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— IT TRAINING —
HANDBOOK

GRAPHICS DESIGN CERTIFICATION COURSE



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Graphics Design Certification Course

"Unleash Your Creativity and Transform Ideas into Stunning Visuals!"

In the digital age, visual communication is more important than ever. Whether it's for websites, branding, advertising, or social media, the ability to create compelling graphics is a valuable skill.

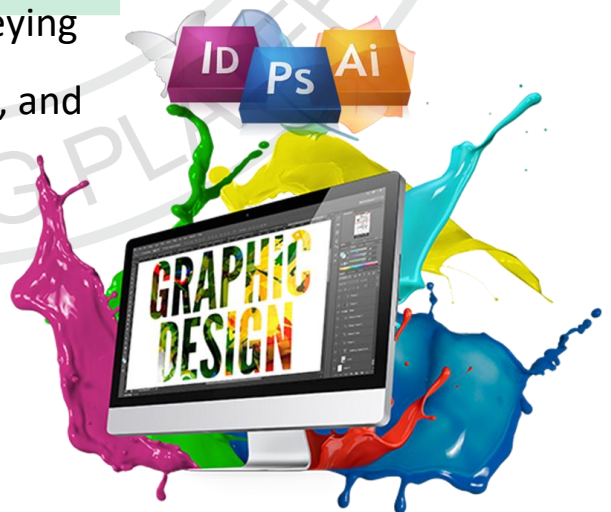
Graphic design combines creativity with technical expertise to craft visually stunning and effective designs that speak to audiences.

Our **Graphics Design Certification Course** equips you with all the tools, techniques, and creativity needed to become a professional graphic designer. Learn the latest industry standards, design principles, and software to create impactful visual content that stands out in today's competitive digital world.

Why Graphics

Graphic design plays a crucial role in conveying messages, creating strong brand identities, and engaging audiences across platforms.

Here's why graphic design is in demand:



- **Brand Identity:** Graphic design is key to building strong, recognizable brands through logos, color schemes, and typography.
- **Visual Storytelling:** Graphics help communicate ideas, stories, and messages clearly and effectively.
- **Market Demand:** Every business, from startups to global corporations, needs skilled graphic designers to enhance their visual presence.
- **Creative Freedom:** A career in graphic design offers endless creative possibilities, allowing you to work on various projects in diverse industries.

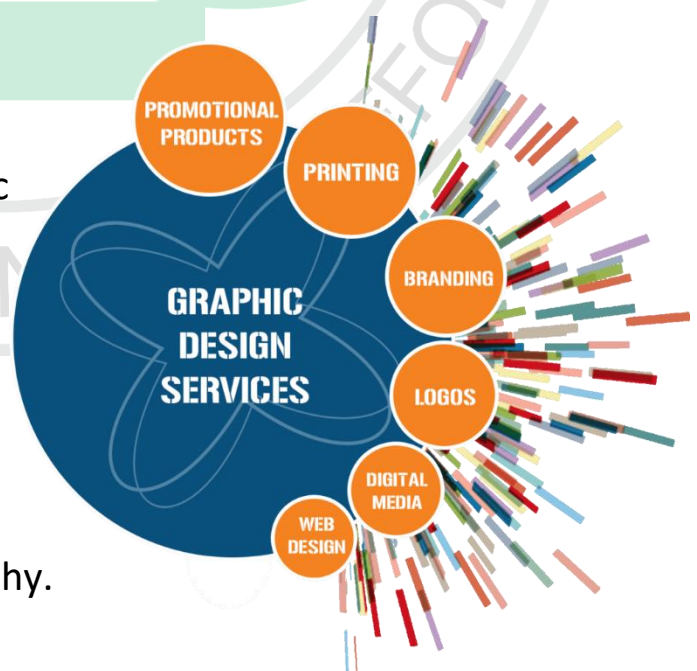


What Will You Learn in This Course?

Our **Graphics Design Certification Course** is structured to help you gain both foundational and advanced skills needed for effective graphic design. Here's what you will learn:

1. Introduction to Graphic Design

- Understand the role of a graphic designer and the impact of visual communication.
- Explore the **principles of design**, including balance, contrast, alignment, and hierarchy.



- Introduction to the **elements of design**: lines, shapes, colors, textures, and fonts.

2. Graphic Design Tools and Software

- Master industry-leading graphic design software such as **Adobe Photoshop, Illustrator, and CorelDRAW**.



- Learn to work with **vectors, pixels, and layers** to create stunning designs.
- Get hands-on experience with essential tools for **image editing, vector illustration, and photo manipulation**.

3. Typography and Font Management

- Explore the art of **typography** and how fonts can enhance design projects.
- Learn font pairing techniques for creating visually appealing and readable designs.
- Understand font licensing, embedding, and managing fonts for different projects.

4. Color Theory and Application

- Discover how to use **color** effectively to create moods, convey messages, and enhance design aesthetics.



- Study **color harmony**, **complementary colors**, and color psychology.
- Apply color theory in creating designs for branding, websites, and digital media.

5. Image Editing and Manipulation

- Master the art of **photo editing**: cropping, color correction, retouching, and enhancing images.
- Use **masking techniques** and **blending modes** to create complex effects.
- Learn how to make images fit your design vision and transform ordinary photos into professional visuals.



6. Branding and Logo Design

- Understand the importance of branding in graphic design and how to develop a visual identity for businesses.
- Design logos that represent brand values and connect with target audiences.
- Create branding guidelines, including color palettes, typography, and logo usage.

7. Web and Digital Design

- Learn to create **web banners**, **social media posts**, and **email templates**.



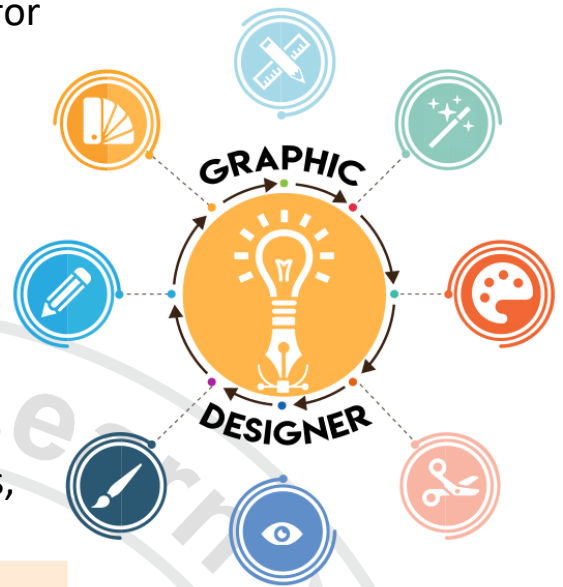
- Understand the principles of designing for different devices, focusing on mobile-first and responsive design.
- Get familiar with designing for user experience (UX) in digital formats.

8. Print Design and Materials

- Dive into **print media design**: brochures, flyers, posters, and business cards.
- Learn about **print production processes**, including resolution, color modes, and bleed settings.
- Understand the basics of **pre-press** and the importance of designing for print quality.

9. Portfolio Development

- Build a professional graphic design portfolio that showcases your best work.
- Learn how to present your designs effectively to potential clients or employers.
- Develop a personal brand as a graphic designer and stand out in the competitive design field.



Course Modules

1. **Module 1: Introduction to Graphic Design**
2. **Module 2: Graphic Design Tools and Software**
3. **Module 3: Typography and Font Management**
4. **Module 4: Color Theory and Application**
5. **Module 5: Image Editing and Manipulation**
6. **Module 6: Branding and Logo Design**
7. **Module 7: Web and Digital Design**
8. **Module 8: Print Design and Materials**
9. **Module 9: Portfolio Development**

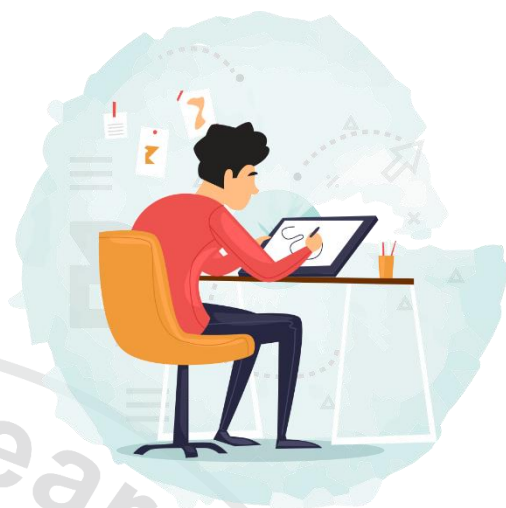


Course Highlights

- **Hands-On Learning:** Get practical experience working on real-world projects and creating stunning designs using industry-standard software.
- **Expert Trainers:** Learn from seasoned graphic design experts with years of industry experience.
- **Comprehensive Curriculum:** Covers everything from design principles to advanced software techniques and digital applications.
- **Industry Recognition:**
Receive an official **Graphic Design Certification** to validate your skills and advance your career.



- **Flexible Learning:** Study at your own pace with 24/7 access to course materials, exercises, and assignments.
- **Lifetime Access:** Enjoy lifetime access to course updates and materials.



Course Format

Format Detail	Description
Duration	3 Months Training + 1 Month Practice
Learning Approach	30% Theory + 70% Practical
Assessment	90-minute certification exam with 60 MCQs
Passing Score	70%
Certification Criteria	Successful project submission + exam pass

Why Choose TECHELEARN?

- **Industry-Leading Instructors:** Learn from professional designers with extensive experience in both digital and print design.
- **Real-World Projects:** Apply your knowledge through hands-on projects that simulate actual client work.
- **Latest Software & Techniques:** Stay ahead with training on the latest design tools and trends in the industry.
- **Job-Ready Skills:** Complete the course with the skills needed to work as a professional graphic designer in various industries.







Who Should Take This Course?


Aspiring Graphic Designers: If you want to break into the world of design and create impactful visual content.

- **Creative Professionals:** Learn to expand your skills and diversify your offerings by mastering graphic design.
- **Freelancers:** Enhance your design portfolio and offer your services to clients globally.
- **Business Owners and Entrepreneurs:** Learn to create your own designs and manage your business's visual identity.
- **Marketing Professionals:** Gain essential design skills to create engaging visuals for digital marketing and social media campaigns.



Training Modes

-  **Live Instructor-Led Online Training**
-  **Self-Paced Learning + Assignments**
-  **Corporate On-Demand Training Workshops**
-  **Hybrid Model for Flexibility & Impact**

 Includes: Source Code, Assignments, Quizzes, Final Capstone Project & Certificate Exam



Bonus Add-ons

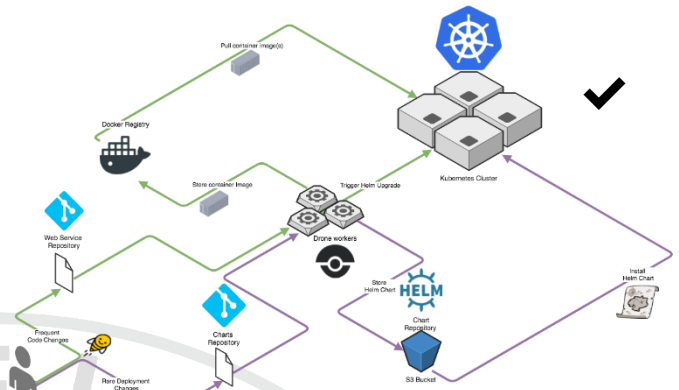
✓ Portfolio Setup

Resume & LinkedIn Optimization

✓ Interview Preparation Sessions

✓ Lifetime Access to TECHELEARN

Community



Partner with TECHELEARN – Upskill Your Team


TECHELEARN offers customized **Graphics Designer** training for businesses.

 **Talk to Our Enterprise Team**

 **Request a Tailored Group Training Plan**

Get Started Journey Today

Join **11,000+** learners who trust **TECHELEARN** for career-ready skills.

 **Graphics Designer** skills are in high demand. Don't just learn—**Master it** with **TECHELEARN**.



GET IN TOUCH

- *Personalized Support:* Whether you're seeking technical assistance or career guidance, we offer personalized, professional support.
- *Collaborate with Us:* We partner with educational institutions, businesses, and experts to offer training that meets industry needs.

JOIN US IN THIS EXCITING JOURNEY!



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