

AI INTEGRATED **GRAPHIC DESIGNING**

6
MONTHS

**OFFLINE
COURSE**

Course

SYLLABUS

From the basics to advanced techniques, our detailed syllabus ensures you learn, apply, and grow with every module.

DESIGN FUNDAMENTALS & SOFTWARE INTRODUCTION

- Design principles and elements (balance, contrast, rhythm, etc.)
- Color theory, psychology, and systems (incl. AI color palette generation)
- Typography fundamentals and applications
- Introduction to the Adobe Creative Suite ecosystem
- Basic workspace navigation across multiple applications
- Concept ideation techniques (using AI tools)
- Project: Brand mood board with typography and color exploration

ADOBE PHOTOSHOP FOUNDATIONS

- Interface and workspace customization
- Selection techniques and layer management (incl. AI-powered selection tools)
- Digital image editing fundamentals
- Non-destructive editing workflows (incl. intro to Adobe Generative Fill/Expand)
- Smart Objects and Smart Filters
- Working with adjustment layers and masks
- Project: Product photography editing for e-commerce

ADVANCED PHOTOSHOP TECHNIQUES

- Frequency separation and advanced portrait retouching
- Advanced masking and compositing techniques
- Color matching, light matching, shadow matching, perspective matching
- Complex selections and refining
- Photo manipulation and creative effects (incl. advanced Adobe Generative Fill/Expand, Neural Filters, Adobe Firefly web UI)
- Color grading and color harmony application
- Creating seamless patterns and textures
- AI upscaling & noise reduction tools (e.g., Topaz Gigapixel, alternative AI upscalers)
- Automation with actions and batch processing
- Integration with other Adobe applications
- Ethical considerations of AI retouching
- Project: Conceptual composite advertising campaign

VECTOR GRAPHICS WITH ILLUSTRATOR

- Vector vs. raster graphics
- Pen tool mastery and shape creation
- Working with typography in Illustrator
- Creating icons and illustrations
- Generating vector patterns (incl. AI-assisted tools)
- Raster-to-vector conversion techniques (incl. AI tools & cleanup)
- Preparing graphics for multiple platforms
- Project: Icon set design for an application

CORELDRAW ESSENTIALS

- CorelDRAW interface and workspace overview
- Working with vector shapes and artistic media
- Layering, effects, and print setup
- Practical use in poster & print design
- Project: Event poster design using CorelDRAW

BRAND IDENTITY DESIGN

- Brand strategy and positioning fundamentals
- Logo design process (concept to execution, incl. critique of AI logo generators)
- Brand style guides and visual language
- Designing for brand consistency
- Application of brand elements across touchpoints
- Design systems and component libraries
- Brand voice and copywriting assistance (incl. AI tools)
- Client presentation techniques and feedback implementation
- Discussing AI, originality, and copyright in branding
- Project: Complete brand identity system for a startup

MID-COURSE PORTFOLIO REVIEW

- Portfolio organization and presentation
- Peer review sessions
- Instructor feedback on completed projects
- Identifying areas for improvement
- Setting goals for second half of course

PAGE LAYOUT WITH INDESIGN

- Document setup and master pages
- Typography and text frames
- Working with styles (paragraph, character, object)
- Creating and managing grids
- Importing and managing content (incl. AI for summarization/placeholder text)
- Creating interactive PDFs
- Working with long documents
- Table creation and formatting
- Data merge for variable content
- Overview of emerging AI layout assistance tools
- Project: Magazine cover and feature spread design + Multi-page catalog

PRINT DESIGN & PRODUCTION

- Print terminology and specifications
- Paper types and printing methods
- Preparing files for print (bleeds, crop marks)
- Packaging files for production
- Color management for consistent output
- Sustainability in print design
- SmartAlbums for professional album design
- Project: Print collateral package

UI/UX DESIGN FUNDAMENTALS

- UI/UX principles and best practices
- User research and personas (incl. AI assistance for draft persona generation)
- Wireframing basics
- Understanding user flows
- Prototyping techniques
- Responsive design principles
- Accessibility considerations in design (incl. overview of AI accessibility checkers)
- User testing basics
- Project: Interactive mobile app prototype

FIGMA FOR UI DESIGN

- Figma interface, tools, and collaboration features
- Creating wireframes, user flows, and prototypes
- Auto-layouts, constraints, and responsive design
- Working with components and design systems
- Generating UI variations
- Exploring AI features within Figma
- Exporting assets and handoff to developers
- Collaborative design workflows
- Project: Website design using Figma

SOCIAL MEDIA & DIGITAL MARKETING DESIGN

- Platform-specific design requirements (Instagram, Facebook, LinkedIn, TikTok)
- Creating cohesive social media campaigns
- Content ideation and planning (incl. AI for ideas, captions, visual concepts, trend analysis)
- Story and Reels design for Instagram/Facebook
- Social media content calendars and planning
- Animation basics for social posts
- Project: Social media campaign with multiple platform deliverables

EMERGING TECHNOLOGIES & AI IN DESIGN (EXPANDED)

- AI Image Generation: Adobe Firefly, Stable Diffusion (Fooocus), Midjourney, DALL-E 3.
- Prompt Engineering: Negative prompts, weights, styles, tuning.
- AI for Text & Concepts: ChatGPT, Gemini, local LLMs for ideation & copy.
- AI Workflow Integration
- AI & Ethics: Copyright, deepfakes, bias, responsible use.
- Design Trends 2025+
- Next-Gen Tools & Platforms
- Cross-Software Workflow Hacks

PORTFOLIO & PROFESSIONAL DEVELOPMENT

- Portfolio finalization and presentation
- Personal branding development
- Interview preparation and client communication
- Freelancing fundamentals (contracts, pricing models, client management)
- Networking and job search strategies
- Building application materials (resume, cover letter - incl. AI tailoring tools)
- Drafting freelance proposals (incl. AI assistance)
- Creating profiles on Fiverr, Upwork, and other freelance platforms
- Discussing AI skills value proposition with clients/employers
- Project: Professional portfolio website, resume template, and pitch presentation

JOB OPPORTUNITIES

- Graphic Designer
- Album Designer
- UI Designer
- Freelance Designer
- Branding Specialist
- Social Media Content Creator
- Content Creator
- Motion Graphics Designer
- Print Production Specialist

OPTIONAL SPECIALIZATION TRACKS

Students may choose one of the following tracks to specialize after completing the core curriculum:

MOTION GRAPHICS WITH AFTER EFFECTS

- Introduction to After Effects interface and workflow
- Understanding keyframes and animation basics
- Motion typography principles
- Shape layers and simple animations
- Advanced animation techniques
- Masks and effects
- Integrating with other Adobe applications
- Logo animations and brand motion
- Exporting for web & social media
- Includes guided projects focusing on animated logos and brand elements

VIDEO EDITING WITH PREMIERE PRO & DAVINCI RESOLVE

- Basic video editing workflow using both platforms
- Cutting, transitions, and audio sync
- Titles, graphics integration, and simple effects
- Color grading basics in DaVinci Resolve
- Understanding scopes, LUTs, and grading tools
- Export formats and platform-specific delivery
- Integration between After Effects and Premiere Pro
- Cross-platform considerations for video content
- Includes project-based tasks covering editing and color grading fundamentals

ADVANCED MOTION PROJECTS

- Collaborative team projects
- Real client work
- Portfolio development specific to motion graphics
- Final Project: Motion graphics demo reel

Our Features

Hybrid
Learning

100%
Placement
Assistance

NSDC
Accredited

Ai
integrated
Training Modules



Contact us
+91 90611 53098



Thevara, Kochi, Kerala