

GRAPHIC DESIGN

Branding, Print Design for Web.

Skill Enhancement
course.



onlineprograms@vtu.ac.in

COURSE DESCRIPTION

This course provides a foundational understanding of graphic design principles and techniques, equipping students with the skills necessary to create visually compelling and effective designs. Through a blend of theoretical concepts and hands-on practical exercises, students will explore key elements of design, typography, color theory, layout composition, and digital tools. Emphasis is placed on developing creativity, problem-solving skills, and design thinking processes essential for producing professional-quality visual communication across various media platforms.



COURSE OUTCOMES

Upon completion of this course, students will have developed a solid foundation in graphic design principles and techniques. They will be capable of creating visually engaging designs for both print and digital media, applying industry-standard software tools effectively. Students will also have the skills to articulate design decisions, collaborate effectively in design projects, and present their work professionally. This course prepares students for entry-level positions in graphic design or further study in specialized areas of design.

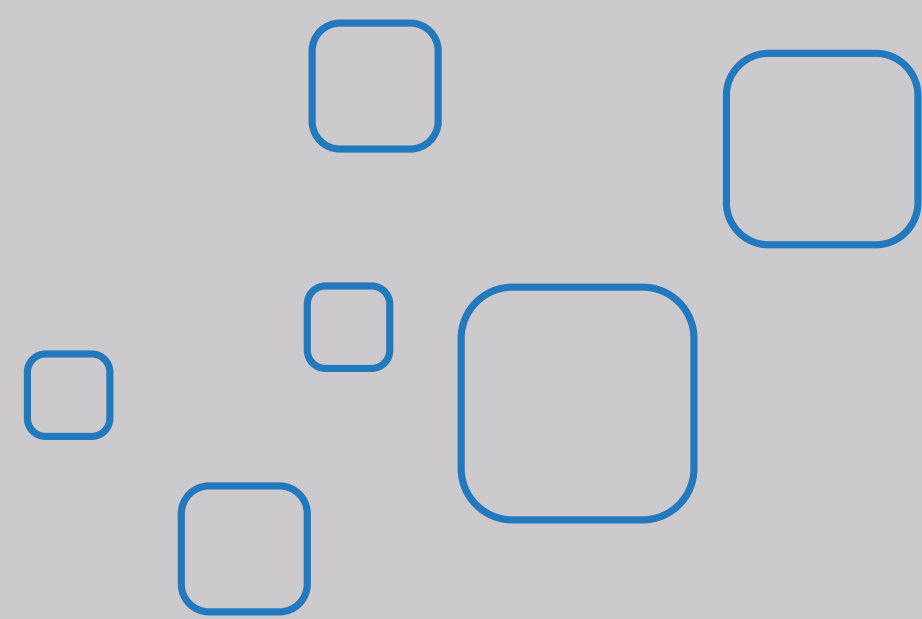




FEATURES OF THE COURSE

- > Course Duration - 30 hours**
- > Difficulty Level - Basic to Intermediate**
- > Video Lessons - Modules, Concepts ,Lessons**
- > Contains Quizzes , Assignments, Resources**





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