



## **DIPLOMA COURSE**

### **SUBJECT: - GRAPHIC DESIGN**



#### **Objective & Benefits:**

The course aims to provide a Graphic designer to develop the ability of creativity. This course is mainly designed for the [design and visual communication](#) focuses on understanding and applying drawing techniques and design practice to communicate [design ideas](#). Students enhance their ability to conceptualize, develop, and communicate design ideas and potential outcomes, and their skill to interpret graphical information.

**Duration: -** **ONE YEAR**

**Class Timings: -** **(Four days a week)**

**Admission Criteria: -** **Throughout the year (Individual basis)**

### **COURSE OUT LINE:-**

#### **1<sup>st</sup> month**

Drawing

#### **2<sup>nd</sup> month**

- elements
- Principles
- Color theory
- Shapes

### **3<sup>rd</sup> month**

- basic photo-shop
- Stationery
- Tool practice-basic design
- final submission

### **4<sup>th</sup> month**

- Posters
- Types of posters

### **5<sup>th</sup> month**

- Flyers
- standees
- pole signs

### **6<sup>th</sup> month**

- Whole campaign

### **7<sup>th</sup> months**

- Packaging
- Mechanical design

### **8<sup>th</sup> month**

- Photo editing
- Ready to print

## **9<sup>th</sup> month**

- Book/magazine/newspaper

## **10<sup>th</sup> month**

- Social media

## **11<sup>th</sup> and 12<sup>th</sup> months**

**Thesis work" launching a new product"**

### **1st Year (Private) Degree**

1<sup>st</sup> midterm: - Color Wheel, Tints, Shades

Final:-Posters (manual)

2<sup>nd</sup> semester

Mid: - Basic Photoshop/tool practices

Final:-Stationary design (manual work)

## ASSESSMENT

The DIPLOMA COURSE students will be assessed as follows:

- Assignments (continues assessment ) 60%
- Final Project 30%
- Attendance 10%

TOTAL 100%

PASSING MARKS 50%

Grades will be determined as follows:

A+ = Above 80%

A = 70-79%

B = 55-69%

C = 50-55%

Fail = Below 50%

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