

Graphic Design Masterclass

(Complete Graphic Design & Creative Design Professional Program)

Based on the curriculum structure and topics from the Udemy course

[Graphic Design Masterclass – Learn GREAT Design](#)

Graphic Design Masterclass (Job-Ready Course)

SECTION 1: Introduction to Graphic Design

What You Will Learn:

- Fundamentals of Graphic Design
- Understanding visual communication
- Principles of design and creativity
- Introduction to branding and marketing design
- Design workflow and creative process
- Career opportunities in Graphic Design
- Understanding print vs digital design

Tools Covered:

- Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Canva
 - Figma
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SECTION 2: Design Principles & Color Theory

What You Will Learn:

- Elements of design
- Principles of composition
- Balance, alignment & spacing
- Typography fundamentals
- Color psychology and color theory

- Contrast and hierarchy
- Grid systems and layout structure
- Design consistency and aesthetics

Practical Exercises:

- Color Palette Creation
 - Typography Practice
 - Layout Composition Exercises
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SECTION 3: Adobe Photoshop Mastery

What You Will Learn:

- Photoshop interface and tools
- Image editing and retouching
- Working with layers and masks
- Background removal techniques
- Photo manipulation
- Smart objects and filters
- Social media design creation
- Digital artwork basics

Minor Projects:

- Instagram Post Design
 - Photo Manipulation Poster
 - YouTube Thumbnail Design
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SECTION 4: Adobe Illustrator Mastery

What You Will Learn:

- Vector graphics fundamentals
- Pen tool mastery
- Shape building techniques
- Logo design workflow
- Icon design
- Typography design
- Illustration techniques
- Branding asset creation

Minor Projects:

- Professional Logo Design
 - Business Card Design
 - Icon Set Creation
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SECTION 5: Branding & Identity Design

What You Will Learn:

- Brand identity fundamentals
- Logo design principles
- Brand guidelines creation
- Visual identity systems
- Typography in branding
- Packaging design basics
- Brand storytelling
- Client branding workflow

Major Projects:

- Complete Brand Identity Design
 - Company Logo & Style Guide
 - Packaging Design Concept
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SECTION 6: Print Design Essentials

What You Will Learn:

- Print design workflow
- CMYK vs RGB
- Brochure and flyer design
- Magazine and booklet layout
- Poster design techniques
- Business stationery design
- Print-ready file export
- Bleed and margin setup

Minor Projects:

- Brochure Design

- Poster Design
 - Restaurant Menu Design
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SECTION 7: Social Media & Digital Design

What You Will Learn:

- Social media branding
- Ad creatives and banner design
- Designing for Instagram, Facebook & YouTube
- Digital marketing design principles
- Thumbnail and promotional graphics
- Web graphics and UI basics
- Creative ad design workflow

Minor Projects:

- Social Media Campaign Design
 - YouTube Banner & Thumbnail
 - Facebook Advertisement Design
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SECTION 8: UI Basics & Modern Design Trends

What You Will Learn:

- Introduction to UI Design
- Designing mobile app interfaces
- Website layout design basics
- Modern design trends
- Minimalist and futuristic design
- Responsive design concepts
- Creative portfolio layouts

Minor Projects:

- Landing Page Design
- Mobile App UI Mockup
- Creative Portfolio Website Design

SECTION 9: Advanced Graphic Design Projects

What You Will Learn:

- Creative problem-solving
- Advanced composition techniques
- Real-world client projects
- Design presentation skills
- Creative direction workflow
- Design critique and improvement
- Professional design process

Major Projects:

- Event Branding Package
- Ecommerce Brand Design
- Creative Advertising Campaign
- Magazine Cover Design

SECTION 10: Portfolio, Freelancing & Career Preparation

What You Will Learn:

- Building a professional portfolio
- Behance and Dribbble optimization
- Freelancing workflow
- Client communication
- Pricing and proposal creation
- Resume preparation
- Interview preparation
- Personal branding for designers

Bonus Topics:

- AI Tools for Graphic Designers
- Canva AI & Adobe Firefly Basics
- Modern Graphic Design Trends

- Productivity & Design Plugins
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SECTION 11: Certification & Placement Opportunity

Included:

- Course Completion Certificate
 - Real-world project evaluation
 - Internship opportunity guidance
 - Placement assistance
 - Portfolio review sessions
 - Freelancing roadmap
 - Industry mentorship support
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Software & Tools Covered

- Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Canva
 - Figma
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Course Duration

- 3 Months
 - Beginner to Advanced Level
 - 100% Practical & Project-Based Learning
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Who This Course Is For

- Beginners interested in Graphic Design
- Social Media Designers
- Content Creators
- Marketing Professionals

- Freelancers
 - UI/UX Aspirants
 - Students & Entrepreneurs
 - Branding Enthusiasts
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Learning Outcome

After completing this course, students will be able to:

- Create professional graphic designs for print and digital platforms
- Design logos, brand identities and marketing materials
- Work professionally with Adobe Photoshop & Illustrator
- Create social media and advertising creatives
- Build portfolio-ready real-world projects
- Start freelancing or apply for Graphic Design roles
- Develop strong visual communication and creative skills