



HUNERKADA
College of Visual & Performing Arts

DIPLOMA COURSE

SUBJECT: - GRAPHIC DESIGN



Objective & Benefits:

The course aims to provide a Graphic designer to develop the ability of creativity. This course is mainly designed for the [design and visual communication](#) focuses on understanding and applying drawing techniques and design practice to communicate [design ideas](#). Students enhance their ability to conceptualize, develop, and communicate design ideas and potential outcomes, and their skill to interpret graphical information.

Duration: - ONE YEAR
Class Timings: - (Four days a week)
Admission Criteria: - Throughout the year (Individual basis)

COURSE OUT LINE:-

1st month

Drawing

2nd month

- elements
- Principles
- Color theory
- Shapes

3rd month

- basic photo-shop
- Stationery
- Tool practice-basic design
- final submission

4th month

- Posters
- Types of posters

5th month

- Flyers
- standees
- pole signs

6th month

- Whole campaign

7th months

- Packaging
- Mechanical design

8th month

- Photo editing
- Ready to print

9th month

- Book/magazine/newspaper

10th month

- Social media

11th and 12th months

Thesis work" launching a new product"

1st Year (Private) Degree

1st midterm: - Color Wheel, Tints, Shades

Final:-Posters (manual)

2nd semester

Mid: - Basic Photoshop/tool practices

Final:-Stationary design (manual work)

ASSESSMENT

The DIPLOMA COURSE students will be assessed as follows:

• Assignments (continues assessment)	60%
• Final Project	30%
• Attendance <u>10%</u>	
TOTAL	<u>100%</u>
PASSING MARKS	50%

Grades will be determined as follows:

A+ = Above 80%

A = 70-79%

B = 55-69%

C = 50-55%

Fail = Below 50%