

GRAPHIC DESIGNING SYLLABUS

Design Principles (FOUNDATION 🔥)

- Color Theory
- Typography Basics
- Alignment
- Contrast
- Balance
- Proximity
- Hierarchy
- White Space
- Visual Consistency



Color Theory & Typography

Color

- RGB vs CMYK
- Color Psychology
- Color Harmonies
- Gradients & Shades

Typography

- Serif vs Sans-Serif
- Font Pairing
- Readability & Legibility
- Kerning, Tracking & Leading

GRAPHIC DESIGNING SYLLABUS

Adobe Photoshop (CORE 🔥)

Using Adobe Photoshop

- Interface & Tools
- Layers & Masks
- Selection Tools
- Image Retouching
- Background Removal
- Color Correction
- Photo Manipulation
- Social Media Creatives
- Poster & Banner Design
- Smart Objects & Filters

A large, semi-transparent watermark of the PRERNAGATI & TECHNOLOGY logo is visible in the background, featuring a graduation cap icon and the text "PRERNAGATI & TECHNOLOGY".

Adobe Illustrator (CORE 🔥) LOG Y

Using Adobe Illustrator

- Vector vs Raster
- Pen Tool Mastery
- Shapes & Paths
- Logo Design
- Icon Design
- Illustration Basics
- Typography in Illustrator
- Branding Assets

GRAPHIC DESIGNING SYLLABUS

Adobe InDesign (Print Design)

Using Adobe InDesign

- Page Layout
- Grid Systems
- Brochure Design
- Magazine Layout
- Flyer & Catalog Design
- Print Settings & Bleed
- Export for Print

Canva & Online Design Tools

- Canva Interface
- Templates Customization
- Social Media Designs
- Presentations
- eBook & Resume Design
- Brand Kit Setup

GRAPHIC DESIGNING SYLLABUS

Branding & Visual Identity

- What is Branding
- Logo Types
- Brand Color Palette
- Brand Typography
- Brand Guidelines
- Business Card Design
- Letterhead & Stationery

Digital & Social Media Design

- Instagram Post & Reel Covers
- Facebook Ads Creatives
- YouTube Thumbnails
- LinkedIn Banners
- Google Ads Display Creatives
- Design for Engagement