

# Professional Certificate Program in AVGC (Graphics) Presenter Manual

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## Course Objectives:

**Foundational Knowledge:** Provide participants with a solid foundation in the principles of graphic design, including design theory, color theory, typography, composition, and visual hierarchy.

**Technical Proficiency:** Familiarize participants with industry-standard design software and tools, enabling them to create and manipulate visual elements effectively.

**Creative Thinking:** Cultivate participants' creative thinking skills, encouraging them to explore innovative design solutions and concepts.

**Practical Skills:** Develop participants' practical skills in various design areas, such as print design, web design, UI/UX, logo and brand identity, digital illustration, and motion graphics.

**Problem-Solving:** Equip participants with the ability to approach design challenges with critical thinking and problem-solving skills, utilizing design thinking methodologies.

**Professional Development:** Prepare participants to build a professional design portfolio, understand design ethics, communicate effectively with clients, and manage design projects.

**Industry Awareness:** Keep participants updated on current design trends, emerging technologies, and the evolving landscape of graphic design.

## Course Duration

90 Hours

## Assessment Methods

- Project-Based Assignments
- Portfolio Development
- Quizzes and Exams
- In-Class Critiques
- Practical Demonstrations
- Final Project Presentation
- Peer Evaluation
- Written Reflections

## Here are some common prerequisites to consider:

### Basic Computer Literacy:

Participants should be comfortable using computers, navigating websites, and using software applications. This is essential for working with design software and accessing online learning platforms.

### Internet Access and Equipment:

Access to a stable internet connection and a computer or tablet is necessary for online learning. Participants should also have the required software and hardware to use design tools effectively.

**Language Proficiency:** Since the course will likely involve reading, writing, and communication,

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participants should have a reasonable level of proficiency in the language of instruction (usually English or Hindi).

**Digital Skills:**

Familiarity with basic digital skills, such as sending emails, uploading files, and participating in online discussions, will be beneficial. **Creative Interest:**

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Participants should have an interest in and appreciation for visual arts, design, and creative expression. A passion for design will enhance their engagement and motivation.

Time Management: Online learning requires self-discipline and effective time management skills.

**Participants should be capable of dedicating sufficient time to watch lectures, complete assignments, and participate in discussions.**

**Communication Skills:**

Effective communication skills are crucial for participating in online discussions, seeking help when needed, and presenting design ideas.


**Openness to Learning:**

A willingness to learn, experiment, and adapt to new design concepts, tools, and techniques is essential for success in the program.

**Access to Design Tools:**

Participants will need access to the necessary design software (if applicable) to complete assignments and projects.

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Module	Hours Allocation
Module 1: Introduction to Graphic Design	4
Module 2: Design Theory and Fundamentals	6
Module 3: Digital Design Tools and Software	30
Module 4: Logo and Brand Identity Design	8
Module 5: Print Design	8
Module 6: Web and UI/UX Design	4
Module 7: Digital Illustration and Image Manipulation	16
Module 8: Motion Graphics and Animation	4
Module 9: Design Thinking and Creative Problem-Solving	2
Module 10: Portfolio Development and Professional Practice	4
Module 11: Industry Trends and Emerging Technologies	2
Module 12: Final Project and Presentation	2

### Session Details

#### Module 1: Introduction to Graphic Design

- Understanding the role and importance of graphic design
- Historical overview of graphic design trends and movements
- Elements and principles of design
- Introduction to design software and tools

#### Module 2: Design Theory and Fundamentals

- Color theory and its application in design
- Typography principles and fonts selection
- Composition and layout techniques
- Visual hierarchy and effective communication

#### Module 3: Digital Design Tools and Software

- Overview of industry-standard design software (Adobe Creative Suite)
- Practical exercises using software for layout, image editing, and illustration
- Introduction to vector graphics and raster images

#### Module 4: Logo and Brand Identity Design

- Creating impactful logos and branding elements

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- Building a brand identity system
  - Case studies of successful brand identities

#### **Module 5: Print Design**

- Designing for print media: brochures, posters, business cards, etc.
- Understanding print processes, formats, and specifications
- Preparing files for print production

#### **Module 6: Web and UI/UX Design**

- Basics of web design and responsive layouts
- User experience (UX) principles and user interface (UI) design
- Wireframing and prototyping tools

#### **Module 7: Digital Illustration and Image Manipulation**

- Digital illustration techniques
- Photo retouching and manipulation
- Creating digital artwork and illustrations

#### **Module 8: Motion Graphics and Animation**

- Introduction to motion graphics and animation principles
- Using animation software for creating dynamic visuals
- Creating animated advertisements and multimedia content

#### **Module 9: Design Thinking and Creative Problem-Solving**

- Applying design thinking methodologies to real-world challenges
- Ideation, prototyping, and user-centered design approaches

#### **Module 10: Portfolio Development and Professional Practice**

- Creating a strong design portfolio
- Personal branding for graphic designers
- Freelancing, client communication, and project management skills

#### **Module 11: Industry Trends and Emerging Technologies**

- Staying updated with current design trends
- Exploring the impact of emerging technologies (e.g., AR, VR) on design

#### **Module 12: Final Project and Presentation**

- Integrating knowledge and skills acquired throughout the program
  - Working on a comprehensive design project
  - Presenting and critiquing final projects
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Grading Chart

Letter Grade	Grade Points	Percentage Range	Description
A	4.0	90-100%	Excellent: Exceptional mastery of content, outstanding creativity, and technical skills.
B	3.0	80-89%	Good: Strong understanding of content, effective application of skills, and creative approaches.
C	2.0	70-79%	Satisfactory: Adequate understanding of content, proficient skills, and satisfactory creativity.
D	1.0	60-69%	Marginal: Limited understanding, below-average execution, and minor issues in application.
F	0.0	Below 60%	Fail: Inadequate understanding, poor execution, or failure to meet minimum requirements.