

## **Module I. Commercial & Digital Illustrations**

Visual communication, Laws of Design.  
Scribbling layouts.  
Vector Illustration.  
Vector Vs. Raster.  
Creating manual Illustrations.  
Colour Schemes and Theories.  
Gestalt Psychology of Design.  
Hierarchy of importance in a design.  
Packaging Design.  
Case Studies and Project.

## **Module 2. Advanced Artistry and Layout**

Advanced Raster techniques.  
Creating collages and masks.  
Image manipulation techniques.  
Image correction techniques.  
Designing Brochures, Catalogues and Newspapers.  
Designing for publications.  
How Advertising agency works.  
Case studies and Projects.

## **Module 3. Prepress & Production**

File formats.  
LPI Vs. DPI.  
Fonts management in PCs and Macs.  
Form Creation for offset.  
Printing mediums.  
Preparing files for prepress.  
PS vs PDF, Editing PDF.  
Trapping & Overprinting.  
Paper sizing.  
CD Printing.  
Post Press.  
Costing methods.