

Value Added Course
Session 2021-22

Certificate Course in Visual Communication & Design

VISUAL COMMUNICATION DESIGN



Preface:

Visual Communication & Design is designed to create an enhanced design citizenship throughout the globe. Our aim is to not just create designers but create individuals who can visualize, a blend of creativity, imagination with social and environmental responsibilities. The course inculcates research based methodologies to enhance the designers towards a successful, responsible, culturally sound and Inventive Visionaries.

Learning Outcomes:

- Understanding the concepts of Graphic Design & vector illustration in Adobe illustrator and its application using various tools.
- Understanding the uses of advance tools of Adobe illustrator in creation of advertisement and info graphics.
- Analysing the elements used for graphics designing and print media in adobe illustrator.
- Applying the techniques and tools in Adobe illustrator.
- Understanding the basics of motion graphics.

Note:

- Interested students must fill in the registration form by 18th March, 2022 by 5:00 pm.
- Registration forms can be collected from the Course Coordinator.
- 75% percentage attendance is mandatory to get the certificates.
- There will be 4 batches of 60 students each
- Assessment will be held on the basis of viva voce and written/ practical exam.
- Successful learners after assessment will get certificate of the VAC.
- For any queries related to the course, kindly coordinate with undersigned.

Duration: 30 Hours

Timings : Batch 1 & 2 (Thursday)
01:00-3:00 P.M.
Batch 3 & 4 (Thursday)
04:00- 6:00 P.M.

Resource Persons:

Mr. Rinku Sethi
Dr. Sheel Nidhi Tripathi
Dr. Rajnesh Kumar Pandey
Mr. Karan Singh

Registration Dates:

07.03.2022-to- 18.03.2022



Module:

- Introduction to Adobe Illustrator (4hrs)
- Drawing & Painting with Illustrator (3hrs)
- Creating 3D object, text and typing (3hrs)
- Clipping mask, Create outlines, templates, and graphic style (2hrs)
- Introduction to motion graphics (4hrs)
- Case study of motion graphics video (4hrs)
- Introduction to Camera, 3D layers, Filters, Transition & Application of filters. (10hrs)