

# Complete design and video editing with UX/UI

Total – 280hrs (35 Days)

## Module 1: fundamentals of graphic design (8 hrs)

### Topics

- Graphic design principles
- Key concepts of graphic designing
- Accessibility
- Design and development
- Understanding typography
- Color theory
- Tips for photoshop and illustrator

### Labs

- Create a mini visual identity board using color and typography
- Create brand ads using design principles

## Module 2: mastering canva (pro) (16 hrs)

### Topics

- Canva interface overview
- Templates
- Smart design
- Brand kit pro
- Collaboration tools (canva for teams)
- Social media post
- Marketing design
- Simple infographic
- Presentation design
- Background remover
- Magic resize
- Transparent background
- Schedule social
- Build simple websites with canva
- Creating microanimations

### Labs

- Design a branded post series for social media channels

- Create a company marketing campaign visual pack (poster, brochure, mailer)

### Module 3: UI/UX and digital product design (figma & adobe XD) (96 hrs)

#### Topics

- What is UX?
- UX vs UI
- Aspects of great UX
- Introduction to figjam
- What is user-centered design?
- Conducting research
- Data gathering methods
- Creating personas
- Sharing and collaboration in figjam
- Working with user scenarios
- Creating storyboards
- Using POV (point of view)
- “How might we?” Technique
- UX analysis
- Multi-device design
- Creating user flows
- Creating information architecture
- Prototyping process
- Sketching
- Wireframes
- Types of prototypes
- Understanding affordance & signifiers
- Design tools in the market
- Why figma?
- Browser vs desktop app
- Interface overview
- Understanding color space
- Pages, groups and frames
- Responsive design and adaptive layout techniques
- Creating and managing design systems
- Components
- Variants
- Styles
- Auto layout
- Figma tools & functionality

- Tidying up and smart selection
- Creating a scrollable feed
- Working with image carousels
- Using the design system to build UI
- Prototyping and microinteractions
- User testing & refinements
- Collaboration tools: real-time co-design and version control in figma
- Adobe XD: integration with photoshop/illustrator assets

#### Labs

- Design an interactive mobile app wireframe
- Create a design system for a cross-platform digital product
- Collaborative prototype (team task) in figma

### Module 4: adobe photoshop (40 hrs)

#### Topics

- Interface
- Layers
- Masks
- Blending modes
- Image compositing
- Retouching
- Image corrections
- Working with selections
- Quick fixes
- Typographic design
- Vector drawing techniques
- Advanced compositing
- Smart objects
- Content-aware fill
- Exporting assets for web and UI design integration

#### Labs

- Create a product advertisement banner
- Design a digital campaign graphic kit (3 formats: web, social, print)

## Module 5: adobe illustrator (32 hrs)

### Topics

- Getting to Know the Work Area
- Techniques for Selecting Artwork
- Using Shapes to Create Artwork for a Postcard
- Editing and Combining Shapes and Paths
- Transforming Artwork
- Using the Basic Drawing Tools
- Drawing with the Pen Tool
- Using Colors
- Adding Type to a Poster
- Organizing Your Artwork with Layers
- Gradients and Blend Tool
- Using Brushes to Create a Poster
- Exploring Creative uses of Effects and Graphic Styles
- Creating Artwork for a T-Shirt (Icons and symbols)
- Logo design
- Infographics
- Exporting assets

### Labs

- Design a complete logo set (main + icon + typography version)
- Create a data-driven infographic for business kpis

## Module 6: adobe indesign (32 hrs)

### Topics

- Document setup
- Master pages
- Flowing Text
- Editing Text
- Working with Typography
- Working with Color
- Working with Styles
- Importing and Modifying Graphics
- Creating Tables
- Working with Transparency
- Printing and Exporting

## Labs

- Create a 4-page company brochure using brand guidelines
- Develop an internal manual layout using text and image grid systems

## Module 7: adobe after effects (40 hrs)

### Topics

- Interface and composition structure
- Creating a Basic Animation Using Effects and Presets
- Pre-compose layers
- Animating Text
- Shape layers
- Self-animating shapes
- Pen tool
- Path operation
- Parenting
- Using nulls to connect points
- Animating Multimedia Presentation
- Adjust anchor points
- Solid layers
- Adding audio track
- Using pick whip
- Track Matte and Travel Matte
- Modify motion blur settings
- Corner Pin Effect
- Mask
- Feather tool
- Adding shadow
- Puppet Tool
- Roto Brush tool
- Adjusting colors and mood
- Creating Motion Graphic Template for Premiere Pro
- Working with 3D Camera Tracker
- Stabilize a shot
- Remove motion blur
- Removing unwanted objects using content-aware fill
- Particle System II
- Render

## Labs

- Animate a company intro logo segment
- Create an explainer video motion sequence

## Module 8: adobe premiere pro – fundamentals & integration (8 hrs)

### Topics

- Interface
- Timelines, transitions, and audio syncing
- Integration with after effects

### Labs

- Use Motion templates

## Module 9: Q & A (8hrs)

### Labs

- Create a portfolio of the work done.