

**DEPARTMENT OF  
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 concepts to communicate ideas that inspire, inform, or captivate consumers. This course will provide an introduction to the Graphic Design software to create effective and aesthetically pleasing layouts which engage the audience in a clear and concise manner.

COURSE OUTCOME : Understand the foundations of layout designs through practical assignments. Equip 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.