
- Masking raster images with vector shapes (Clipping Masks)
- Editing raster images using the Image Trace and Live Paint features
- Applying effects and filters to raster images

## 09. ADVANCED OBJECT MANIPULATION

- Aligning and distributing objects using the Align Panel
- Grouping, ungrouping, and transforming objects
- Using the Pathfinder Panel for advanced shape building
- Working with the Rotate, Scale, Reflect, and Shear tools
- Working with the Transform Panel for precise adjustments

**ILLUSTRATOR**

**07.**   **WORKING WITH BRUSHES AND STROKES**

- Understanding and applying different brush types
- Creating and editing custom brushes (Calligraphic, Scatter, Art Brushes)
- Modifying stroke properties (Width, Dashed lines, Arrowheads)
- Using the Brush Panel for advanced brush options

**08.**   **WORKING WITH IMAGES AND RASTER EFFECTS**

- Placing and embedding raster images (JPG, PNG, TIFF)
- Using Image Trace to convert raster images to vectors
- Masking raster images with vector shapes (Clipping Masks)
- Editing raster images using the Image Trace and Live Paint features
- Applying effects and filters to raster images

**09.**   **ADVANCED OBJECT MANIPULATION**

- Aligning and distributing objects using the Align Panel
- Grouping, ungrouping, and transforming objects
- Using the Pathfinder Panel for advanced shape building
- Working with the Rotate, Scale, Reflect, and Shear tools
- Working with the Transform Panel for precise adjustments

# ILLUSTRATOR

## 10. PATTERNS AND TEXTURES

- Creating seamless patterns from objects or shapes
- Working with the Pattern Options panel
- Creating and applying textures to vector shapes
- Using the Pattern Tool to create complex designs

## 11. EFFECTS AND GRAPHIC STYLES

- Applying and customizing graphic styles
- Working with Appearance Panel for multiple fill and stroke properties
- Applying Illustrator's built-in effects (e.g., drop shadows, glows)
- Creating and editing custom graphic styles
- Using the 3D effects (Extrude & Bevel, Rotate, Revolve) for 3D designs

## 12. WORKING WITH TRANSPARENCY AND OPACITY MASKS

- Understanding transparency and opacity in Illustrator
- Using Opacity Masks to control visibility
- Creating gradient transparency
- Applying and editing the transparency effect on objects

## 13. PREPARING ARTWORK FOR PRINT

- Setting up documents for print (Bleeds, Margins, and Safe Zones)
- Working with color separations for printing
- Preparing files for commercial printing (CMYK mode, PPI)
- Saving and exporting for print (PDF, EPS, TIFF)
- Preflight and Packaging files for output

## 14. WEB AND DIGITAL GRAPHICS DESIGN

- Creating web-friendly designs (icons, banners, logos)
- Setting up documents for web (72 PPI, RGB color mode)
- Exporting files for web (SVG, PNG, JPG)
- Using symbols for efficient web graphics production
- Designing for mobile and responsive interfaces

## 15. ADVANCED TECHNIQUES

- Using the Puppet Warp Tool for image manipulation
- Creating and using Symbols for reusable elements
- Working with perspective grids and 3D tools
- Building complex vector illustrations and infographics
- Using the Perspective Grid tool for accurate perspective drawings

**CORELDRAW**

## 01. INTRODUCTION TO CORELDRAW

- Overview of CorelDRAW interface
- Understanding the workspace: Toolbars, Panels, and Dockers
- Customizing the workspace
- File formats in CorelDRAW (CDR, AI, SVG, EPS, etc.)
- Basic navigation: Zoom, Pan, and Fit to Page

## 02. DRAWING AND EDITING BASIC SHAPES

- Drawing and editing basic shapes (Rectangle, Ellipse, Polygon, Star, etc.)
- Using the Shape Tool for editing nodes
- Creating and modifying curves with the Pen Tool
- Applying fills and strokes to shapes

## 03. UNDERSTANDING LAYERS

- Working with Layers: Creation, Deletion, and Organization
- Using Object Manager and Layer Properties
- Layer transparency and visibility options
- Locking/unlocking layers for editing

**CORELDRAW**

## 04. WORKING WITH COLORS

- Color models: RGB, CMYK, and Pantone
- Color palette and color filling
- Gradient fills: Linear, Radial, and Mesh
- Creating and editing custom colors
- Using the Eyedropper Tool to pick colors

## 05. TEXT AND TYPOGRAPHY

- Creating text with the Text Tool
- Formatting text: Fonts, Size, Line Spacing, and Alignment
- Converting text to curves
- Applying text effects and styles (e.g., outlines, shadows, and transformations)
- Text manipulation: Warping and bending text to shapes

## 06. DRAWING FREEHAND AND CURVES

- Using the Freehand and Bezier Tools to create curves
- Editing curves with the Shape Tool
- Converting curves to objects and vice versa
- Working with the Smooth, Node, and Convert tools for refining paths

## 07. ADVANCED SHAPE MANIPULATION

- **Combining shapes using Weld, Trim, Intersect, and Simplify**
- **Shaping objects with the Knife, Scissors, and Eraser tools**
- **Using the Shaping Docker for advanced object manipulation**
- **Creating and working with 3D effects**

## 08. WORKING WITH IMAGES

- **Importing and exporting raster images (JPG, PNG, BMP, TIFF)**
- **Using the Trace Bitmap feature to convert raster images to vector**
- **Image editing basics: Cropping, resizing, and adjusting image properties**
- **Creating clipping paths for images**

## 09. ADVANCED OBJECT MANIPULATION

- **Using the Outline Tool to create different stroke effects**
- **Working with Object Properties: Transparency, Gradients, and Mesh fills**
- **Grouping, ungrouping, and aligning objects**
- **Object Arrangement: Front, Back, Align, and Distribute tools**

**CORELDRAW**

## 10. SPECIAL EFFECTS AND FILTERS

- Applying filters: Blur, Distort, Artistic, and more
- Working with the Drop Shadow and Contour tools
- Using the Envelope tool for text and shape transformations
- Creating bevels, 3D effects, and other advanced graphical effects

## 11. USING THE KNIFE AND ERASER TOOLS

- Cutting and trimming objects using the Knife Tool
- Erasing parts of objects with the Eraser Tool
- Advanced editing techniques for refined object manipulation

## 12. PRINTING AND OUTPUT SETTINGS

- Setting up documents for print (Page size, margins, bleeds)
- Using color separations for printing
- Understanding DPI, resolution, and color profiles for print projects
- Exporting files for print (PDF, EPS, TIFF, etc.)

## 13. CREATING LOGOS AND ILLUSTRATIONS

- Design principles for creating logos and icons
- Working with vector graphics for scalable designs
- Using custom shapes, colors, and typography for branding
- Creating scalable illustrations using vector techniques

## 14. WEB AND DIGITAL GRAPHICS

- Setting up web-friendly documents (resizing for screens, web colors)
- Exporting graphics for the web (SVG, PNG, GIF)
- Creating banners, social media posts, and email templates
- Basic web graphics design tips

## 15. USING CORELDRAW WITH OTHER SOFTWARE

- Integrating CorelDRAW with other software (e.g., Photoshop, Illustrator)
- Importing and exporting files between CorelDRAW and other programs
- Working with CorelDraw's compatibility features (e.g., AI, PDF, SVG)

**INDESIGN**

## 01. INTRODUCTION TO ADOBE INDESIGN

- Overview of the InDesign workspace
- Understanding Panels, Tools, and Menus
- Customizing the workspace for efficiency
- Creating and managing documents (New, Open, Save, Close)
- File formats and compatibility (INDD, PDF, EPS, JPG, etc.)

## 02. DOCUMENT SETUP AND NAVIGATION

- Setting up documents for print, web, and mobile
- Working with Pages: Master Pages, Page Sizes, and Orientation
- Rulers, Guides, and Grids for layout precision
- Bleeds, Margins, and Safe Zones
- Navigating between pages and zooming tools

## 03. WORKING WITH TEXT

- Creating and formatting text blocks
- Typing tools: Type Tool, Paragraph, and Character Styles
- Managing fonts and text properties (Size, Spacing, Leading, etc.)
- Text alignment, justification, and indentation
- Working with Columns, Hyphenation, and Text Flow

**INDESIGN**

## 04. MANAGING STYLES

- Understanding Paragraph and Character Styles
- Creating and applying text styles
- Quick styles for headers, subheaders, and body text
- Using Object Styles for consistent layout design
- Modifying and updating styles across the document

## 05. WORKING WITH OBJECTS AND GRAPHICS

- Importing and placing images (JPG, PNG, TIFF, EPS, etc.)
- Managing frames: Fitting, cropping, and resizing images
- Linking vs. embedding graphics in InDesign
- Working with graphic frames (Square, Ellipse, Polygonal)
- Editing graphics directly in InDesign or using external programs (e.g., Photoshop)

## 06. ADVANCED TEXT HANDLING

- Text on paths and in shapes
- Using Text Wrap for images and objects
- Working with Text Frames and Threading Text across multiple pages
- Creating drop caps, bulleted, and numbered lists
- Handling Footnotes, Endnotes, and Captions

**INDESIGN**

## 07. WORKING WITH COLOR

- Understanding color models (CMYK, RGB)
- Applying color using Swatches and Color Picker
- Creating and managing custom color swatches
- Using gradients and tint for color effects
- Working with transparency and opacity settings

## 08. LAYOUT AND DESIGN PRINCIPLES

- Grids and Layout tools for consistent design
- Using the Align and Distribute tools for arranging objects
- Working with columns and guides for structure
- Creating asymmetrical and symmetrical layouts
- Page numbering and headers/footers setup

## 09. LAYERS AND OBJECT MANAGEMENT

- Using the Layers panel for organizing content
- Locking, hiding, and grouping objects for easier management
- Working with the Object Layer options (Send Forward, Send Backward, etc.)
- Aligning objects within a layer or across layers

## 10. CREATING AND USING TABLES

- Inserting tables and formatting text within them
- Modifying row/column dimensions
- Applying table styles and formatting
- Creating table of contents for large documents
- Using tables for complex layouts (e.g., brochures, reports)

## 11. WORKING WITH INTERACTIVE ELEMENTS (FOR DIGITAL PUBLICATIONS)

- Creating hyperlinks and buttons for interactivity
- Adding video and audio files to the document
- Setting up page transitions and animations
- Exporting for interactive PDFs and eBooks
- Working with Forms and data collection

## 12. TYPOGRAPHY AND ADVANCED EFFECTS

- Advanced typography techniques: Optical kerning, Tracking, and Leading
- Creating custom text effects and text wrap techniques
- Working with drop shadows, bevels, and other layer effects
- Applying 3D effects and perspective in InDesign
- Using the Effects panel for advanced style management

INDESIGN

## 13. PREPARING FOR PRINT AND EXPORT

- **Understanding print requirements (Resolution, DPI, Bleed, and Crop Marks)**
- **Packaging documents for print (Fonts, Links, and File Management)**
- **Preflight checks for print and digital output**
- **Exporting documents as print-ready PDFs (X-1a, X-4, etc.)**
- **Exporting interactive PDFs and eBooks (EPUB, MOBI)**

## 14. ADVANCED LAYOUT TECHNIQUES

- **Creating multi-page documents (books, magazines, and catalogs)**
- **Using Master Pages for consistent design elements**
- **Creating complex layouts (magazine spreads, newsletters)**
- **Working with styles and grids to build multi-column layouts**
- **Advanced use of the Layers and Object Styles for efficiency**

## 15. COLLABORATION AND REVIEW

- **Sharing documents with others for review and feedback**
- **Using InDesign's Comment and Markup features**
- **Working with InCopy for collaborative writing and editing**
- **Managing document versions and revisions**

## FINAL PROJECT AND PRACTICAL APPLICATION

- Applying all learned techniques to create real-world projects:
- Real-world applications (e.g., creating social media graphics, flyers, or retouching photographs)
- Using all learned skills in a comprehensive project
- Real-world projects where you apply all learned techniques:
  - Logo design
  - Poster and flyer creation
  - Web and app interface design
  - Digital illustrations
- Creating a portfolio with your best designs
- Applying learned techniques to real-world projects such as:
  - Logo design
  - Brochure and flyer design
  - Vector illustrations
  - Social media graphics
- Portfolio creation with personal projects

- Applying all learned techniques to create real-world projects:
- Brochure design
- Magazine or newsletter layout
- Book or eBook creation
- Poster and flyer design
- Annual reports or business proposals
- Portfolio creation with finalized projects
- Bonus: InDesign Shortcuts and Tips
- Keyboard shortcuts for common tasks
- Speeding up your workflow with automation and scripts
- Troubleshooting and problem-solving in InDesign

## KEY FEATURES OF TECHNOMIND:

- ✓ Training by Certified and Experienced Trainers.
- ✓ Industrial and Corporate Tie-ups for Live projects for student.
- ✓ Well-equipped Computer Lab, Internet and Book Bank facility.
- ✓ Live project based Summer Trainings, Summer Internships and summer programs.
- ✓ 100% placement assistance on every course.
- ✓ Interview Preparation and Technical Events.
- ✓ On Campus Interviews in every month for the placement of students.
- ✓ WI-FI enabled classrooms.

classroom training

corporate training

online training

GRAPHIC DESIGN

# Thank You

"At **Technomind** we make professionals as per the current IT Market Requirement. All interns will go through our specific live project development program which extremely enhance your development and analytical skills"

"**Technomind** having *professional developers*, designers and Project managers to provide quality IT services for all kind of business. **Technomind** is quite expertise in web and mobile applications development as well as providing training to professionals in all Latest technologies like Web designing, Developer, Data Science with AI, Data Analytics with AI, Full stack Web Development, Python, Java, .Net Development, Digital Marketing, Graphic Designing, E-commerce, Banking & Finance C,C++,Data structures, MIS/VBA, E-accounting and Diploma etc........

📍 **29, 2nd Floor, Mall Road, Kingsway Camp, GTB Nagar Metro Station Gate No.2, GTB Nagar, New Delhi-110009 (INDIA)**

📞 **+91 9999 402 407, 9811 402 602**

🌐 **www.technomind.in**    ✉ **info@technomind.in**