CURRICULUM
Graphic Designers

Welcome To Digital It Hub Software Solutions.

2024

2025

Graphic design is a form of communication that uses colours, shapes, images, and words to create visual content that surrounds us in many forms—namely, print and digital media. Effective designs communicate information that inspires and informs consumers, making it critical for any business' success.

www.bootcamps.digitalithub.com

TABLE OF
CONTENT

MEET
OUR TEAM

Mohan Kannuru

Mohan is highly skilled in Advanced Digital Marketing, Web Analytics, and WordPress technologies. With over 14 years of real-time experience inreputed IT companies, Mohan has a wealth of practical knowledge. His expertise spans various digital marketing areas, including SEO, PPC, social media marketing, and web analytics. He has helped numerous B2B and B2C companies enhance their brand presence and generate leads both locally and globally.

Vinay Kumar Kannuru

Vinay kannuru brings visionary leadership and extensive industry expertise to drive the company's success. With a proven track record of strategic planning and operational excellence. they guide the team towards innovation and growth. Their strong communication skills foster collaborative environments, both internally and with clients. By combining business acumen with a customer-centric approach. the Managing Director consistently propels the company forward, ensuring its position at the forefront of the industry.

Vasu Vantaku

vasu is highly skilled in Graphic Design, and Ui/Ux Design. With over 3 years of real-time experience inreputed IT companies, vasu has a wealth of practical knowledge. His expertise spans various Graphic Design areas, including All social media marketing collaterals, and Product Designs. He has helped numerous B2B and B2C companies enhance their brand presence and generate leads both locally and globally.

INTRODUCTION

TO GRAPHIC DESIGN

Graphic design can be defined as the art and profession of selecting and arranging visual elements, such as types, images, symbols, and colours, to convey a message to a recipient.Sometimes graphic design is called visual communications, a term that emphasizes its function of giving form, e.g. the design of a book, advertisement, logo or web site, to information. An important part of the designer's task is to combine visual and verbal elements into an ordered and effective whole.Graphic design is therefore a collaborative discipline writers produce words and photographers and illustrators create images that the designer incorporates into a complete visualls communication.

GRAPHIC DESIGN

Graphic design is a craft where professionals create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs to optimize the user experience.

SKILLS

- A graphic design project may involve the creative presentation of existing text, ornament, and images.

- The "process school" is concerned with communication; it highlights the channels and media through which messages are transmitted and by which senders and receivers encode and decode these messages. The semiotic school treats a message as a construction of signs which through interaction with receivers, produces meaning; communication as an agent.

ROLE OF GRAPHIC DESIGN

- Graphic design is essential for advertising, branding, and marketing, influencing how people act. Good graphic design builds strong, recognizable brands, communicates messages clearly, and shapes how consumers see and react to things.

- One way that graphic design influences consumer behavior is through the use of visual elements, such as color, typography, and imagery. Studies have shown that certain colors can evoke specific emotions and behaviors in consumers, and that typography can influence how information is perceived and remembered.[49] For example, serif fonts are often associated with tradition and elegance, while sans-serif fonts are seen as modern and minimalistic. These factors can all impact the way consumers perceive a brand and its messaging.[50]

- Another way that graphic design impacts consumer behavior is through its ability to communicate complex information in a clear and accessible way. For example, infographics and data visualizations can help to distill complex information into a format that is easy to understand and engaging for consumers.[51] This can help to build trust and credibility with consumers, and encourage them to take action.

- Graphic design can be defined as the art and profession of selecting and arranging visual elements, such as types, images, symbols, and colours, to convey a message to a recipient.Sometimes graphic design is called visual communications, a term that emphasizes its function of giving form, e.g. the design of a book, advertisement, logo or web site, to information. An important part of the designer's task is to combine visual and verbal elements into an ordered and effective whole.Graphic design is therefore a collaborative discipline writers produce words and photographers and illustrators create images that the designer incorporates into a complete visual communication.

DESIGN ELEMENTS AND PRINCIPLES

- Design elements and principles define the construction and make-up of visual communications.

- Knowledge of design elements and principles helps us to analyse visual communication pieces using a common language.

- Design elements are the things that are used to create pieces
- of visual communication while design principles are the things that we do with the design elements to communicate the information in a certain way.

- Perhaps the best way to think about these terminologies is to consider design elements as the basic building blocks of a visual communication while principles define the way the building blocks are arranged.

- Just like the Design Elements, the Design Principles are an important part of the vocabulary of visual communication. Design Principles are simply ways of arranging or organising design elements.
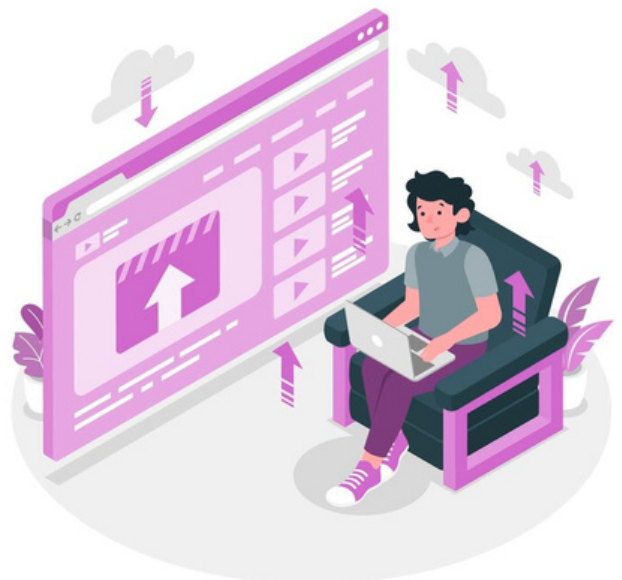
ABOUT THE BOOTCAMP

- Our UI/UX (User Interface/User Experience) Bootcamp is a comprehensive program designed to teach participants the fundamental principles and practical skills required to become proficient UI/UX designers. The bootcamp covers a range of topics, including design thinking, wireframing, prototyping, usability testing, and user research.

- Participants will learn how to create effective user interfaces that are aesthetically pleasing, easy to use, and intuitive. They will also learn how to analyze user behavior and design solutions that meet the needs and expectations of users

- Participants will work in teams to design and develop their own projects, which will be reviewed and critiqued by industry professionals.

- Upon completion of the bootcamp, participants will have a portfolio of projects that demonstrate their skills and understanding of UI/UX design principles. They will be prepared to apply

MODULES

INTRODUCTION TO ADOBE PHOTOSHOP

- Adobe Photoshop is a raster graphics editor developed and published by Adobe for Windows and macOS. It was originally created in 1987 by Thomas and John Knoll. Since then, the software has become the most used tool for professional digital art, especially in raster graphics editing.

- Photoshop is an image creation, graphic design and photo editing software developed by Adobe. The software provides many image editing features for pixel-based images, raster graphics and vector graphics.

1. Overview of Photoshop
2. History and Evolution
3. Creative Possibilities with Photoshop

GETTING STARTED

- Step1: Run the installer file. Now, run the application. …
- Step2: Login to Adobe Account. …
- Step3: Accept the Terms and Conditions. …
- Step4: Select the Language and Installation Location. …
- Step5: Activate Photoshop. …
- Step6: Finalize the Process.

The Following are the Steps to install photoshop :

1. Installing Photoshop
2. Workspace and Interface
3. Customizing the workspace
4. Preferences and Settings

BASIC IMAGE EDITING

- What is the meaning of photo editing? The meaning of photo editing is the process of manipulating and enhancing a photo. Photo editing can involve basic tweaks like cropping, resizing, and applying artistic filters. It also includes advanced manipulations like retouching and removing unwanted elements and distractions.

  1. Opening and saving images
  2. Image dimensions and resolution
  3. Cropping and resizing
  4. Undo and redo options

SELECTION TOOLS

- Selection tools are designed to select regions from the active layer so you can work on them without affecting the unselected areas. Each tool has its own individual properties, but the selection tools also share a number of options and features in common.

- Lasso Tool, Marquee Tools, and Magic Wand, Quick selection tool are all very commonly used and popular ways to make fast and easy selections

  1. Marquee selection
  2. Lasso selection
  3. Magic Wand tool
  4. Quick Selection tool

LAYERS AND LAYER MASKS

- Layer masking is a nondestructive way to hide parts of an image or layer without erasing them. They're great for making image composites, modifying background colors, removing or cutting out objects, and targeting your edits so they affect only certain areas, rather than the entire layer.

- Layers are useful because they let you add components to an image and work on them one at a time, without permanently changing your original image. For each layer, you can adjust color and brightness, apply special effects, reposition layer content, specify opacity and blending values, and so on.

1. Introduction to layers
2. Layer blending modes
3. Layer masks and their uses
4. Adjustment layers

RETOUCHING AND REPAIRING IMAGES

- Adobe Photoshop offers a wide range of tools for editing and enhancing photos, and one of the most useful is the Healing Brush. It's a powerful tool that allows you to quickly and easily retouch and repair photos by blending pixels from one area of the image to another.

1. Spot healing brush
2. Clone stamp tool
3. Content-aware fill
4. Patch tool

COLOR CORRECTION AND ADJUSTMENTS

- Color correction is a technical process used to enhance or normalize the colors in a video image or a photo. The goal is to ensure that the colors accurately represent the real-world scene by adjusting brightness, contrast, and color balance.
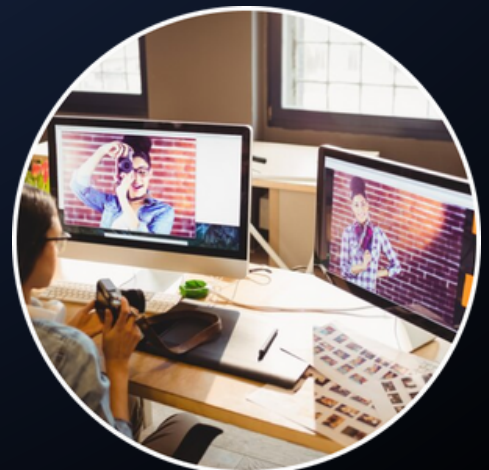
  1. Using the Levels adjustment
  2. Hue/Saturation adjustment
  3. Color balance adjustment
  4. Curves adjustment

FILTERS AND EFFECTS

- A filter is something you use to remove unwanted items from the object. An effect is something added to the object to make a wanted change. A simple item is coffee. You use a filter to remove the grounds and still get the coffee flavor, an effect would be to add sugar to make it sweeter

  1. Applying filters (e.g., Gaussian Blur, Sharpen, Noise)
  2. Creating artistic effects
  3. Using Smart Filters

WORKING WITH TEXT

- There are two main text tools within Photoshop: the Horizontal Type Tool and the Vertical Type Tool. With the Horizontal Type Tool, we can easily create horizontally aligned text by clicking anywhere on the canvas. Similarly, the Vertical Type Tool allows us to insert vertically aligned text.

1. Adding and formatting text
2. Text effects and styles
3. Warping text
4. Creating text masks

IMAGE TRANSFORMATION

- The Transform feature allows users to alter their object or selection in a variety of ways, such as scale, rotate, distort, or flip (mirror). To use the Transform feature, select a layer or create a new selections. Got to Edit in the menu, select Transform, and select the type of transformation you wish to make.

1. Scaling, rotating, and skewing
2. Perspective and distortion
3. Free Transform tool

DRAWING AND PAINTING

- The painting tools are divided into the three parts, Brush Tool, Historic Brush Tool and Gradient Tool. This tool is used to paint any image, first of all a selected color and size. There are various options of the Brush Tools sizes and shapes that can be found in the options bar.

    1. Brushes and brush presets
    2. Drawing shapes and paths
    3. Paint tools and techniques
    4. Blending modes for painting

WORKING WITH 3D AND VIDEO

- Adobe Photoshop has video editing capabilities that you can use to make professional looking marketing videos. Let's walk through a few basics of making and editing video in Photoshop.

- Photoshop understands MPEG-1, MPEG-2, MPEG-4, MOV, AVI, and FLV files (if Adobe Flash is installed on your computer), as well as the Image Sequence formats (where each frame of the video is saved as an individual file) BMP, DICOM, JPEG, OpenEXR, PNG, PSD, TARGA, TIFF, Cineon, and JPEG 2000.

    1. Creating 3D objects and text
    2. 3D lighting and rendering
    3. Video editing and animation

ADVANCED SELECTION AND MASKING

- After creating a selection, we use Ctrl+J (Cmd+J on Mac) to duplicate the selected area to a new layer, maintaining the integrity of the original image. We then add a layer mask to hide or reveal parts of the layer, refining our mask with tools like the Refine Edge for a seamless blend.

- Select and Mask makes selecting easier by putting all of the Selection Tools in one place. The Quick Selection Tool will guess-select a section of your subject based on where you paint. The Refine Edge Tool works well on fine areas like Hair.

1. Pen tool for precise selections
2. Select and mask workspace
3. Refine Edge tool
4. Quick Mask mode

COMPOSITING AND COLLAGE

- The creativity resides in the composition, which is how the artist chooses to assemble all the pieces. This creative process is what connects design with art. Collage composition is empowered to speak artistically to the viewer through a visual language typical of a design approach.

1. Combining multiple images
2. Creating digital collages
3. Blending multiple images seamlessly
4. Layer styles and effects

WEB AND MOBILE DESIGN

- Photoshop is a raster graphics editor. It is made by Adobe Inc for Windows and macOS. It helps users to create and enhance photos and images. Since its release in 1990, Photoshop has become the the industry standard for graphics designers, digital artists and web designers.

- Adobe Photoshop Express is a free mobile app for making quick, powerful, and easy photo edits and creating collages.

1. Designing web graphics (e.g., banners, buttons)
2. Slicing images for the web
3. Creating assets for mobile apps

PHOTO MANIPULATION AND RESTORATION

- Photo manipulation is the art of transforming or altering an image using various techniques and tools. It can be used for creative, aesthetic, or practical purposes, such as enhancing the quality, adding effects, or correcting flaws of a photo.

- A digital photograph restoration is the practice of restoring the appearance of the digital copy of a physical photograph that has been damaged by natural, man-made, environmental causes, or simply because of factors such as age or neglect.

1. Photo manipulation techniques
2. Photo restoration and repair
3. Colorization of black and white photos

EXPORTING AND SAVING

- The short answer is that Export is usually to save in a different format, but if the desired format is available in both Export and Save there is no difference between them to most users

  1. File formats and compression
  2. Saving for print vs. web
  3. Preparing files for different media

BATCH PROCESSING AND AUTOMATION

- Batch processing is a technique for automating and processing multiple transactions as a single group. Batch processing helps in handling tasks like payroll, end-of-month reconciliation, or settling trades overnight.

- When a computer processes a number of tasks that it has collected in a group. It is designed to be a completely automated process, without human intervention. It can also be called workload automation (WLA) and job scheduling.

  1. Automating tasks with actions
  2. Batch processing multiple images
  3. Creating custom scripts

PROJECT–BASED LEARNING

- Project-based learning (PBL) involves students designing, developing, and constructing hands-on solutions to a problem. The educational value of PBL is that it aims to build students' creative capacity to work through difficult or ill-structured problems, commonly in small teams.

1. Working on real-world projects
2. Designing posters, flyers, and more
3. Creating digital art and illustrations

PHOTOSHOP BEST PRACTICES

- Best practices include naming layers, using groups to organize related layers, and leveraging adjustment layers for non-destructive editing. Utilizing layer masks for edits allows for more control and flexibility. How can I make precise selections in Photoshop

1. Non-destructive editing techniques
2. Organizing and managing projects
3. Keyboard shortcuts and productivity tips

PROJECT PORTFOLIO

BUILD REAL-WORLD PROJECTS – FROM CONCEPT TO COMPLETION

Get hands-on design experience by working on industry-grade projects from Day-1. Learn something new with each class and apply those learnings to your assignments and projects. By the end this Bootcamp, you'll have a solid project portfolio to showcase every potential recruiter.

OUR SUBJECT MATTERS EXPERT

Digital IT Hub

SkillGrit ACADEMY

Sr. Graphic Designer & Trainer

Vasu Vantaku brings over a decade of experience in graphic design, crafting visually striking and effective designs that captivate and communicate. As a Senior Graphic Designer, Vasu combines creativity with strategic thinking to create compelling branding, marketing materials, and digital assets. In addition to his design prowess, Vasu is a dedicated trainer, imparting his extensive knowledge and skills to aspiring designers through dynamic workshops and courses. His passion for design and commitment to mentoring make him an invaluable asset to both the creative industry and the next generation of designers.

COMPANIES THAT TRUST DITH LEARNERS

Digital IT Hub

SkillGrit ACADEMY

PRADEEP

recently completed the Graphic Design Bootcamp program from Digital it hub and I was very impressed with the entire experience.The instructors were knowledgeable and engaging, and the learning format online was flexible and convenient. I learned a lot from the program and I am already seeing the benefits in my work. I would highly recommend DITH to any one looking to improve their skills and knowledge in Graphic Design.

ANKITA

I have recently completed the course Graphic Design Bootcamp from Digital it Hub. This journey has been nothing Short of amazing, filled with valuable insights, hands-on projects, and a supportive community. If you're passionate about design and user experience, I highly recommend considering Digital it Hub Graphic Design Bootcamp. It'S more than just a learning experience it's a transformative journey that equips you with the skills and confidence to make a real impact.

TOOLS AND TECHNOLOGIES COVERED

Adobe Photoshop

Canva

Adobe Illustrator

CONTACT US

📞 +91 63042 52041, +91 95024 12844, +91 95021 17317

🌐 www.bootcamps.digitalithub.com

✉ solutions@digitalithub.com

📍 9-40/1, Krishna Sadan,Towards Simhachalam Way, Gopalapatnam (Near Petrol Bunk).Visakhapatnam - 530027

THANK YOU

Feel free to customize this brief further based on the specific audience or additional details you might want to include.