



IDM TECHPARK
GUIDE'S FOR PERFECT CAREER PATHWAY



Graphic Design Course Syllabus



N.S.D.C
National
Skill Development
Corporation



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About Us

IDMTECHPARK global retail & corporate training solutions provider in Coimbatore, Erode, Trichy & Salem that offers a comprehensive range of training and placement services for both fresher's and professionals seeking new opportunities. The company commenced its IT training business in 2016. A pioneer in IT education, over the years, we have trained over 50k students. Idmtechpark has a wide range of courses, maintains education standards & provides placement assistance.

www.idmtechparkcoimbatore.com
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+91 9585305700

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About IDMTECHpark Education Quality

IDMTECHPARK is managed and developed by industry specialists with more than 8 years of expertise in the field. IDMTECHPARK offers a staff of highly skilled professional trainers who deliver effective IT training in a friendly setting, concentrating on the needs of each individual to help them succeed in a demanding work world. In the book of career and success, our staff never leaves a page unturned.

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IDMTECHPARK's versatile instructor-led training class rooms and lower-class sizes enable people to engage more easily and absorb knowledge, resulting in remarkable results for both themselves and the organizations for which they work. Our training programmes are adaptable and customizable to ensure that each participant gets the most out of their time with us. IDMTECHPARK focuses in providing hands-on IT training in over 30 different courses.

- We teach in-demand courses
- We provide impactful learning material
- Our teachers are well-selected & trained
- We follow world-class teaching methods
- Our courses include E-Projects
- We conduct technical workshops
- Exams are held and based on Exams providing Certification
- Certificates are recognized the world over
- Our course timings are flexible



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Our Recent Placement

Idmtechpark assists students in getting job placements on successful completion of their courses. Idmtechpark also provides recruitment assistance to organizations. Idmtechpark students are shortlisted based on the organization's requirement. To make students job-ready, Idmtechpark conducts workshops e.g. How to do Group Discussions, how to behave in a Personal Interview. From time to time, job fairs & campus recruitments are conducted. Workplace skills such as time management, making effective presentations and communication skills are also provided. All this helps students find appropriate jobs in the IT industry while also helping save companies recruitment costs.

Krishnaveni M

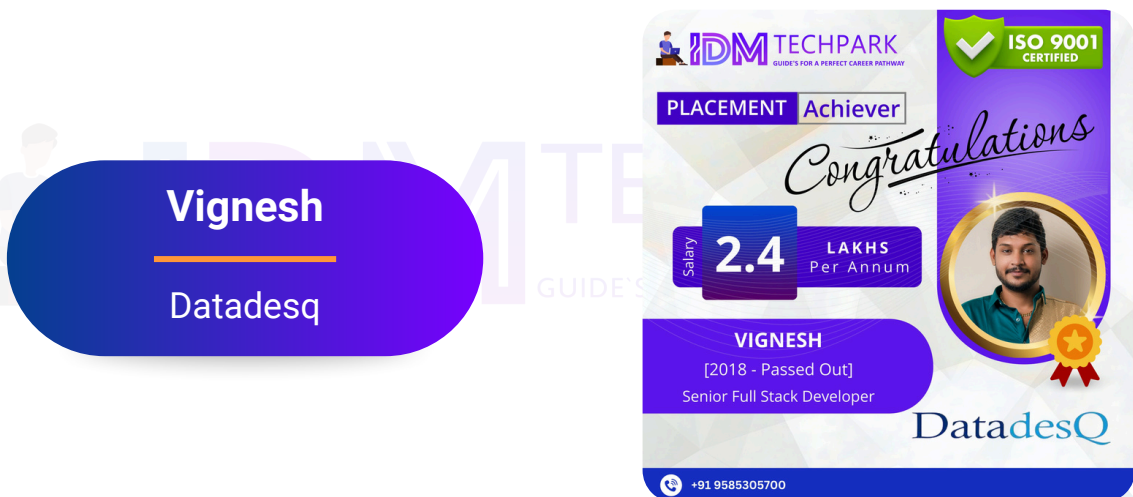
Frutterlabs





Joshwa

Xccessor



Vignesh

Datadesq



Madhumitha

Accenture

Keerthana

AJS



Brindha Boopathi

AJS



Kavin Kumar

AJS

Ajithkumar

AJS



Gowthami

Genpact



Surya

ZUCI

Pavithra

Vel Info Tech



Poovitha

Gray Matter



Ramesh

TDT

Siva Sankar
ST Cloudspark tech



Nabeel Hisham
VTail



Kalayarasan
Violet Infotech

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Our Alumni Working At



MODULE 1

Introduction to Graphic Design

- What is graphic design?
- Principles of design (CRAP: Contrast, Repetition, Alignment, Proximity)
- Elements of design (Line, Shape, Color, Texture, Space, Form, Typography)
- Roles & career paths

MODULE 2

Color Theory & Psychology

- Primary, secondary, tertiary colors
- Color harmony & schemes
- Warm vs cool colors
- Color psychology in branding

MODULE 3

Typography & Font Pairing

- Typeface vs font
- Serif, sans-serif, script, display
- Font pairing techniques
- Readability and hierarchy

MODULE 4

Design Principles & Layouts

- Balance, alignment, contrast, repetition
- Visual hierarchy
- Grid systems and whitespace
- Layout for print and web

MODULE 5

Introduction to Adobe Photoshop

- Interface and tools
- Layers and masks
- Image editing basics
- Retouching and manipulation

MODULE 6

Introduction to Adobe Illustrator

- Vector vs raster
- Pen tool & shape building
- Typography design
- Logo creation basics

MODULE 7

Introduction to Adobe InDesign

- Magazine/newspaper layout
- Multi-page documents
- Text and image placement
- Master pages & styles

MODULE 8

Designing with Canva & Online Tools

- Templates and custom designs
- Social media creatives
- Presentations and posters
- Brand kits in Canva

MODULE 9

Tools of the Trade

- Photoshop vs Illustrator vs InDesign
- Introduction to Figma for UI
- Free alternatives (GIMP, Photopea)
- File types and usage (PSD, AI, SVG, PNG, EPS)

MODULE 10

Branding & Identity Design

- Logo types (wordmark, lettermark, icon-based)
- Creating brand guidelines
- Business cards, letterheads
- Real-world branding examples

MODULE 11

Social Media Graphic Design

- Instagram posts/stories
- Facebook/LinkedIn banners
- YouTube thumbnails
- Ad creatives and carousel design

MODULE 12

Poster, Banner & Flyer Design

- Print vs digital
- Sizing and resolution
- Visual balance & text-image harmony
- Event vs commercial flyers

MODULE 13

E-commerce Product Design

- Product images & infographics
- Amazon/Flipkart templates
- Promotional banners
- Pricing overlays and reviews

MODULE 14

Resume & Portfolio Design

- Creative resume layouts
- Portfolio presentation (print & digital)
- Behance & Dribbble setup
- PDF and web export

MODULE 15

Magazine, Brochure & Catalogue Design

- Tri-fold & bi-fold brochure design
- Product catalog layout
- Consistent grid use
- Cover design strategies

MODULE 16

Mockups & Presentations

- Creating mockups in Photoshop
- Smart objects & layers
- Branding mockups
- Showcasing your work professionally

MODULE 17

Logo Design (Deep Dive)

- Sketching ideas
- Monogram & symbol design
- Logo refinement
- Real-world logo redesign task

MODULE 18

Infographic Design

- Data visualization principles
- Icons & charts
- Timeline infographics
- Tools: Illustrator & Canva



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MODULE 19

Motion Graphics Basics (Photoshop + Canva)

- GIF creation
- Social video covers
- Animated stories/reels
- Introduction to After Effects

MODULE 20

Packaging Design

- Product box templates
- Label design
- Fold lines and bleed settings
- Packaging mockups

MODULE 21

UI Graphics & Web Elements

- Website banners
- Buttons, cards, icons
- Designing for web responsiveness
- Exporting for developers

MODULE 22

Client Work & Freelancing

- How to handle client briefs
- Proposal & pricing
- Revisions & communication
- Design feedback loop

MODULE 23

Exporting & File Management

- CMYK vs RGB
- Resolution for print/web
- Packaging files for clients
- Version control

MODULE 24

Design Challenges & Case Studies

- Redesign an app screen
- Rebrand a company
- Daily design challenge (logo/poster/social)

MODULE 25

Final Portfolio Project

- Create a full brand identity package
- Design a social media kit
- Showcase a printed design mockup
- Upload and present on Behance/Dribbble

Thank You

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