TECHARAT

Curriculum for Diploma in Graphic Design Services

The Diploma in Graphic Design Services is designed for individuals seeking a comprehensive understanding of graphic design, focusing on both theoretical principles and practical skills. This course covers topics like basic design theory, advanced design tools, client-service interaction, and portfolio development. The course is conducted through lectures, workshops, individual and group projects, and culminates in a capstone project and internship opportunity.

Duration
9 months (36 weeks)

Modules

Week 1-2: Introduction to Graphic Design
Day 1: Course Overview
Day 2-3: History and Evolution of Graphic Design
Day 4-5: Understanding Design Principles

Week 3-4: Basics of Typography
Typeface vs Font
Characteristics of Typography
Applying Typography in Design
Project 1: Typography Poster

Week 5-6: Color Theory
Understanding the Color Wheel
Color Schemes and Harmonies
Psychology of Colors
Project 2: Brand Identity Using Color Theory

Week 7-8: Layout and Composition
Design Grids
Element Placement
Visual Hierarchy
Project 3: Create a Multi-page Layout

Week 9-10: Logo and Branding Design
Elements of a Logo
Design Process for Branding
Client Interaction and Briefing
Project 4: Logo and Branding Kit for a Business

Week 11-12: Advanced Tools (Adobe Suite)
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Project 5: Marketing Collateral using Adobe Suite

Week 13-14: Digital Illustration
Vector vs Raster Art
Advanced Illustration Techniques
Project 6: Create a Digital Illustration

Week 15-16: Web and Social Media Graphics
Design for Web UI/UX
Social Media Graphics
Project 7: Design a Website Homepage and Social Media Posts

Week 17-18: Packaging Design
Basics of Packaging Design
3D Mock-ups
Project 8: Product Packaging Design

Week 19-20: Video Editing and Animation

Introduction to Video Editing Tools (Adobe Premiere Pro)
Basic Animations (Adobe After Effects)
Project 9: Create a Short Promotional Video

Week 21-22: Client Services and Freelancing
Understanding Client Needs
Contracts and Pricing
Communication Skills

Week 23-24: Portfolio Development
Choosing Your Best Work
Creating a Physical and Digital Portfolio
Project 10: Final Portfolio

Week 25-30: Capstone Project
Project Brief and Planning
Development and Execution
Client Presentation

Week 31-36: Internship or Real-World Project
Work on real-world projects under guidance
Weekly Reports and Final Presentation

Grading
- Weekly Quizzes: 20%
- Individual Projects: 50%
- Capstone Project: 20%
- Internship/Real-World Project: 10%

Prerequisites
- Basic computer literacy
- Some creative experience is beneficial but not required

Materials
- Lecture Notes and Slides
- Software Tutorials
- Sample Design Works
- Tools and Resources List

Certification
Upon successful completion, students will receive a Diploma in Graphic Design Services.