

Graphic Design

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Department: Communication

Duration of the Course: 60 Hours (02 Credits)

Course Fee: Josephites Rs 4,500. Outside Students -5,500and Professionals: 6,500/-

Scope of the Course

Syllabus is Designed in a such a way that Student will get a lot of opening in print and electronic media, such as Magazines, newspaper Layout designing, Web designing, Television graphics, App designer, Marketing Brochures, Display packaging,and Logos for businesses and products.

Syllabus:

Unit 1:

- Introduction to theGraphic Design
- Languageof design
- Process ofdesigning
- Elements ofdesign
- Design analysis

Unit 2:

- layout principles
- Designing a Layout for magazine
- Alignment and page composition
- Photo editing and process

Unit3:

- Principles of Design
- Introduction to Photoshop
- Composition
- Poster design, and Visiting card
- Basic design application

Unit -4

- Colour in Design
- Colour theory
- Understanding meaning and psychology of colour
- Mode of colour

Unit 5:

- Process of design
- Analysing case study -problem identifying
- Logo design
- Stationerydesign
- Packagingdesign.
- Web page design

Unit -6

- Typography
- Classification of group and sub group
- Selection and use of fonts
- Masking
- Design by using typography