

## Graphic Design Training Structure

### 1<sup>st</sup> Month

- 1- Introduction to Graphic Design
- 2- Seven Principles of Design
- 3- Color Theory
  - 3.1 RGB vs CMYK
  - 3.2 Color Wheel
  - 3.3 Color Schemes
- 4- Typography
  - 4.1 Kerning
  - 4.2 Leading
  - 4.3 Tracking
- 5- Basics of Graphic Designing
  - 5.1 Fundamentals of Designing
  - 5.2 Basic Forms
  - 5.3 Compositions
- 6- Branding vs Brand Identity
- 7- Implementation of Designing Concepts

### 2<sup>nd</sup> Month

- 8- Introduction to Illustrator
  - 8.1 Interface
  - 8.2 Functionality
  - 8.3 Purpose



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## 9- Illustrator (Efficient Tools)

## 10- Introduction to UI

## 11- What are UI patterns?

- 11.1 Importance of UI patterns
- 11.2 UI Pattern Formula
- 11.3 Dark UI Patterns

## 12- Gestalt Principle

- 12.1 Similarity
- 12.2 Continuation
- 12.3 Closure
- 12.4 Proximity
- 12.5 Figure/ground
- 12.6 Symmetry
- 12.7 Order

## 13- Introduction to UX

- 13.1 Principles of UX Design
- 13.2 Importance of UX

## 14- Golden Ratio

- 14.1 What is Golden Ration?
- 14.2 Importance of Golden Ratio

## 15- Marketing

- 15.1 What is Marketing?
- 15.2 Importance of Marketing
- 15.3 Types of Marketing

## 16- Advertising

- 16.1 What is advertising?
- 16.2 Importance of advertising
- 16.3 Types of advertising



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17- Difference between Marketing and Advertising

18- 1st Practice Project

## 3<sup>rd</sup> Month

19- Introduction to Photoshop

19.1 Interface

19.2 Functionality

19.3 Purpose

20- Photoshop (Efficient Tools)

21- Image Manipulation

21.1 Techniques of Manipulation

22- Integration of Illustrator and Photoshop

22.1 Creation of dynamic link between both

23- Aesthetics Photoshop Ideas

24- 2nd Practice Project



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