NS TRAINING
(SMC-PRIVATE) LIMITED
TRAINING - DEVELOPMENT!

IT TRAINING INSTITUTE

GRAPHIC DESIGNING AND UI/UX



SECP

DURATION 6 MONTHS

www.nstrainings.com

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ABOUT US

NS Training is a leading IT training institute dedicated to empowering aspiring professionals with industry-relevant skills. Our comprehensive curriculum, expert instructors, and hands-on approach ensure you are prepared to excel in the ever-evolving digital landscape.

65000+	100,000+	100M+	500,000+
Student Worldwide	Certificates	Course Impressions	Social Media Family

WHY US

- **Experienced Trainers:** Learn from industry professionals with practical experience.
- **Hands-on Training:** Focus on real-world projects and portfolio development.
- **Comprehensive Curriculum:** Covering Adobe Creative Suite, Figma, and more.
- **Internship Opportunities:** Gain work experience with our in-house projects.
- **Career Support:** Assistance in freelancing, internships, and job placements.

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WE OFFER

- 5+ Years of Exclllence
- Experienced Trainer
- Jobs Placement Cell
- Practice-Based Learning
- Career Oriented Learning
- Industry Connectivity

SALIENT FEATURES

- **Industry-Centric Curriculum:** Aligned with current trends and technologies.
- **Project-Based Learning:** Work on real-world design projects for your portfolio.
- **Interactive Learning Environment:** Live feedback sessions, peer reviews, and mentorship.
- **BonusFreelancing Module:** Learn how to start and grow your freelancing career.
- **SmallClass Sizes:** Personalized attention to ensure comprehensive understanding.
- **JobReadiness:** Get prepared for roles in design agencies, startups, and freelance work.

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WHY THIS COURSE?

Our Graphic Designing and UX/UI Program is designed to transform beginners into skilled professionals who are ready to tackle the challenges of the digital world. Whether you're looking to start your career in design, shift to a creative role, or enhance your freelance capabilities, this course offers everything you need to succeed.

COURSE OVERVIEW: GRAPHIC DESIGNING AND UX UI

- AdobeIllustrator: Learn vector graphics fundamentals, including artboard management, shape creation, and advanced design techniques.
- AdobePhotoshop: Master photo editing, color correction, and creating engaging visual content for print digital media.
- InDesign and CorelDRAW: Explore layout design, typography, and brochure creation, along with CorelDRAW's vector illustration capabilities.
- Figma: Develop collaborative design skills, wireframing techniques, and responsive UI design principles.
- AdobeAnimate: Understand animation basics, interactive content creation, and best practices for exporting animations.
- Final Project: Integrate skills from all modules into a comprehensive design project.
- Portfolio Development: Build a professional portfolio \ showcasing your best work and preparing for client presentations.
- Freelancing Basics: Gain insights into the freelance economy, client outreach, and pricing strategies.
- Communication Skills: Enhance verbal and non-verbal communication skills essential for client interactions and presentations.
- Personality Development: Build confidence and effective networking strategies to connect with industry professionals.

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SOFTWARE

ADOBE ILLUSTRATOR

Adobe Illustrator is a powerful vector graphics editor that allows you to create and edit illustrations, logos, and other graphical elements with precision. It's perfect for designing scalable and high-quality graphics that maintain clarity at any size.

ADOBE PHOTOSHOP

Adobe Photoshop is the leading image editing software used for photo retouching and manipulation. With its extensive tools and features, you can transform ordinary images into extraordinary visuals, making it essential for photographers and designers alike.

ADOBE INDESIGN & CORELDRAW

Adobe InDesign and CorelDRAW are industry-standard desktop publishing tools that enable you to design professional layouts for print and digital media. They offer robust features for creating brochures,magazines, and other publications with stunning visuals and typography.

FIGMA & ADOBE XD

Figma and Adobe XD are collaborative design tools focused on user interface and experience design.They allow designers to create interactive prototypes and wireframes while enabling real-time collaboration, making them ideal for modern design teams.

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ADOBE AFTER EFFECTS

Adobe After Effects is a leading motion graphics and visual effects software that lets you animate and composite graphics in stunning detail. It's widely used in film, television, and online media to createengaging visuals and captivating animations

COURSE OBJECTIVES

- Master the core tools in Adobe Illustrator, Photoshop, Figma, and other design software.
- Understand design principles for both digital and print media. Develop the ability to create compelling logos, brand identities, and marketing materials.
- Learn the fundamentals of UX/UI design for web and mobile platforms.
- Build a professional portfolio that showcases your skills to prospective clients or employers.
- Gaininsights into freelancing and how to monetize your design skills.
- Improve communication and presentation skills to better collaborate with clients and teams.

WHO SHOULD ATTEND?

- Aspiring Designers: Beginners looking to build a strong foundation in graphic design.
- Freelancers: Designers seeking to enhance their skill set and attract higher-paying clients.
- Entrepreneurs: Business owners wanting to create their own branding and design content.

- Marketing Professionals: Individuals looking to expand their visual communication capabilities.
- WebDevelopers: Developers who want to add design skills to complement their coding abilities.

REQUIREMENTS:

- **Prior Experience:** No prior graphic design experience is necessary.
- **Software:** Adobe Photoshop, Illustrator, InDesign, and CorelDRAW will be provided at no cost by the institute.

SYSTEM REQUIREMENTS:

- **Processor:** Multicore Intel processor (with 64-bit support) supporting SSE 4.2 or later, minimum 4th generation and above.
- **Operating System:** Compatible with Windows 10 (64-bit) versions V21H1 and V20H2, and Windows 11. Windows Server versions V1607 (2016) and V1809 (2019) are also supported.
- **Note:** Windows 10 versions 1507, 1511, 1607, 1703, 1709, 1803, 1809, 1903, 1909, and 2004 are not supported.
- **RAM:** Minimumof8GB(16GBrecommended).
- **HardDiskSpace:** At least 2 GB of available space for installation; additional free space is required during installation. An SSD is recommended for optimal performance.

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COURSE CURRICULUM: MODULES

Module 1:
Adobe Illustrator
Module 2:
Adobe Photoshop
Module 3:
InDesign and CorelDRAW
Module 4:
Figma & Adobe XD
Module 5:
Animation via Adobe After Effects
Module 6:
Final Project & Freelancing

Bonus: Communication Skills and Personality Development

MODULE 1: ADOBE ILLUSTRATOR

INTRODUCTION TO ILLUSTRATOR

- Overviewof Illustrator: Explore the capabilities of Illustrator as a vector-based design software, understanding its role in professional design workflows.
- Interface Familiarization: Learn to navigate the workspace efficiently, customizing toolbars, panels, and workspace settings to enhance productivity.
- Essential Tools: In-depth introduction to critical tools, including the Selection Tool, Pen Tool, and Shape Tool, with exercises to reinforce usage.
- Workingwith Artboards: Master the creation and management of multiple artboards to facilitate complex design projects and presentations.
- Understanding Layers: Gain skills in organizing design elements using layers, including creating layer groups, locking layers, and layer visibility settings.
- File Formats: Discuss various file formats (AI, SVG, EPS, PDF) and their specific uses, ensuring proper export settings for both print and web.

VECTOR CONCEPTS AND BASIC SHAPES

- Understanding Vector Graphics and Masks: Grasp the differences between vector and raster graphics, focusing on the advantages of scalability without loss of quality.
- ShapeCreation: Learn to create basic geometric shapes using the Shape Tool and how to combine and modify them for complex designs.
- Modifying Shapes: Techniques for transforming shapes, including scaling, rotating, reflecting, and using the Pathfinder tool for advanced shape manipulation.

- Rulers and Guides: Set up guides and grids for precision in layout and alignment, enhancing the accuracy of designs.
- Pattern Making: Create seamless patterns and textures using the Pattern Options panel, understanding their applications in backgrounds and elements.

ADVANCED DESIGN TECHNIQUES

- LogoDesigning: Dive into the principles of logo design, including brainstorming concepts, sketching ideas, and creating scalable vector logos.
- Character Design: Utilize the Pen Tool and Curvature Tool to create original character designs, focusing on proportions, colors, and expressions.
- TextDesign: Explore advanced typography techniques, including customizing type, working with paragraph styles, and creating text effects.
- Gradient Techniques: Understand how to create and apply linear and radial gradients, blending colors smoothly to enhance visual appeal.
- Colour Theory of Design: Study color relationships, including complementary, analogous, and triadic schemes, and apply this knowledge to create harmonious designs.

APPLICATION OF SKILLS

- Social Media Ads, Banners & Graphics: Design impactful visuals tailored for various social media platforms, learning best practices for each format and audience engagement.
- Project Work: Hands-on projects to create business cards, brochures, and flyers, focusing on layout, typography, and branding consistency.

- Packaging Designing: Explore the principles of effective packaging design, including dielines, mockups, and how to convey brand messages through packaging.
- Finalizing Designs: Learn best practices for exporting and saving final projects, including settings for print production and digital publication.

REAL-WORLD DESIGN PROJECTS

- Packaging Designing: Explore the principles of effective packaging design, includi ⊠ AmazonProductDesign: Create visually appealing product images, focusing on composition, lighting, and branding to enhance e-commerce listings.
- YouTubeThumbnail Designing: Design eye-catching thumbnails that attract viewers, emphasizing bold typography and compelling imagery.
- Posters, Banners & Billboards: Master the creation of large-format graphics, focusing on readability, visual hierarchy, and impactful messaging.
- PhotoEditing: Integrate basic photo editing techniques using Illustrator, combining vector and raster elements seamlessly in designs.
- CompanyBranding: Develop a comprehensive branding package that includes logo design, color schemes, and marketing materials, ensuring consistency across platforms. ng dielines, mockups, and how to convey brand messages through packaging. Finalizing Designs: Learn best practices for exporting and saving final projects, including settings for print production and digital publication.

MODULE 2: ADOBE PHOTOSHOP

INTRODUCTION TO PHOTOSHOP

- Overviewof Photoshop: Understand the capabilities of Photoshop as a raster-based design software, emphasizing its role in photography, graphic design, and digital art.
- Interface Familiarization: Navigate the workspace efficiently, customizing panels, toolbars, and workspace settings to optimize your workflow.
- Essential Tools: In-depth introduction to key tools, including the Brush Tool, Lasso Tool, and Clone Stamp Tool, with hands-on exercises to reinforce their usage.
- Workingwith Layers: Master the use of layers, including layer types, blending modes, layer masks, and adjustment layers for non-destructive editing.
- File Formats: Discuss various file formats (PSD, JPEG, PNG, TIFF) and their specific uses, ensuring proper export settings for print and web.

IMAGE EDITING TECHNIQUES

- BasicPhoto Adjustments: Learn to perform basic adjustments, including cropping, resizing, and straightening images for improved composition.
- ColorCorrection: Understand techniques for color correction using Levels, Curves, and Hue/Saturation adjustments to enhance image quality.
- Retouching Techniques: Explore essential retouching skills, including skin smoothing, blemish removal, and enhancing features using the Healing Brush and Patch Tool.
- Workingwith Text: Create and manipulate text layers, exploring font selection, character styles, and integrating text with imagery for impactful designs.

- Filters and Effects: Experiment with filters and effects to create unique visuals, including blurs, sharpening, and artistic effects for creative compositions.

ADVANCED DESIGN TECHNIQUES

- Layer Styles and Effects: Master the application of layer styles (shadows, glows, bevels) to enhance design elements and create depth.
- Selection Techniques: Learn advanced selection methods, including the Magic Wand Tool, Quick Selection Tool, and Select and Mask, for precise editing.
- Compositing Images: Explore techniques for compositing multiple images, including blending, masking, and adjustment layers to create seamless montages.
- Smart Objects: Utilize Smart Objects for non-destructive transformations & edits, ensuring flexibility in design workflows.

APPLICATION OF SKILLS

- Social Media Graphics: Design engaging graphics for social media platforms,
learning the importance of dimensions, resolutions, and audience engagement.
- Photo Manipulation: Create surreal photo manipulations by combining multiple
images and applying creative effects to convey a unique vision.
- Website Mockups: Develop website mockups using Photoshop, focusing on
layout, typography, and color schemes to create visually appealing interfaces.
- Digital Painting: Explore digital painting techniques using the Brush Tool, layers,and blending modes to create original artwork.

REAL-WORLD DESIGN PROJECTS

- Business Card Design: Create a professional business card that reflects personal branding, focusing on layout, typography, and color theory.
- Brochure Design: Design an informative brochure, integrating text and images to convey a clear message while maintaining visual appeal.
- Promotional Posters: Craft visually striking posters for events or campaigns, emphasizing composition, imagery, and typography.
- Photo Editing Projects: Engage in hands-on photo editing projects to apply learned skills, including enhancing portraits and landscapes.

MODULE 3: ADOBE INDESIGN & COREL DRAW

INTRODUCTION TO INDESIGN

- Overview of InDesign: Understand the purpose of InDesign as a leading layout design software for print and digital media, including books, magazines, and brochures.
- Interface Navigation: Familiarize yourself with the InDesign interface, including panels, tools, and workspace customization for efficient workflow.
- Document Setup: Learn to set up documents correctly, including page sizes, margins, columns, and bleed settings to prepare for print.

LAYOUT DESIGN TECHNIQUES

- Working with Text: Explore text handling, including character and paragraph styles, text frames, and linking text boxes for seamless content flow.
- Using Images: Master importing and placing images into your layout, adjusting their size, and applying fitting options to enhance visual appeal.
- Master Pages: Create and utilize master pages for consistent layouts across multiple pages, including header, footer, and page numbering setups.
- Layers and Groups: Organize your design using layers and groups, enabling easier editing and management of complex layouts.

ADVANCED LAYOUT STRATEGIES

- Interactive Documents: Learn to create interactive PDFs with buttons, hyperlinks, and embedded multimedia for digital publications.
- Styles and Formatting: Develop a consistent design through the use of paragraph and character styles, including advanced formatting techniques.
- Tables and Grids: Design tables and utilize grid systems to create structured layouts for reports, newsletters, and infographics.

APPLICATION OF SKILLS

- Business Collateral: Design professional business collateral, such as brochures and flyers, focusing on branding, typography, and layout balance.
- Magazine Layout: Create a multi-page magazine layout, emphasizing image-text balance, visual hierarchy, and engaging storytelling.

- Book Design: Learn book design essentials, including cover design, chapterlayouts, and pagination techniques.

INTRODUCTION TO COREL DRAW

- Overview of CorelDRAW: Discover CorelDRAW as a powerful vector graphic design software, ideal for logo creation, illustrations, and print design.
- Interface Familiarization: Navigate the CorelDRAW workspace, understanding tools, menus, and customization options for improved productivity.
- Document Setup: Learn how to create a new document, set page size, orientation, and color modes, including RGB and CMYK setups

VECTOR DESIGN TECHNIQUES

- Creating Shapes: Master the use of basic shape tools to create complex designs, exploring combining, trimming, and shaping techniques.
- Text Manipulation: Explore text tools for artistic text effects, including converting text to curves and applying effects for unique typography.
- Color Management: Understand color palettes, fill options, and gradient tools to create visually stunning graphics.

ADVANCED DESIGN APPLICATIONS

- Illustration Techniques: Develop skills in creating illustrations, utilizing the Pen Tool, Freehand Tool, and shapes to design intricate graphics.
- Using Layers: Organize your design work with layers, enabling efficient editing and visibility control for complex projects

- Design for Print: Learn print preparation techniques, including understanding resolution, bleed, and cut lines for producing high-quality printed materials

APPLICATION OF SKILLS

- Logo Design: Create professional logos, emphasizing vector design principles, scalability, and branding considerations.
- Marketing Materials: Design marketing materials such as business cards, posters, and flyers, focusing on layout, typography, and imagery.
- Packaging Design: Explore packaging design fundamentals, including dieline creation and visual branding for products.

MODULE 4: FIGMA AND XD

INTRODUCTION TO FIGMA

- Working with Frames and Layouts: Explore the use of frames for artboards and responsive design, including grid systems and constraints for adaptability.
- Text and Typography: Master text handling, including text styles, formatting options, and integrating typography into designs.
- Shapes and Icons: Learn to create and manipulate shapes, using the vector tools to design custom icons and UI elements.

PROTOTYPING AND INTERACTION

- Creating Prototypes: Discover how to create interactive prototypes, linking frames and adding transitions to simulate user flows.
- Using Components and Assets: Develop a library of reusable components for consistent design, exploring asset management and design systems.
- Collaboration Features: Utilize Figma's real-time collaboration tools, including comments, version history, and sharing options for team projects.

APPLICATION OF SKILLS

- UI Design for Web and Mobile: Design user interfaces for both web and mobile applications, focusing on usability, accessibility, and aesthetic appeal.
- Wireframing: Create low-fidelity wireframes to plan layouts and functionalities before diving into high-fidelity designs.
- Design Systems: Build and maintain design systems to ensure consistency across projects, including color palettes, typography, and component libraries.

INTRODUCTION TO ADOBE XD

- Overview of Adobe XD: Discover Adobe XD as a powerful tool for designing and prototyping user experiences for websites and mobile apps.
- Interface Familiarization: Navigate the Adobe XD interface, understanding the tools, artboards, and assets panel for effective design.
- Creating Artboards: Learn to set up artboards for various devices and resolutions, accommodating both web and mobile designs.

DESIGN PRINCIPLES

- Using Design Tools: Explore the use of shape tools, path editing, and vector design to create UI components and icons.
- Text and Styles: Master text styling, including the use of character and paragraph styles to maintain consistency throughout designs.
- Color and Assets: Understand color theory and application, utilizing the color picker and assets panel for effective color management.

PROTOTYPING AND INTERACTION

- Creating Interactive Prototypes: Learn to create interactive prototypes, adding transitions, overlays, and micro-interactions to simulate user experience.
- Component System: Develop reusable components to streamline the design process, ensuring consistency and ease of updates across projects.
- Collaboration and Sharing: Utilize Adobe XD's collaboration features, including sharing prototypes and gathering feedback from stakeholders.

APPLICATION OF SKILLS

- UI Design for Applications: Design user interfaces for web and mobile applications, emphasizing user-centered design principles and best practices.
- Wireframing and User Flows: Create wireframes and user flows to visualize the user journey and ensure logical navigation within designs.
- Responsive Design: Learn techniques for creating responsive designs that adapt to different screen sizes and orientations.

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INTRODUCTION TO ADOBE XD

- Overview of Adobe XD: Discover Adobe XD as a powerful tool for designing and prototyping user experiences for websites and mobile apps.
- Interface Familiarization: Navigate the Adobe XD interface, understanding the tools, artboards, and assets panel for effective design.
- Creating Artboards: Learn to set up artboards for various s devices andresolutions, accommodating both web and mobile designs.

DESIGN TECHNIQUES

- Using Design Tools: Explore the use of shape tools, path editing, and vector design to create UI components and icons.
- Text and Styles: Master text styling, including the use of character and paragraph styles to maintain consistency throughout designs.
- Color and Assets: Understand color theory and application, utilizing the color picker and assets panel for effective color management.

PROTOTYPING AND INTERACTION

- Creating Interactive Prototypes: Learn to create interactive prototypes, addingtransitions, overlays, and micro-interactions to simulate user experience.
- Component System: Develop reusable components to streamline the design process, ensuring consistency and ease of updates across projects.
- Collaboration and Sharing: Utilize Adobe XD's collaboration features, including sharing prototypes and gathering feedback from stakeholders.

APPLICATION OF SKILLS

- UI Design for Applications: Design user interfaces for web and for designing and prototyping user experiences for websites and mobile apps.
- Wireframing and User Flows: Create wireframes and user flows to visualize theuser journey and ensure logical navigation within designs.
- Responsive Design: Learn techniques for creating responsive designs that adapt to different screen sizes and orientations.

MODULE 5: ANIMATION WITH ADOBE AFTER EFFECTS

INTRODUCTION TO ADOBE AFTER EFFECTS

- Overview of Adobe After Effects: Understand After Effects as a powerful tool for creating motion graphics, visual effects, and compositing.
- Interface Navigation: Familiarize yourself with the workspace, panels, and tools within After Effects for an efficient workflow.
- Creating a New Project: Learn how to set up a new project and composition, including choosing resolution, frame rate, and duration.

KEY CONCEPTS IN MOTION GRAPHICS

- Understanding Keyframes: Explore the use of keyframes to animatete properties such as position, scale, rotation, and opacity for dynamic movements.
- Layers and Compositions: Learn about the layering system in After Effects, including pre-compositions for organizing complex animations.
- Using Masks and Mattes: Discover techniques for using masks and track mattes to create stunning visual effects and transitions.

ANIMATION TECHNIQUES

- Animating Text and Shapes: Master the animation of text layers and shape layers, including the use of text presets and shape morphing techniques.
- Easing and Motion Paths: Implement easing effects to create more natural animations, and utilize motion paths for precise movement control.
- Working with Effects: Explore various built-in effects and plugins to enhance motion graphics, including blur effects, color correction, and stylization.

SOUND AND AUDIO

- Adding Sound Effects and Music: Learn how to incorporate sound into your animations, syncing audio elements with visual components for impactful storytelling.
- Audio Visualization: Create animated visualizations based on audio tracks, using After Effects' audio keyframes and effects to bring sound to life.
- streamline the design process, ensuring consistency and ease of updates across projects.

MODULE 6: FINAL PROJECT AND FREELANCING

WHAT IS FREELANCING?

- Definition and benefits of freelancing in graphic designing
- The growing demand for graphic design freelancers
- Key differences between full-time employment and freelancing

CHOOSING THE RIGHT PLATFORM

- Overview of popular freelancing platforms (Fiverr, Upwork, Freelancer)
- Pros and cons of each platform for graphic design services.
- How to choose the best platform based on your niche and skillset.

CREATING A FREELANCER PROFILE

- Crafting a standout freelancer profile: Headline, summary, portfolio, and services.
- Importance of a well-designed portfolio and case studies to showcase your work.
- Best practices for setting up profiles on Fiverr and Upwork.
- How to price your services competitively without undercutting your value.

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FREELANCING ON FIVERR

- Introduction to Fiverr's platform: Gigs, pricing models,and project scope.
- Setting up and optimizing Fiverr gigs for graphic design services (Logos,Illustrations, Marketing Materials).
- Understanding Fiverr's search algorithm and how to rank higher in search results.
- Strategies to create attractive gig descriptions and thumbnails.
- Managing client orders and delivering high-quality work within deadlines.

FIVERR GIG STRATEGIES

- Creating upsell opportunities: How to offer tiered services. Utilizing Fiverr's promotional tools for boosting visibility.
- Managing buyer requests effectively to land more projects.
- Building long-term relationships with clients through
- exceptional customer service.
- Using Fiverr analytics to track gig performance and refine your approach.

FREELANCING ON UPWORK

- Introduction to Upwork's platform: Job postings, proposals, and contracts.
- Setting up a professional Upwork profile for graphic design services.
- Understanding Upwork's bidding system and how to price your services competitively.
- Crafting winning proposals: Personalization, clarity, and showcasing expertise.
- Navigating Upwork's job categories: Finding relevant projects and clients.

UPWORK PROPOSAL BEST PRACTICES

- How to write compelling proposals that stand out from the competition.
- Importance of addressing client pain points and offering tailored solutions.
- Strategies for creating project milestones and setting clear expectations.
- Communicating value and demonstrating expertise in proposals.
- Managing client communications and setting boundaries for project scope.

COMMUNICATION SKILLS FOR FREELANCERS

IMPORTANCE OF COMMUNICATION IN FREELANCING

- Why communication is key to building trust and long-term client relationships.
- Understanding different communication styles and adjusting to clients preferences.
- Strategies for clear and effective written communication in proposals, emails, and reports.

MANAGING CLIENT EXPECTATIONS

- How to set clear expectations from the start of a project. Establishing project timelines, deliverables, and feedback loops.
- Best practices for managing revisions and handling difficult conversations.
- Providing regular updates to keep clients informed and reassured.

NEGOTIATION SKILLS

- How to negotiate project terms and pricing without compromising on value.
- Handling objections and discussing payment structures confidently.
- Upselling and cross-selling services to increase project value. Building a win-win scenario with clients while setting boundaries.

PRESENTATION & REPORTING SKILLS

- Presenting your work and results to clients in a clear and professional manner.
- Creating reports that showcase project outcomes and creative metrics.
- How to simplify complex design concepts for clients with minimal technicalknowledge.

FINAL PROJECT AND DISPLAY

PROJECT OVERVIEW

PROJECT SCOPE:

- Create a multimedia project that synthesizes skills from all six modules:
- Adobe Illustrator, Adobe Photoshop, Adobe InDesign, CorelDRAW, Figma, and Adobe After Effects.
- The project should showcase proficiency in graphic design and motion graphics, incorporating elements from each software to demonstrate versatility and creativity.

1. LOGO AND BRANDING DESIGN (ADOBE ILLUSTRATOR):

- Develop a brand identity for a fictional company, including a logo, color palette, and typography.
- Create branding assets such as business cards, letterheads, and social media graphics that reflect the company's mission and vision.

2. DIGITAL GRAPHICS CREATION (ADOBE PHOTOSHOP):

- Design promotional materials, including posters and flyers, using advanced photo editing techniques.
- Incorporate creative elements such as text overlays, effects, and visual storytelling to enhance the design.

3. LAYOUT AND PUBLICATION DESIGN (ADOBE INDESIGN):

- Assemble a multi-page brochure or magazine layout that presents information in an engaging format.
- Focus on typography, grid systems, and visual hierarchy to create a professional and polished final product.

4. VECTOR GRAPHICS AND ILLUSTRATION (CORELDRAW):

- Create a set of vector illustrations that can be used for various marketing materials.
- Explore complex designs that may include infographics or characters that align with the branding created in Illustrator.

5. UI/UX DESIGN (FIGMA):

- Design a user interface for a mobile app or website that aligns with the brand identity and enhances user experience.
- Create interactive prototypes to demonstrate navigation and functionality.

6. MOTION GRAPHICS PRESENTATION (ADOBE AFTER EFFECTS):

- Produce a 2-3 minute motion graphics video that integrates elements from the branding, graphics, layout, and UI/UX designs.
- Utilize animation techniques, sound design, and storytelling to create a compelling visual presentation.

SUBMISSION REQUIREMENTS

- Documentation: Include a comprehensive project report that details the creative process, challenges faced, and solutions implemented for each module.
- Assets: Provide all project files, including AI, PSD, INDD, CDR, Figma prototypes, and AEP files.
  Presentation: Prepare a presentation to showcase your project, highlighting key design choices, techniques used, and final outcomes.

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REVIEWS

I started a course with NS Training (SMC-PRIVATE) Limited i.e Graphic Designing. Since I always love to do something creative, I enjoyed every bit of it and learnt alot from this course and now I am practicing by offering my skills on different freelancing platforms. Thankyou Daniyal Intisar and NS Training (SMC-PRIVATE) Limited.

— SALIS ALTAF, DIGITAL ARTIST

I am glad to say that I have successfully completed my graphic designing course from NS Training (SMC-PRIVATE) Limited. NS training deserves all of my gratitude and admtion. Thank you very much for providing this course. I thoroughly enjoyed your fantastic lectures, discussions, as well as your wonderful sense of humor. Thank you very much.

— JAVERIA S., HR AT MAXIMUS TECH

I have successfully completed graphic designing and freelancing courses with all the assignments from NS Training (SMC-PRIVATE) Limited. It was a great experience to play differently with all the tools. Now able to provide my services on different online marketplaces.

— HABIBA KHAN., FREELANCE GRAPHIC DESIGNER

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INSTRUCTOR PROFILE



AHMAD TAHIR

SENIOR GRAPHIC DESIGNER

Meet Ahmad Tahir, our dynamic Senior Graphic Designer at NS Training! With a Bachelor of Fine Arts (BFA) under his belt, Ahmad brings awealth of creativity and expertise to the table. His passion for design and commitment to excellence make him not just a fantastic designer but also an exceptional instructor. Ahmad inspires students with his innovative approach and deep understanding of graphic design principles. Under his guidance, you'll learn to create stunning visuals that captivate audiences. Get ready to embark on an exciting journey into the world of design with Ahmad as your mentor!

OUR STRENGTH

SUBMISSION REQUIREMENTS

- Expert Instructors with years of industry experience.
- Interactive Learning Environment with live projects and peer collaboration.
- Dedicated Career Support to help you succeed post-graduation.
- Comprehensive Curriculum that prepares you for the real-world challenges.
- Practical Training focused on results, portfolio development, and real-world projects.