DEPARTMENTOF
ANIMATION & GRAPHIC DESIGN

OFFERS

CERTIFICATE COURSE ON

LAYOUT DESIGN

MES COLLEGE, MARAMPALLY

CERTIFICATE COURSE ON LAYOUT DESIGN

SYLLABUS

COURSE CODE : AGDC102

COURSE DURATION : 30 HOURS

COURSE DESCRIPTION : A graphic designer creates visual conceptsto communicate ideas that inspire, inform, or captivate consumers. This course will provides an introduction to the Graphic Design software to create effective and aesthetically pleasing layouts which engages the audience in a clear and concise manner.

COURSE OUTCOME : Understand the foundations of layout designs through practical assignments. Equips to make decisions using the visual language of a designer and create dynamic design compositions.

Module I	:	6 Hours

Elements of Design

Principles of Design

Visual Composition

Module II	:	8 Hours

Introduction to Layout Design

Grid Design

Typography

Module III	:	8 Hours

Photo Restoration Techniques

Logo Design

Corporate Designs

Assignments based on the above topics

Module IV	:	8 Hours

Designing Brochures and Posters

Page Layout for Magazines

Advertisement Design

Assignments based on the above topics.

Referred Books

1. Exploring The Elements Of Design : Poppy Evans, Mark A Thomas
2. The Fundamentals Of Typography: Ambrose, Harris
3. Crafting Digital Media   :Daniel James

Resource Persons

1. Francis Xavier
2. Sreesubha P.