Graphic Design Mastery Program

Duration: 3 Months

Level: Beginner to Advanced

Mode: Offline / Online

Module 1: Design Foundations

Topics Covered

- Introduction to Graphic Design
- Types of Design (Print, Digital, Branding, Social Media)
- Design Principles
- Color Theory
- Typography Basics
- Font Categories (Serif, Sans Serif, Display)

Tasks Assigned

- Collect 5 Posters
- Collect 5 Logos
- Collect 5 Instagram Creatives
- Analyze and discuss good vs. bad design practices

Session Outcome

Students understand the fundamentals of graphic design, recognize effective visual communication, and develop the ability to evaluate design quality.

Module 2: Software Mastery

Topics Covered

- Adobe Photoshop: Interface & Essential Tools
- Image Editing
- Poster Design
- Social Media Creatives
- Photo Manipulation
- Mockups
- Adobe Illustrator: Vector Basics
- Logo Design
- Icon Design
- Visiting Card Design
- Packaging Design
- Brochure Design
- Print-Ready Files

Tasks Assigned

- Poster Redesign Exercise
- Typography Layout Practice
- Create Social Media Creative
- Design a Visiting Card

Session Outcome

Students gain confidence in Photoshop and Illustrator while producing professional-quality digital and print-ready designs.

Module 3: Branding & Identity Design

Topics Covered

- Branding Fundamentals
- Logo Design Process
- Brand Strategy
- Brand Color System
- Typography System
- Brand Guidelines
- Stationery Design (Visiting Card, Letterhead, Envelope, T-shirt)

Tasks Assigned

- Design 3 Logo Concepts
- Develop a Complete Brand Identity
- Create Brand Stationery

Session Outcome

Students learn how to build a complete brand identity from concept to execution while maintaining consistency across all branding materials.

Module 4: Social Media & Marketing Design

Topics Covered

- Instagram Design Strategy
- Content Planning
- Carousel Design
- Advertisement Creatives
- Thumbnail Design
- Reel Cover Design

Tasks Assigned

- Design a 15-Post Social Media Kit
- Create Carousel Posts
- Design Ad Creatives
- Create YouTube Thumbnail & Reel Cover

Session Outcome

Students develop engaging marketing creatives that align with branding and improve audience engagement across social media platforms.

Module 5: Print & Packaging Design

Topics Covered

- Flyer Design
- Brochure Design
- Banner Design
- Invitation Design
- Packaging Design
- Label Design
- CMYK Workflow
- Bleed & Print Production

Tasks Assigned

- Design Product Packaging
- Create Product Label
- Design Flyer
- Design Brochure
- Design Flex Banner

Session Outcome

Students understand professional print production standards and create industry-ready packaging and marketing materials.

Module 6: AI Tools for Graphic Designers

Topics Covered

- Introduction to AI in Graphic Design
- ChatGPT for Content & Design Ideas
- Adobe Firefly Basics
- AI Image Generation
- AI Background & Object Removal
- AI Mockup Creation
- Prompt Writing Basics
- AI Productivity & Workflow

Tasks Assigned

- Generate design ideas using ChatGPT
- Create AI-generated images for a design
- Remove or replace backgrounds using AI
- Create a product mockup
- Write effective prompts for design projects

Session Outcome

Students will understand how to use AI tools to generate ideas, create visuals, improve productivity, and support professional design projects while maintaining originality.

Module 7: Real Client Simulation

Topics Covered

- Understanding Client Briefs
- Project Planning
- Design Presentation
- Feedback Management
- File Organization & Handover

Tasks Assigned

- Work on a Real or Mock Client Project
- Present Design Concepts
- Revise Based on Client Feedback
- Deliver Final Project Files

Session Outcome

Students experience a complete client workflow, improving communication, professionalism, and project delivery skills.

Module 8: Freelancing & Career Growth

Topics Covered

- Portfolio Development
- Behance Portfolio Setup
- Personal Branding on Instagram
- Resume Design
- Interview Preparation
- Freelancing Basics

Tasks Assigned

- Build Portfolio
- Publish Behance Project
- Design Resume
- Optimize Professional Social Media Profile

Session Outcome

Students graduate with a professional portfolio, personal brand, and the confidence to apply for jobs or start freelancing.

Final Capstone Project

Students must complete:

- 1 Logo
- 1 Brand Identity
- 5 Social Media Posts
- 1 Packaging Design
- 1 Print Design
- Portfolio Presentation

Enrol Now

Ready to build your career in Graphic Design? Join a practical, agency-based training programme with real projects, portfolio development and placement support at 100X Digital Academy.

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Seats are limited each batch — get in touch to enrol.