



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: - Six Months

Class Timings: - (Four days a week)

Admission Criteria: - Throughout the year (Individual basis)

COURSE OUT LINE:-

1st month

Drawing

2nd month

- elements
- Principles

- Color theory
- Shapes

3rd month

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

4th month

- Posters
- Types of posters

5th month

- Flyers
- standees
- pole signs

6th month

- Whole campaign

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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