

# Graphic Design Course Outline

## Part 1: Introduction to Graphic Design

History of Graphic Design

Understanding the Graphic Design Process

Basics of Visual Language

Elements of Design: Line, Shape, Space

Principles of Design: Balance, Contrast, Emphasis

Introduction to Typography

Advanced Typography Concepts

Color Theory Basics

Advanced Color Theory

Composition Techniques

## Part 2: Introduction to Design Tools

Overview of Adobe Creative Suite

Basics of Photoshop

Basics of Illustrator

Basics of InDesign

Basics of Lightroom

## Part 3: Photoshop – Raster Graphics and Photo Editing

Module 1: Introduction to Photoshop

Introduction to Photoshop Interface

Navigating Panels and Workspaces

Understanding Raster vs. Vector Graphics

Opening, Saving, and Exporting Files

Keyboard Shortcuts for Efficiency

Customizing Photoshop Preferences

### Module 2: Basic Photo Editing

Cropping and Resizing Images

Adjusting Brightness and Contrast  
Color Correction and Balance  
Sharpening and Blurring  
Removing Red-Eye and Blemishes  
Working with Smart Objects  
Non-destructive Editing Techniques

### Module 3: Selection and Masking

Making Selections with Marquee Tools  
Using Lasso Tools for Freeform Selections  
Precise Selections with the Pen Tool  
Quick Selection and Magic Wand Tools  
Refining Selections with Select and Mask  
Creating and Editing Layer Masks

### Module 4: Layers and Blending Modes

Understanding Layers and Their Properties  
Layer Styles and Effects  
Introduction to Blending Modes  
Working with Adjustment Layers  
Grouping and Organizing Layers  
Layer Opacity and Fill

### Module 5: Advanced Photo Manipulation

Compositing Images  
Perspective and Distortion Correction  
Content-Aware Fill and Scale  
Puppet Warp for Image Transformations  
Liquify Tool for Retouching  
Creating Surreal Photo Effects

### Module 6: Typography and Text Effects

Adding and Formatting Text

Character and Paragraph Options

Text Effects with Layer Styles

Warping Text and Custom Text Paths

Creating Text Masks

#### Module 7: Advanced Techniques

Using Filters and Smart Filters

Custom Brushes and Brush Presets

Custom Shapes and Paths

Actions and Automation

3D Modeling and Texturing (if applicable)

Video Editing and Animation (if applicable)

#### Module 8: Web and User Interface (UI) Design

Basics of Web Design in Photoshop

Designing Website Layouts

Creating Buttons and Icons

Exporting Graphics for Web

Creating Responsive Designs

#### Module 9: Print and Publishing

Introduction to Print Design

Setting up Documents for Print

Working with CMYK Color Mode

Preparing Files for Professional Printing

Designing Brochures, Flyers, and Posters

#### Module 10: Specialized Projects

Designing Business Cards

Creating Social Media Graphics

Designing Book Covers and Magazines

Photo Collage and Montage

Realistic Digital Painting

Creating GIFs and Cinemographs

#### Module 11: Workflow and Efficiency

Batch Processing and Automation

Working with Actions and Scripts

Time-Saving Techniques

Project Organization and File Management

Collaborative Work in Photoshop

#### Module 12: Final Projects and Portfolio Development

Developing a Personal Portfolio

Critiquing and Improving Work

Building a Professional Online Presence

Preparing for Job Interviews (if applicable)

Presenting and Showcasing Your Work

### **Part 4: Illustrator – Vector Graphics and Illustration**

#### Module 1: Introduction to Adobe Illustrator

Introduction to Vector Graphics

Overview of the Illustrator Interface

Navigating Artboards and Workspaces

Creating and Saving Documents

Understanding the Difference Between Raster and Vector Graphics

Customizing Illustrator Preferences and Settings

#### Module 2: Basic Drawing and Shape Tools

Drawing Straight Lines and Curves

Working with Basic Shapes

Editing and Transforming Objects

Using the Pen Tool for Precision

Creating Custom Shapes and Paths

Understanding the Pathfinder Panel

### Module 3: Working with Colors and Swatches

- Understanding Color Modes (RGB vs. CMYK)
- Using the Color Panel and Swatches
- Creating Gradients and Patterns
- Working with Global Colors
- Using the Color Picker and Eyedropper Tool
- Applying Color to Strokes and Fills

### Module 4: Typography and Text Effects

- Adding and Formatting Text
- Character and Paragraph Formatting
- Creating Text on a Path
- Text Effects with Envelopes and Warping
- Importing and Editing Text
- Working with Type Styles

### Module 5: Working with Layers and Artboards

- Introduction to Layers
- Organizing and Managing Layers
- Layer Panel Features
- Creating and Managing Artboards
- Artboard Rulers and Grids
- Exporting Artboards and Assets

### Module 6: Illustration and Drawing Techniques

- Advanced Drawing Tools (Curvature, Blob Brush, etc.)
- Pen Tool Mastery
- Creating Complex Shapes and Objects
- Working with Brushes and Brush Libraries
- Using the Shape Builder Tool
- Drawing with Perspective Grids

## Module 7: Effects and Transformations

- Applying Live Effects
- Distortion and Warp Effects
- Using 3D Effects
- Working with the Appearance Panel
- Blending and Masking Techniques
- Creating Patterns and Symbols

## Module 8: Vector Tracing and Image Integration

- Image Tracing and Live Paint
- Placing and Embedding Images
- Tracing Photographs and Artwork
- Rasterization vs. Vectorization
- Working with Clipping Masks

## Module 9: Designing Logos and Icons

- Principles of Logo Design
- Creating Iconic Logos
- Custom Logotype Design
- Scalability and Versatility
- Exporting Logo Files

## Module 10: Print and Web Design

- Setting up Documents for Print and Web
- Designing Business Cards and Brochures
- Web Graphics and UI Elements
- Responsive Design with Artboards
- Preparing Files for Printing

- Advanced Projects and Techniques
- Infographics and Data Visualization
- Packaging Design
- Creating Vector Characters and Illustrations



Vector Portraits and Artwork

Working with 3D Models (if applicable)

Preparing Files for Commercial Printing

## Module 12: Workflow and Efficiency

Keyboard Shortcuts for Efficiency

Using Libraries and Templates

Automation with Actions and Scripts

Collaboration and File Sharing

Exporting and Saving in Different Formats

## Module 13: Building a Portfolio

Creating a Portfolio Website

Critiquing and Refining Projects

Preparing for Job Interviews (if applicable)

Marketing Yourself as an Illustrator

Professional Development and Trends

## **Part 5: InDesign – Layout and Publication Design**

Introduction to Adobe InDesign

Introduction to Page Layout and Design

Overview of the InDesign Interface

Navigating Documents and Workspaces

Creating and Saving Documents

Understanding the Importance of Master Pages

Customizing InDesign Preferences and Settings

## Module 2: Basic Layout and Text

Setting Up Document Properties

Placing and Formatting Text

Working with Paragraph and Character Styles

Bulleted and Numbered Lists

Text Threading and Flow  
Importing and Editing Text

### Module 3: Working with Images and Graphics

Placing Images and Graphics  
Scaling and Rotating Graphics  
Wrapping Text Around Images  
Clipping Paths and Image Masks  
Creating Shapes and Objects

### 3.6. Working with Color and Swatches

Mastering Pages and Layouts  
Working with Master Pages  
Creating and Applying Master Page Elements  
Overriding Master Page Items  
Using Liquid and Alternate Layouts  
Creating Multi-page Documents  
Page Numbering and Sectioning

### Module 5: Working with Tables

Creating and Formatting Tables  
Importing Tables from Other Applications  
Merging and Splitting Cells  
Adding Headers and Footers  
Table Styles and Cell Styles  
Interactive Tables (e.g., for e-books)

### Module 6: Advanced Typography

Advanced Text Formatting  
Kerning and Tracking  
Paragraph and Text Frame Options  
Advanced Text Effects  
Hyphenation and Justification



## Creating Drop Caps and Nested Styles

### Module 7: Interactive Documents

- Hyperlinks and Cross-References
- Creating Buttons and Forms
- Page Transitions and Animations
- Exporting Interactive PDFs
- EPUB and Digital Publishing Options
- Working with Digital Overlays (if applicable)

### Module 8: Print Production and Preflighting

- Preflighting Documents for Printing
- Bleeds, Margins, and Crop Marks
- Packaging InDesign Documents
- Color Separations and Spot Colors
- Working with Print Service Providers
- Creating Print-ready PDFs

### Module 9: Advanced Layout Techniques

- Creating Multi-column Text Frames
- Text Wrap and Layered Layouts
- Advanced Grid Systems
- Liquid Layout and Alternate Layouts
- Creating Magazines and Books
- Print vs. Digital Layout Considerations

### Module 10: Project-Based Learning

- Designing Brochures and Flyers
- Creating Magazines and Newsletters
- Designing Posters and Banners
- Book Layout and Typesetting
- Packaging Design
- Digital Publications (e.g., e-books)

## Module 11: Workflow and Efficiency

- Keyboard Shortcuts for Efficiency
- Using Libraries and Templates
- Automation with Scripts and Data Merge
- Collaboration and Sharing InDesign Files
- Exporting and Packaging Projects

## Module 12: Building a Portfolio and Career Development

- Creating a Design Portfolio
- Critiquing and Refining Projects
- Preparing for Job Interviews (if applicable)
- Marketing Yourself as an InDesign Professional
- Staying Updated on Design Trends and Software

## Part 7: Graphic Design Theory and Application

- Design Thinking and Creative Problem Solving
- Brand Identity and Logo Design
- Understanding User Interface Design
- Basics of User Experience Design
- Designing for Print vs Digital Media
- Environmental and Sustainable Design
- Packaging Design Concepts
- Advertising and Marketing Design
- Motion Graphics Basics
- Introduction to 3D Design

## Part 8: Modern Graphic Design Trends and Techniques

- Minimalist Design
- Flat Design vs Material Design
- Typography Trends
- Digital Illustration Trends

Motion Graphics and Animation

UX/UI Design Trends

3D Graphic Design

Mixed Media Design

Augmented Reality (AR) in Design

Virtual Reality (VR) in Design

## **Part 9: Color Theory in Depth**

Color Psychology

Color Harmony

Color in Branding

Using Color in UI/UX Design

Advanced Color Grading Techniques

Color Accessibility

Color Trends and Forecasting

Cultural Context of Colors

Emotional Impact of Colors

Creating Custom Color Palettes

## **Part 10: Business and Career in Graphic Design**

Building a Graphic Design Portfolio

Freelancing as a Graphic Designer

Working in a Design Agency

Client Communication and Management

Intellectual Property Rights in Design

Pricing and Invoicing Your Work

Marketing Yourself as a Designer

Networking and Professional Development

Trends in the Design Industry

Future of Graphic Design