

GRAPHIC DESIGN AND MULTIMEDIA

Course Objective:

- Effectively communicate content through visuals
- Use software applications for editing images for creating powerful and appropriate visuals for a variety of outputs which includes posters, flyers, brochures, magazines, menu cards, newspaper advertisements, social media posts etc.
- Exhibit problem-solving abilities through digital outputs

Course Outcome:

- Develop graphic design solutions with appropriate Multimedia elements and in the format, as applicable to the medium of communication (print, digital)
- Collage Making
- Logo & Icon Creation, Flyer Design, Advertisement Design, Posters
- Creating Infographics, Brochure Design, Package Design
- Instagram Reels Creation

MODULE WISE COURSE CONTENT AND OUTCOME				
SL.N O	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1.	Introduction to Multimedia	Introduction to Multimedia - Definitions, Elements, Multimedia Hardware and Software, Distributed multimedia systems- Multimedia Learning - File formats – Text, Image file formats, Graphic file formats, Digital audio and Video - file formats, Color in image and video, Color Models. Multimedia data and file formats for the web.	Develop graphic design solutions with appropriate Multimedia elements and in the format, as applicable to the medium of communication (print, digital)	9 Hrs
2.	Introduction to Graphic Design Tool -Adobe Express	Creating accounts on Adobe Express and repository of Graphics and Images created using Adobe Express - Introduction to Image Editing – Collage making –Removing background and saving images - Various interface elements - Saving and creating files and libraries- -- Grouping & Arranging objects –Showing and Hiding objects – Placing Images - Export the document for print for download on the form of PDF and JPG	Collage Making	9 Hrs
3.	About Vectors &Digital Design	About vector graphics - Deconstructing real-world objects as icons - Using the shape - Using the shape - Transforming objects- Fine tuning the logo –About	Logo & Icon Creation, Flyer Design, Advertisement Design, Posters	9 Hrs

		corporate communication – creating Mockups - About flyers, using and editing templates with logos (usage, importance, size, target audience) - Adding visuals and images- Formatting Text- Creating Advertisements -Poster Designing		
4.	Digital Design - II	About Infographics - Types of Infographics - Creating Icons - infographics using templates and designing brochures and social media content. Create the front, back, and inside flap content using multi page functionality- searching photos and images using Adobe Stock within Adobe Express, placing images, text and design elements - About Package design - Package Designing	Creating Infographics, Brochure Design, Package Design	9 Hrs
5.	Video content creation using Adobe Express	Editing and Creating Videos within Adobe Express, adding images, photos and text, designing a Single page ad - Adding Design elements - placing graphics and animation – editing videos and creating content in the form of videos.	Instagram Reels Creation	9 Hrs