e-Rozgaar Center
Institute of Education and Research
University of the Punjab
Lahore

Program: Certificate in Graphic Designing	
Course Title: Graphic Designing	**Course Type:** Creative Designing

Duration: 3 Months	
Prerequisite	FA/FSc /ICom/ICS/DAE/A-Level or equivalent qualification and above
Introduction	Graphic design is a craft to create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs, to optimize the user experience. Graphic design is the process of creating visual content that helps to communicate messages with an audience.
Learning Objectives	In the last few years, the rise of visual and digital content has sparked a huge demand for graphic designers. According to experts, the demand for good graphic designers will grow exponentially. As a skill, Graphic Design can also help other professionals in their career growth. Graphic designing allows flexible work Environment. Students/working professionals can also work part-time or on a freelance basis. • Fiverr • Upwork • Freelancer • 99designs
Course Contents	1. **Adobe Photoshop** 1.1. Introduction to Photoshop 1.2. File Types 1.3. Selection Tools 1.4. Working with Layers 1.5. Background Removal 1.6. Image Transformation 1.7. Social media designs 1.8. Banner designs 1.9. Signage designs 1.10. Web ads 1.11. Fonts & Typography 1.12. Essentials of graphics, design, and color theory 2. **Adobe Illustrator** 2.1. Introduction to Illustrator 2.2. Working with illustrator document 2.3. Image Tracing 2.4. Use of shapes 2.5. Use of Pen tool 2.6. Print design 2.7. Icons 2.8. Vectors 3. **Adobe InDesign** 4. **Logo Design** 4.1. Introduction to logo 4.2. Research and analysis 4.3. Brainstorming for concepts

	4.4. Choosing colors for logo
	4.5. Choosing fonts for logo
	4.6. Presentation of logo
	4.7. Types of logos
	5. Corporate Identity Kit Designing
	   5.1. Your corporate identity kit includes anything that is related to the brand image of your company.
	   5.2. Definition and philosophy. Before creating a style guide, you must be aware of the brand
	   5.3. Mood boards
	   5.4. Logos
	   5.5. Corporate Colors
	   5.6. Typographic system
	   5.7. Photographs and graphic elements
	6. Social Media Kit Designing
	7. T-Shirt Designing
	8. Book Cover Designing
	9. Freelancing Topics
	   9.1. Optimizing Fiverr Gigs
	   9.2. Introduction to Freelancer.com
	   9.3. Creating Profile in Freelancer.com
	   9.4. Creating Profile in Upwork.com
	   9.5. Writing a Cover letter
	   9.6. How to bid on projects
	   9.7. Different tools in Freelancing
	   9.8. Project Delivery and Deadlines
	   9.9. Art of Upselling
	   9.10. LinkedIn Profile optimization
	   9.11. How to win direct clients
	   9.12. Creating profile in PeoplePerHour.com

Textbooks	• Everything There is to Know About Logo Design • The Elements of Typographic Style • Why Fonts Matter • Graphic Design: A User's Manual • Graphic Design Fundamentals • Interaction of Color
Suggested Readings	● Flat Design & Colors ● The Shape of Design ● Design Videos https://youtu.be/dFSia1LZI4Y https://www.youtube.com/LearnSharePhotoVideo https://www.youtube.com/watch?v=pz-lwONtVmM&ab_channel=ACADGILD
Teaching/Learning Strategies	● Lectures ● Class discussion on all topics ● Multimedia ● Hands-On Practice

Evaluation Criteria	**Assignments will be submitted on the Google Classroom portal for assessment.** Late assignments will not be accepted.
	Grades are weighted according to the following scale:
	  20%-- Quizzes
	  30%-- Mid
	  20%-- Project

	30%-- Final Evaluation 100%-- Total
Training Mode	Physical-Face to Face
Fee	Rs. 19,000/- Course Fee Rs. 1,000/- Registration Fee