COURSE SYLLABUS & CURRICULUM OVERVIEW

Graphic Design & Visual Communication

Master industry-standard tools like Photoshop, Canva, and CorelDRAW to elevate your creative skill set. Learn professional image editing techniques to retouch, enhance, and transform ordinary photos into striking visuals, alongside logo design, poster layout, and social media branding.

Core Tool / Area	Primary Focus & Deliverables
Design Foundations	Visual hierarchy, color theory, typography, and print vs. digital file standards
Adobe Photoshop	Photo retouching, background cutouts, color grading, and composite manipulation
CorelDRAW	Vector illustration, scalable brand logos, print layouts, and CMYK production
Canva	Brand kits, rapid social media creatives, event posters, and multi-platform ads

Module 1: Fundamentals of Graphic Design & Visual Theory

- **Design Principles:** Balance, contrast, hierarchy, alignment, repetition, and white space.
- **Color Theory & Typography:** Understanding color psychology, RGB vs. CMYK modes, font pairing, and readability.
- **File Formats & Resolutions:** Working with raster vs. vector graphics, DPI/PPI standards for print and web (JPG, PNG, SVG, PDF, PSD, CDR).

Module 2: Adobe Photoshop – Image Editing & Photo Manipulation

- **Workspace & Essential Tools:** Navigating layers, masks, adjustment layers, and smart objects.
- **Selection & Cutouts:** Mastering the Pen Tool, Quick Selection, Magic Wand, and Select & Mask for clean background removal.
- **Photo Retouching & Restoration:** Using Healing Brush, Clone Stamp, Patch Tool, and Frequency Separation for skin and object retouching.
- **Color Grading & Effects:** Adjusting levels, curves, hue/saturation, blending modes, and creating double-exposure or composite visuals.

Module 3: CorelDRAW – Vector Graphics & Print Design

- **Vector Illustration Basics:** Working with Bezier curves, Shape Tool, Node editing, and Pathfinder operations (Weld, Trim, Intersect).
- **Logo & Brand Identity Design:** Constructing scalable vector logos, monograms, and brand style guides from scratch.
- **Print & Packaging Layouts:** Designing brochures, flyers, business cards, banners, and flex layouts with proper bleed and margin settings.

- **Typography Effects in Corel:** Text-to-path, envelope tool, powerclipping, and preparing print-ready CMYK files.

Module 4: Canva – Rapid Digital & Social Media Design

- **Platform Mastery & Brand Kits:** Setting up brand colors, custom fonts, and reusable templates for fast workflows.
- **Social Media Creatives:** Designing high-converting Instagram posts, stories, carousels, YouTube thumbnails, and LinkedIn banners.
- **Poster & Promotional Design:** Creating event posters, digital flyers, infographics, and ad creatives using grids and frames.
- **AI Tools & Export Optimization:** Utilizing Magic Resize, Background Remover, and exporting assets for multi-platform campaigns.

Module 5: Capstone Portfolio & Real-World Projects

- **Project 1:** Complete Photo Retouching & Composite Poster (Photoshop).
- **Project 2:** Brand Logo & Print Stationery Kit (CorelDRAW).
- **Project 3:** 5-Post Social Media Campaign & Ad Banner Set (Canva).
- **Portfolio Preparation:** Presenting final designs on Behance/Dribbble and exporting client-ready deliverables.