



Graphic & Web Designing

Normal Track - 12 Month

Fast Track - 6 Month



Professional Diploma in Graphic & Web Designing

Ist Module : GRAPHIC DESIGNING

- Introduction
- History of Graphic Design
- Understanding the Color theory
- Creating digital paintings
- Crop and resize images
- Color Correction, Creating effects
- Improve the quality of a photo
- Restore and retouch images
- Creating composite images
- File Formats, Environmental Designs
- Typography, Creating Logos
- Digital Illustrations, Making Brochures
- Posters Creations, Business Cards
- Making Banners, Magazines
- Packaging Designs
- Corporate Designs, Editorial Designs
- Book Designs, Information Designs
- Brochures & Annual Reports
- Interactive PDF Documents
- Design for Publications

Iind Module : WEB DESIGN & Internet

- Introduction
- Understanding Web and its techniques
- Difference between print design and Web design, Designing the Web page layout
- Creating Collage, Colorizing an Image
- Add Special Effects, Optimizing Images
- Creating Web Templates, Setting up a site map, Integrating Variable Script
- Creating Tableless Website
- Understanding Web Navigation on Web 2.0 & 3.0 Standards
- Link Building, Link Modification
- Creating a website with multiple pages
- Adding navigation menu bars, images to other pages
- Creating a form, Banner advertisements
- Flash presentations, Site Uploading
- Maintainance of Site, Site Promotion
- SEO (On/Off Page Optimization)
- Google Places/PPC/SMO Advertising

Software's & Tool's Used:

- Photoshop • Corel Draw • Illustrator • Indesign • Quark Express • flash • Html
- Dreamweaver • CSS • Java Script • JQuery • Cute FTP • SEO/SMO/PPC