



Peoples' Information Technology Program (PITP)

An Initiative by Information Science & Technology Department,
Government of Sindh

GRAPHIC DESIGNING Course Manual

Prepared By:

Dr. Ahsanullah Abro
Associate Professor
Sukkur IBA University

Contents

Week 1: Introduction to Graphic Design & Tools	8
Topic 01: Introduction to Graphic Design: History, Principles, and Industry	
Overview:.....	8
Topic 02: Design Elements: Line, Shape, Color, Texture, Space	8
Topic 03: Design Principles: Balance, Contrast, Proportion, Alignment:	9
Topic 04: Introduction to Design Software: Adobe Photoshop, Illustrator, Canva: ..	10
Practical Activities:	11
1. Design a Simple Poster Using Canva (Focus on Typography and Color).....	11
Activity 01: Set Up Your Poster Project.....	11
Activity 02: Choose and Apply Fonts	11
Activity 03: Create a Color Scheme	11
Activity 04: Add and Arrange Design Elements	12
Activity 05: Review, Finalize, and Export the Poster	12
2. Create a Basic Logo Using Illustrator (Applying Shape and Text Tools)	12
Activity 01: Define the Logo Concept and Gather Requirements	12
Activity 02: Set Up the Document and Create Basic Shapes	13
Activity 03: Add and Customize Text Elements.....	13
Activity 04: Refine the Logo Design and Apply Final Adjustments.....	13
Activity 05: Save and Export the Final Logo	14
Week 2: Color Theory & Typography	14
Topic 01: Basics of Color Theory: RGB vs. CMYK, Color Psychology	14
Topic 02: Typography: Font Families, Hierarchy, Readability.....	15
Topic 03: Applying Color and Type in Design Projects	16
Practical Activities:	17
1. Design a Brand Color Palette for a Fictional Business	17
Activity 01: Understand the Brand and Define Color Objectives.....	17
Activity 02: Research and Select Color Inspirations.....	17

Activity 03: Develop and Test Color Combinations	17
Activity 04: Finalize the Color Palette and Create Specifications.....	18
Activity 05: Create a Brand Color Guide and Review	18
2. Create a Typographic Poster Using Photoshop or Illustrator, Focusing on Font Pairing and Hierarchy	18
Activity 01: Define the Poster' s Purpose and Content.....	18
Activity 02: Choose and Pair Fonts	19
Activity 03: Design the Layout and Apply Font Hierarchy.....	19
Activity 04: Apply Design Enhancements and Fine-Tune	19
Activity 05: Review, Finalize, and Export the Poster	19
Week 3: Adobe Photoshop Basics.....	20
Topic 01: Introduction to Photoshop: Workspace, Layers, and Tools:.....	20
Topic 02: Photo Editing: Cropping, Retouching, Color Adjustments:	21
Topic 03: Image Composition and Basic Manipulation:.....	22
Practical Activities:	23
1. Retouch a Portrait Photo, Applying Color Correction and Minor Edits in Photoshop	23
Activity 01: Prepare the Photo and Assess Retouching Needs	23
Activity 02: Perform Basic Retouching and Clean Up	23
Activity 03: Apply Color Correction and Adjust Lighting.....	23
Activity 04: Enhance Facial Features and Details	24
Activity 05: Finalize the Retouch and Export the Image	24
2. Create a Social Media Banner Using Layers and Masks in Photoshop	24
Activity 01: Set Up the Canvas and Import Assets	24
Activity 02: Design the Background and Base Elements.....	25
Activity 03: Incorporate Text and Graphic Elements	25
Activity 04: Apply Layer Masks for Image and Text Effects	25
Activity 05: Finalize the Design and Export the Banner	26

Week 4: Adobe Illustrator Basics & Vector Design	26
Topic 01: Vector vs. Raster Graphics: Understanding the Difference:.....	26
Topic 02: Illustrator Workspace: Tools, Artboards, and Layers:.....	27
Topic 03: Using the Pen Tool, Shapes, and Text in Illustrator:.....	28
Topic 04: Creating Logos and Icons:	28
Practical Activities:	29
1. Design a Vector Logo for a Small Business or Fictional Brand	29
Activity 01: Understand the Brand and Define Objectives.....	29
Activity 02: Brainstorm and Sketch Initial Concepts.....	30
Activity 03: Digitize and Develop Vector Logo Concepts.....	30
Activity 04: Refine and Test the Logo	30
Activity 05: Finalize the Logo and Create Variations.....	31
2. Create a Set of Icons (for Web or Mobile Applications) Using Illustrator	31
Activity 01: Define the Icon Set' s Purpose and Style.....	31
Activity 02: Sketch and Plan Icon Concepts	31
Activity 03: Digitize the Icons in Illustrator.....	31
Activity 04: Refine and Test the Icon Set.....	32
Activity 05: Finalize and Export the Icon Set.....	32
Week 5: Layout Design & Composition	32
Topic 01: Principles of Layout: Grids, Alignment, and Whitespace:.....	33
Topic 02: Combining Text and Images for Visual Balance:	34
Topic 03: Introduction to Adobe InDesign for Layouts:.....	34
Topic 04: Creating Marketing Materials (Brochures, Flyers).....	35
Practical Activities:	36
1. Design a Flyer or Brochure for an Event or Product Using InDesign or Photoshop.	36
Activity 01: Gather Event/Product Information and Define Objectives.....	36

Activity 02: Create a Layout Concept and Choose a Visual Style	36
Activity 03: Design the Flyer or Brochure in InDesign or Photoshop.....	36
Activity 04: Review, Refine, and Get Feedback.....	37
Activity 05: Finalize the Design and Prepare for Printing or Digital Distribution ..	37
3. Create a Magazine Cover by Blending Text and Images in InDesign	37
Activity 01: Research and Conceptualize the Magazine Cover Design.....	37
Activity 02: Select and Prepare the Main Image.....	38
Activity 03: Design the Layout in InDesign.....	38
Activity 04: Refine Typography and Visual Elements	38
Activity 05: Finalize the Design and Prepare for Printing.....	39
Week 6: Branding & Logo Design.....	39
Topic 01: What is Branding? Elements of a Strong Brand Identity:	39
Topic 02: Logo Design Principles: Simplicity, Memorability, Versatility:	40
Topic 03: Creating a Brand Identity Package (Logo, Fonts, Colors):.....	41
Practical Activities:	42
1. Design a Complete Brand Identity for a Fictional Company	42
Activity 01: Conduct Brand Research and Define Brand Values.....	42
Activity 02: Develop Logo Concepts	43
Activity 03: Select Brand Colors and Typography	43
Activity 04: Design Brand Assets and Guidelines	43
Activity 05: Finalize and Present the Brand Identity	43
2. Create Branding Guidelines	44
Activity 01: Define Core Brand Elements.....	44
Activity 02: Specify Logo Usage Guidelines.....	44
Activity 03: Define Color Scheme Application	44
Activity 04: Establish Typography Guidelines	45
Activity 05: Compile and Distribute the Branding Guidelines Document	45

Week 7: Web Design Basics.....	45
Topic 01: Introduction to Web Design: UX/UI Fundamentals:.....	45
Topic 02: Designing for Different Devices (Mobile, Tablet, Desktop):.....	46
Topic 03: Web Typography, Colors, and Layouts:.....	47
Topic 04: Tools: Figma, Adobe XD, or Sketch for Web Prototyping:.....	48
Practical Activities:	49
1. Create a Wireframe and Prototype for a Simple Landing Page	49
2. Design a Responsive Homepage Layout	50
Activity 01: Define Requirements and Objectives	50
Activity 02: Create Layout Mockups.....	51
Activity 03: Develop Responsive CSS Framework	51
Activity 04: Integrate Content and Test Functionality	51
Activity 05: Optimize and Finalize.....	51
Week 8: Final Project & Portfolio Development.....	52
Topic 01: Developing a Portfolio: Organizing and Presenting Work:	52
Topic 02: Preparing Projects for Print and Web Use:.....	53
Topic 03: Final Project: Branding, Web Design, or Marketing Materials:.....	53
Topic 04: Client Presentation Skills:.....	54
Practical Activities:	55
1. Final Project: Develop a Full Branding Package, Marketing Campaign, or Web Design Prototype	55
Activity 01: Initial Research and Concept Development.....	55
Activity 02: Brand Identity Creation	56
Activity 03: Marketing Campaign Strategy	56
Activity 04: Web Design and Development.....	56
Activity 05: Launch and Evaluation.....	56
2. Build a Portfolio Website Showcasing Your Work	57

Activity 01: Planning and Content Gathering	57
Activity 02: Design and Layout.....	57
Activity 03: Development and Content Integration.....	57
Activity 04: Testing and Optimization	57
Activity 05: Launch and Promotion	58
Assessment & Certification:.....	58
Tools Required:	58
Outcome:.....	58