



GRAPHIC DESIGN

TYPE . GRID . COMPOSITION
BRAND . PRINT . DIGITAL . SY
PRODUCTION . PORTFOLIO .

DURATION

50 Hours

LEVEL

**Beginner to
Advanced**

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A graphic design fundamentals course covering typography, layout, brand and production. The course builds craft in order: typography, grids and composition, then colour, brand systems and production for print and screen. Critique sessions run throughout so learners can defend decisions.

Learners produce a brand identity, an editorial layout and a campaign set for a portfolio.

WHO IT IS FOR

Aspiring graphic designers

Marketing staff producing collateral

Self-taught designers filling gaps

Freelancers formalising their craft

PREREQUISITES

None. Access to Adobe or Affinity tools.

02 LEARNING OUTCOMES

01 Set type with correct hierarchy and spacing.

03 Compose with balance, contrast and white space.

05 Design a small brand identity system.

07 Present and defend design decisions.

02 Build layouts on grids and baseline systems.

04 Develop colour palettes with intent.

06 Prepare artwork correctly for print and screen.

01 DESIGN PRINCIPLES

Hierarchy

Contrast

Proximity

White space

Balance

Alignment

Repetition

PRACTICAL

COMPOSITION STUDIES

02 TYPOGRAPHY

Anatomy

Pairing

Leading, tracking, kerning

Classification

Scale and rhythm

Text setting rules

PRACTICAL

TYPE SPECIMEN

03 GRIDS AND LAYOUT

Column and modular grids

Margins

Editorial layout

Baseline grid

Multi-page structure

PRACTICAL

EDITORIAL SPREAD

04 COLOUR

Colour theory

Accessibility and contrast

Colour in brand systems

Palettes

CMYK vs RGB

05 BRAND IDENTITY

Research and positioning

Brand elements

Applications

Logo systems

Guidelines document

PRACTICAL

IDENTITY SYSTEM

06 PRINT PRODUCTION

Paper stocks

Bleed and trim

Proofing

Finishing

Prepress checks

Working with printers

07 DIGITAL AND SOCIAL

Screen sizing

Web banner sets

Asset naming and delivery

Social templates

Presentation design

08 PORTFOLIO AND PRACTICE

Case study structure

Pricing basics

Feedback and revisions

Presentation boards

Client briefs

PROJECT

THREE-PIECE PORTFOLIO SET

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

GRAPHIC DESIGNER

BRAND DESIGNER

LAYOUT ARTIST

MARKETING DESIGNER

FREELANCE DESIGNER

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