

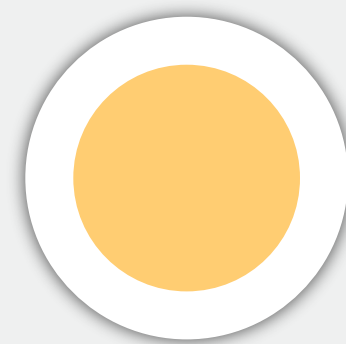
GRAPHIC DESIGNING

Explore the dynamic world of creative graphic design, empowering your career.





Course Description



Unlock your creativity with IDT's Graphic Designing Course! This beginner-friendly program covers everything from design fundamentals to advanced software skills.

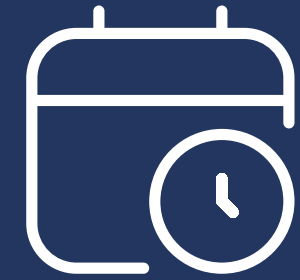
Over three months, you'll learn to use tools like Adobe Photoshop, Illustrator, canva and other AI tools. We'll explore color theory, typography, and layout design, and work on real-world projects.

Develop a professional portfolio and receive career guidance to jumpstart your journey in graphic design.

Our experienced instructors provide personalized support to help you succeed..

Join us at the Institute of Digital Technology (IDT) in Okara and transform your passion into a profession!

Secure your spot today and start creating tomorrow. Don't miss this opportunity to turn your love for design into a rewarding career path.



Course Duration

Total 3 Month's & 2 Days/Week
3pm to 6pm



Learning Mode

Physical Classes



Course Fees

Rs. 15,000 / month
Total Course Fee Rs. 45,000

Target Audience

Marketing Executives, Managers,
Administrative Staff, Solopreneurs, Graphic
Designers, Content Creator, Web Developers,
and Individuals who want to learn how to
create, customise, and maintain their online
Business.

Course Softwares:

In this 3-Months Graphic Design Course, you will learn:

- Adobe Photoshop
- Adobe Illustrator
- Canva Pro
- Ai Tools like Murf.ai, Veed.io, Midjourney, Ideogram etc.

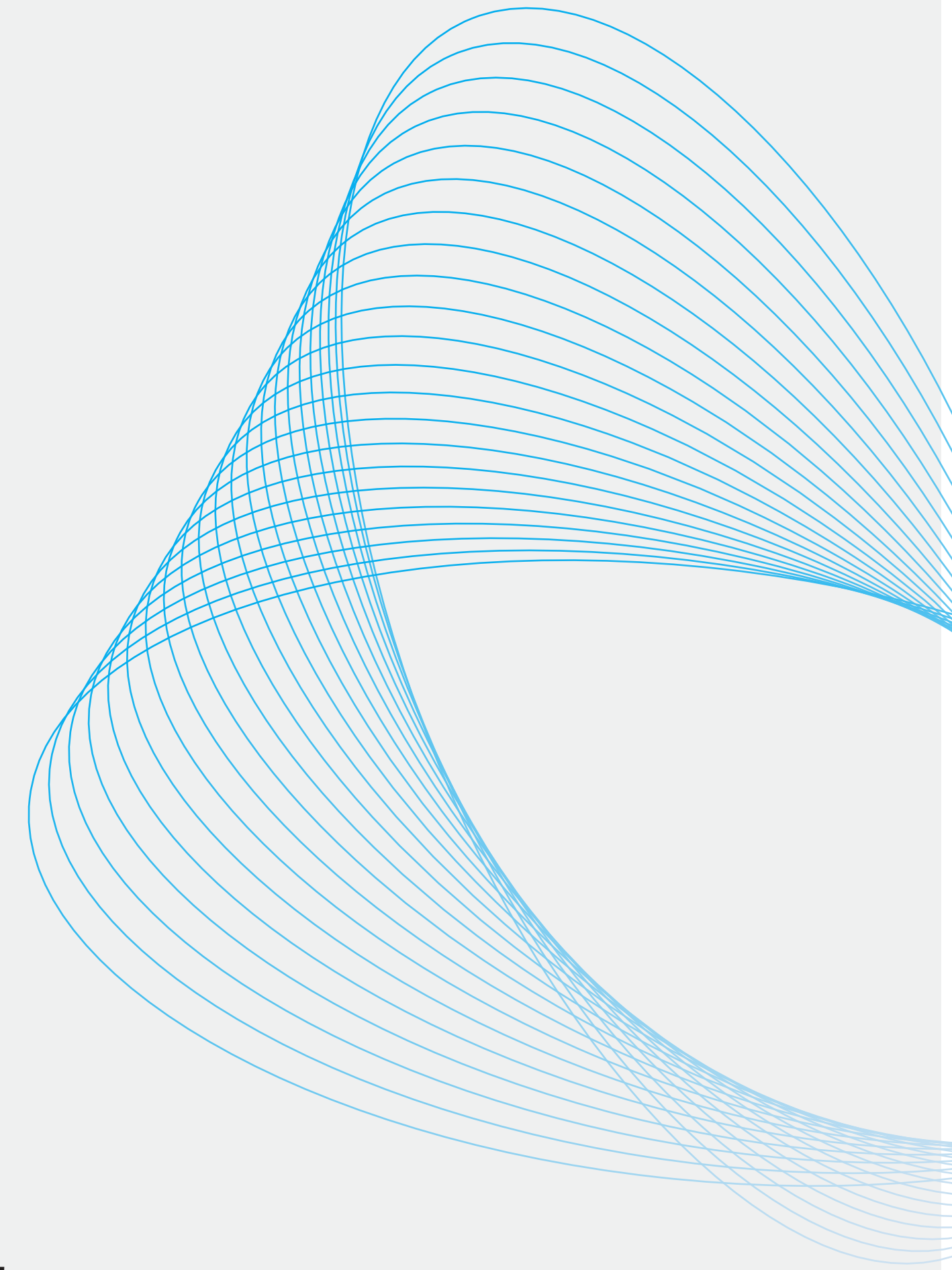


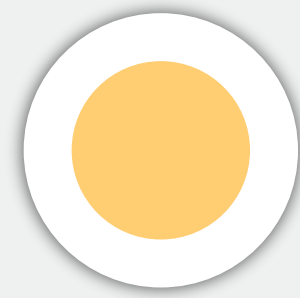
Course Objectives

This Graphic Designing Course is designed to help you to:

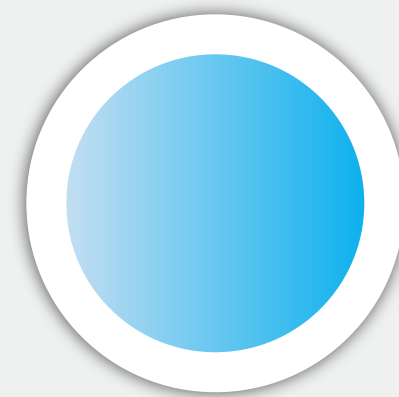
- **Understand Design Basics:**
Master color, typography, and layout.
- **Learn Key Tools:**
Use Photoshop, Illustrator, InDesign, Canva & AI tools.
- **Create Professional Designs:**
Design logos, social media posts, brochures, and more.
- **Build Your Portfolio:**
Complete real-world projects to showcase your skills.
- **Start Freelancing:**
Learn how to find clients and earn online.

Turn your creativity into a career with IDT!





Certification



Certification of Completion by IDT will be awarded to candidates who have demonstrated competency in the Creative Graphic Design course assessment and achieved at least 90% attendance.



Module 1: Adobe Photoshop Mastery

Overview:

Learn the world's leading image editing software, **Adobe Photoshop** to create stunning visuals, brand graphics, social media content, and professional designs.

Key Topics:

- **Interface & Tools Deep Dive:** Understanding workspace, layers, smart objects.
- **Photo Manipulation & Retouching:** Enhance images, remove flaws, composite photos.
- **Creative Graphics:** Designing logos, posters, flyers, and business cards.
- **Social Media Visuals:** Crafting optimized visuals for platforms like Instagram, Facebook, LinkedIn.
- **Advanced Effects:** Filters, gradients, text effects, mockups.
- **Portfolio Project:** Design a complete brand kit (logo, social media banners, business card).

Career Options:

- Graphic Designer
- Social Media Designer
- Visual Content Creator
- Photo Editor & Retoucher
- Marketing Creative Designer
- E-Commerce Product Editor

Module 2: Adobe Illustrator Mastery

Overview:

Master Adobe Illustrator to create scalable graphics perfect for branding, illustrations, icons, and infographics.

Key Topics:

- **Workspace Customization & Tools:** Pen tool mastery, shape building.
- **Logo & Icon Design:** From sketches to polished vector logos.
- **Typography & Lettering:** Designing creative typographic art.
- **Infographics & Data Visualization:** Communicate data with visual impact.
- **3D Mockups & Realism:** Using Illustrator's 3D tools.
- **Portfolio Project:** Design a full branding guide with logo, typography, and icon set.

Career Options:

- Logo & Brand Identity Designer
- Illustrator & Digital Artist
- Icon & Infographic Designer
- Packaging Designer
- Vector Graphic Specialist
- Print Designer

Module 3: Canva for Graphic Design

Overview:

Canva is an easy-to-use design tool that helps you create stunning visuals without needing advanced technical skills. It's perfect for quick, beautiful designs used in business, marketing, and personal

Key Topics:

- **Interface & Tools Overview:** Learn the Canva workspace, templates, and design basics.
- **Social Media Graphics:** Design eye-catching posts, stories, and banners for all platforms.
- **Print Design Essentials:** Create flyers, business cards, brochures, resumes, and menus.
- **Presentation & Profile Design:** Build sleek presentations, proposals, and company profiles.
- **Smart Features in Canva Pro:** Use background remover, Magic Resize, and animation tools.
- **Portfolio Project:** Create a full brand pack using Canva (social posts, flyer, profile PDF).

Career Options:

- Canva Graphic Designer
- Social Media Content Creator
- Presentation Designer
- Brand Kit Designer
- Online Business Visual Assistant
- Small Business Marketing Designer

Module 4: AI Tools for Modern Designers

Overview:

We introduce top AI-powered tools to supercharge your creativity, productivity, and project delivery.

AI Tools Covered:

- **MidJourney:** AI-generated artwork and concepts.
- **Murf.ai:** Voiceovers and audio design for marketing.
- **Veed.io:** AI-powered video editing.
- **Ideogram:** Concept visualization and rapid prototyping.

Learning Outcomes:

- Automate repetitive design tasks.
- Generate creative concepts faster.
- Enhance social media content with AI video and graphics.
- Save time with AI-assisted editing.

Portfolio Project:

Create a mixed-media marketing campaign using AI + Adobe tools.

Module 5: Social Media Design & Personal Branding

Overview:

Equip yourself with the skills to design content tailored for digital marketing and personal branding.

Key Topics:

- Understanding platform-specific dimensions (Instagram, Facebook, LinkedIn).
- Creating animated posts & stories.
- Designing carousel posts for engagement.
- Canva Pro for rapid design.
- Building your personal brand as a designer on social media.

Bonus:

Live case study of a viral social media campaign.

Module 6: Freelancing & Earning Online

Overview:

Learn the essentials of building a successful freelance career and monetizing your design skills.

Key Topics:

- **Freelance Platforms:** Setting up profiles on Fiverr, Upwork, Behance.
- Proposal Writing & Client Communication
- Building a Strong Portfolio
- Managing Projects & Revisions
- Networking on LinkedIn & Facebook Groups

Live Practice:

Simulate real-world client projects.

Final Project & Certification

In the final month, students will:

- Complete a **capstone project combining all tools learned**.
- Present their portfolio for feedback.
- Receive guidance on professional presentation and client pitching.

Upon completion, students will receive:

- **Certificate of Completion** from IDT.
 - Access to the **IDT Group** for continuous growth & support.
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- A series of thin, red, wavy lines that originate from the bottom right corner and curve upwards and to the left, creating a sense of movement and design.

Frequently Asked Questions



Do I need to bring my own laptop for the course?

Yes, it is essential to bring your personal laptop as the institute does not provide PCs. Having your laptop ensures that you can effectively engage with the course materials and complete assignments.



Are the classes conducted online or physically?

The classes are conducted physically at the institute. You will need to physically attend the classes to participate in discussions, activities, and practical exercises.



Do I need to have advanced design knowledge to enroll in the course?

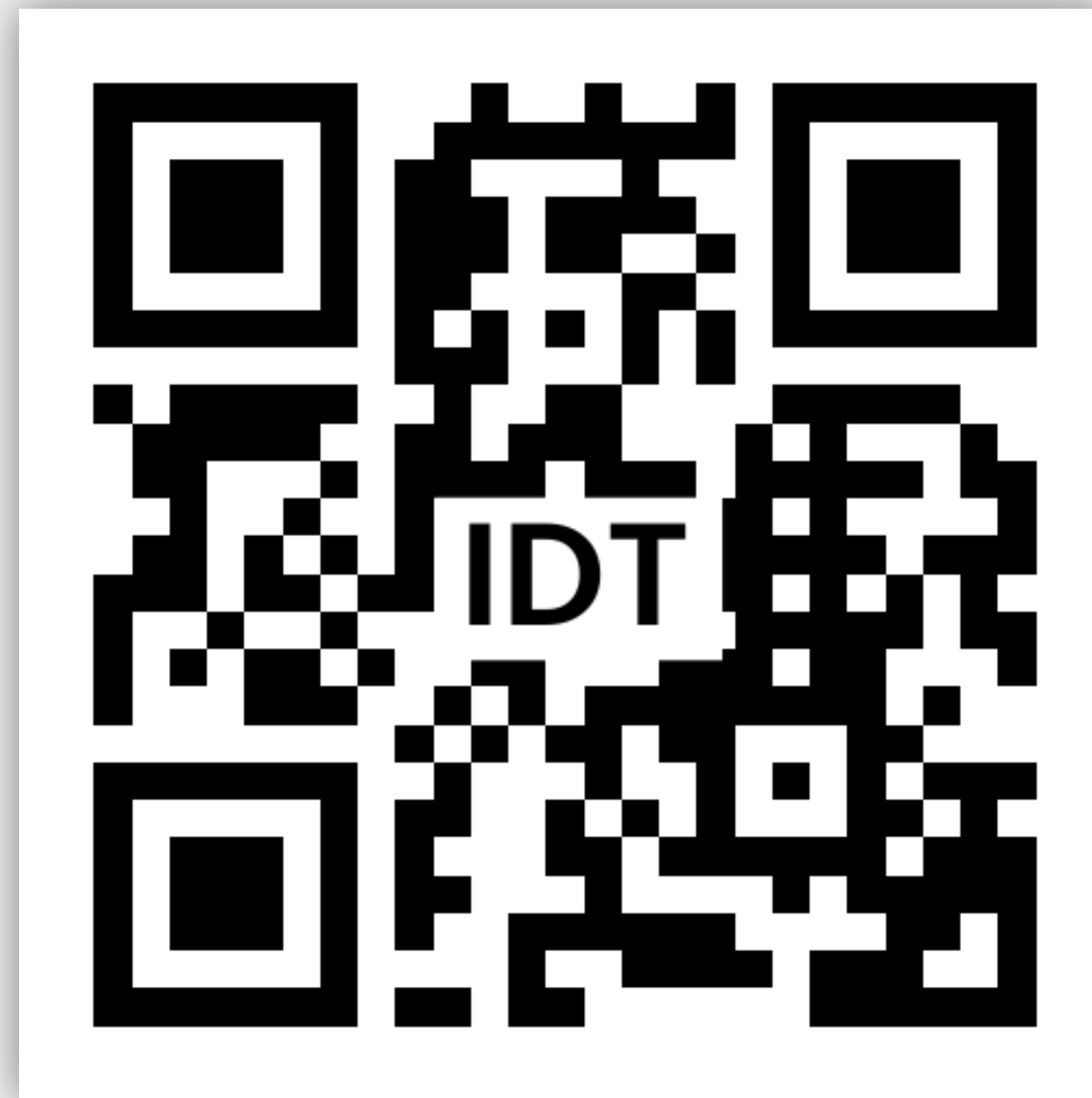
No, you do not need to have advanced design knowledge. Basic creative skills will be enough for the course. The course is designed to adapt to individuals with varying levels of creative experience, providing a supportive learning environment for all participants.



Will I receive a certificate upon completing the course?

Yes, upon successfully completing the course requirements, you will receive a certificate of completion. This certificate serves as recognition of your achievement and can be a valuable asset in showcasing your skills to potential employers or clients.

Creative Graphic Designing



APPLY NOW!