

DIPLOMA PROGRAMME

Graphic *Design*

A 6-month industry-ready programme that builds visual craft, brand intelligence, and creative communication skills — from foundational design theory to AI-powered production workflows.

6

MONTHS

220+

LIVE HOURS

4+

PORTFOLIO PROJECTS

12

SOFTWARE TOOLS

Six routes into *visual practice*

Graphic design is the foundation of all visual communication. This programme starts from first principles — how the human eye perceives, how colour creates emotion, how typography carries meaning — and builds upward through brand identity, editorial, illustration, packaging, advertising, and AI-powered workflows.

01

Freshers & Graduates

Arts, media, architecture or humanities grads wanting to build a professional design practice from the ground up.

02

Career Switchers

Professionals from non-design backgrounds making a structured transition into brand, agency, or content studio roles.

03

UI/UX Designers

Digital designers who want to strengthen their visual foundation — craft, typography, colour, and brand identity thinking.

04

Marketing Professionals

Brand managers and content creators who want design literacy to brief better, review sharper, and produce independently.

05

Startup Founders

Builders who need to design early-stage brand identities, marketing collateral, and visual communications without a full team.

06

Illustrators & Artists

Creatives with drawing skills who want to channel their visual sensibility into professional brand and commercial design work.

Foundations of *Visual Communication*

Train the eye and the mind before touching software. Understand why design works — and why it doesn't.

WEEK 01

History of Communication Design

ASSIGNMENT

- Evolution of visual communication
- Indian design traditions: folk art, poster, architecture
- Semiotics: signs, symbols, icons and indexes
- Timeline poster of communication history (InDesign)
- Printing revolution, Bauhaus, Swiss Style
- Design movements and their cultural context
- Design ethics: representation and appropriation

WEEK 02

Visual Perception & Gestalt Principles

ASSIGNMENT

- Psychology of visual perception
- Gestalt laws: proximity, similarity, continuity, closure
- Figure-ground relationships
- Visual weight: size, colour, contrast, texture
- Symmetry vs asymmetry in layouts and logos
- Applying Gestalt to information hierarchy
- 3 posters depicting different communication principles (Illustrator)

WEEKS 03 – 04

Colour Theory & Composition

ASSIGNMENT

- Colour models: RGB, CMYK, HSL
- Colour harmonies: complementary, analogous, triadic
- Colour psychology and emotional response
- Cultural colour meanings — India and globally
- Accessible colour: WCAG contrast basics
- Rule of thirds, golden ratio, visual triangles
- White space as intentional design element
- Digital poster / website banner / social media post

Typography, Grids & *Layout*

Master the two foundational tools of all graphic design. Type and grid aren't constraints — they're the architecture of communication.

WEEK 05

Typography Fundamentals

ASSIGNMENT

- Type anatomy: baseline, x-height, ascender, descender, bowl
- Historical context: Garamond, Helvetica, Futura, Gill Sans
- Type scale systems: Major Third, Perfect Fourth, Golden Ratio
- Variable fonts and responsive digital design
- Typeface classification: serif, sans-serif, script, display, mono
- Font pairing logic: contrast, superfamily, mood alignment
- Micro-typography: kerning, tracking, leading
- Type as brand personality

WEEK 06

Typography as Hierarchy & Editorial Systems

ASSIGNMENT

- Macro-typography: column width, line length, paragraph spacing
- Long-form reading design: books, reports, magazines
- Typography specimen poster celebrating one typeface
- Hierarchy without colour — size, weight, spacing
- Display vs text fonts and creating hierarchy
- Event poster using type only (Photoshop / Illustrator)

WEEKS 07 – 08

Grid Systems & Layout Design

PROJECT

- Swiss grid origins: Josef Müller-Brockmann
- Grid construction in InDesign: margins, columns, gutters
- Balance and rhythm in layouts
- 4-page magazine editorial layout (InDesign)
- Types: manuscript, column, modular, hierarchical, baseline
- Breaking the grid intentionally for expressive effect
- Grid systems in digital products: 8pt and 12-column

Brand Identity & *Data Visualisation*

Shift from one-off design to systems thinking at scale. Build complete brand identities and learn to make data tell stories visually.

WEEK 09

Brand Strategy & Identity Fundamentals

ASSIGNMENT

- Brand vs logo vs identity: the full ecosystem
- Brand positioning and competitive differentiation
- Indian brand case studies: Tata, Amul, Fabindia, Meesho
- Brand strategy board for a fictional brand
- Brand strategy: purpose, vision, mission, values, personality
- Brand architecture: monolithic, endorsed, freestanding
- Global case studies: Apple, Nike, Airbnb, Spotify

WEEKS 10 – 11

Logo Design & Visual Identity Systems

PROJECT

- Logo types: wordmark, lettermark, symbol, combination, emblem
- Logo geometry: golden ratio, grid-based construction
- Brand colour systems: primary, secondary, tertiary palettes
- Full visual identity system: logo + colour + type + guidelines (Illustrator)
- Logo design process: brief → research → sketch → refine → system
- Versatility testing: black, white, 16px, merchandise, animation
- Typography, pattern, iconography and photography style

WEEK 12

Data Visualisation & Infographic Design

ASSIGNMENT

- Principles of data visualisation: Tufte's data-ink ratio
- Visual encoding: position, length, angle, area, colour, shape
- Dashboard layouts and dynamic infographics
- Redesign a bad infographic + social-issue data visualisation poster (Figma)
- Chart selection: bar, line, scatter, pie, heat map, treemap
- Storytelling with data for general audiences
- AI tools: Flourish, Datawrapper, Adobe Express

Illustration, Packaging & *Advertising*

Expand creative range and conceptual depth. From character design to 360° campaigns — move from screen to shelf to street.

WEEKS 13 – 14

Illustration Fundamentals & Styles

ASSIGNMENT

- Illustration styles: flat, isometric, line art, textured, editorial
- Character design: proportion, expression, personality, consistency
- Storyboarding: visual narrative for motion and advertising
- AI-assisted illustration: Midjourney, Firefly, Generative Fill
- Vector illustration: pen tool, shape builder, pathfinder, gradients
- Conceptual illustration: abstract ideas via visual metaphor
- Illustration system design for brands
- Illustrated character/scene + illustrations in 3 different styles

WEEK 15

Packaging Design

PROJECT

- Packaging design thinking: product, shelf, hands, home
- Dieline design: bleeds, folds, and print specifications
- Retail psychology: colour, shape, typography on shelf
- Complete packaging design: dieline + 3D mockup + 2 variations (Illustrator)
- Structural considerations: primary, secondary, tertiary packaging
- Surface graphics: hero image, product name, info hierarchy
- Sustainable packaging design and recyclability

WEEK 16

Advertising Campaigns

PROJECT

- The Big Idea in advertising: finding and testing it
- Visual-copy relationship: how headline and image interact
- Outdoor advertising: billboard constraints, 3-second rule
- 360° campaign: big idea + slogan + 3-5 deliverables (print + digital + outdoor)
- Campaign structure: hero concept + support executions
- Print advertising: poster, magazine, newspaper ad design
- Social media advertising: platform-specific formats

Type Design, Motion & *AI-Powered Workflows*

Prepare for modern, multi-platform design production. Design letterforms, animate brands, and build AI into your creative process.

WEEKS 17 – 18

Type Design

ASSIGNMENT

- Letterform construction and observing proportions
- Digitising letterforms from hand-drawn to vector
- Creating a functional display typeface
- Introduction to Glyphs / Figma as type editor
- Kerning and spacing basics
- Design A-Z hand-drawn letter set → digitise into a functional display typeface

WEEK 19

Motion Design & Social Media Content

ASSIGNMENT

- 12 principles of animation applied to graphic design
- Typography in motion: kinetic type, animated headlines
- Short-form motion: Reels, Stories, YouTube Shorts
- AI video tools: Runway ML, Pika Labs, Adobe Firefly Video
- After Effects: composition, timeline, keyframes, easing
- Logo animation: the brand stinger
- Premiere Pro basics: timeline, cuts, transitions, colour grading
- Motion poster / brand reel (15–30 seconds) with logo animation

WEEK 20

AI-Powered Design Workflows

ASSIGNMENT

- AI tools landscape: Midjourney, DALL·E 3, Adobe Firefly, Stable Diffusion
- Adobe Firefly: Generative Fill, Generative Recolor in Illustrator
- Building an AI-augmented design pipeline
- AI Brand Concept Sprint: complete brand concept in one 4-hour AI session
- Prompt engineering for design-quality output
- AI in InDesign: generative layout suggestions
- Legal and ethical considerations: commercial rights, client disclosure

Print Production, Portfolio & *Capstone*

Convert 5 months of skill-building into a professional-grade portfolio. Graduate print-ready, client-ready, and industry-ready.

WEEK 21

Print Production & Professional Practice

ASSIGNMENT

- Print production: DPI vs PPI, CMYK vs RGB, spot vs process colour
- Digital asset management: file naming, folder structure, version control
- Freelance practice: pricing, contracts, scope creep
- Print-ready packaging + brand collateral delivery package
- Bleeds, safe zones, crop marks and print-ready PDF export
- Presenting design to clients: framing rationale, managing feedback
- Studio practice: briefs, timelines, and creative reviews

WEEKS 22 – 23

Portfolio Development

DELIVERABLE

- Portfolio structure and selecting strongest work
- Curating work for brand, agency, and content studio roles
- AI-assisted portfolio writing and storytelling
- 3 complete portfolio case studies + personal portfolio site live
- Case study writing: problem → process → outcome
- Personal website setup: Framer, Webflow, or Behance
- One-on-one feedback from mentors

WEEK 24

Final Capstone Project

FINAL PROJECT

- Full end-to-end design project for a real or simulated client
- Packaging: dieline + 3D mockup + retail context
- Motion graphic: logo animation + brand reel
- Present final capstone + portfolio review to industry panel
- Brand identity: logo system + colour + typography + guidelines
- Advertising campaign: print + digital + outdoor
- AI workflow log: tools used, prompts, editorial decisions

The full creative *stack*

VECTOR DESIGN

Adobe Illustrator

Logos, vector illustration, packaging, type design, brand systems

IMAGE EDITING

Adobe Photoshop

Image editing, compositing, posters, AI campaigns, mockup presentation

EDITORIAL LAYOUT

Adobe InDesign

Editorial design, brand guidelines, multi-page documents, print-ready export

MOTION & ANIMATION

After Effects

Logo animation, kinetic typography, brand reels, animated ads

VIDEO EDITING

Premiere Pro

Timeline, cuts, transitions, colour grading for short-form content

DIGITAL & UI

Figma

Data visualisation, dashboard layouts, UI intro, portfolio presentation

AI IMAGE GEN

Midjourney

Mood boards, concept development, campaign imagery, brand sprints

AI DESIGN

Adobe Firefly

Generative Fill, Generative Recolor, AI layout suggestions in InDesign

AI IMAGE GEN

DALL·E 3 & Stable Diffusion

Prompt-driven concept imagery and design direction exploration

AI VIDEO

Runway ML

AI-generated video, motion graphics, visual effects for brand reels

TYPE DESIGN

Glyphs

Typeface creation, letterform digitisation, kerning and font export

DATA VISUALISATION

Flourish & Datawrapper

Interactive charts, dynamic infographics, narrative data storytelling

P1

Visual Studies, Typography & Editorial Layout

Gestalt posters, colour compositions, typographic specimens, and a 4-page magazine editorial layout. Demonstrates foundational visual craft and layout thinking across multiple formats and media.

P2

Brand Identity System

Logo, brand guidelines, colour and type system, mockups, and motion — a complete visual identity for a real or fictional brand. Proves you can think in systems, not just make a logo.

P3

Packaging Design + 360° Advertising Campaign

Dieline to 3D mockup, plus a full advertising campaign spanning print, digital, and outdoor. Shows range across commercial and retail design disciplines with real-world production skills.

P4

Final Capstone — Full Brand System with Motion & AI

An end-to-end brand project: identity system, packaging, advertising, motion graphic, and an AI workflow log. Presented to an external industry critique panel and portfolio-ready at graduation.

VISUAL & BRAND DESIGN

- Complete brand identity systems
- Professional print and editorial work
- Typographic systems for any medium
- Packaging from dieline to 3D mockup
- Multi-platform advertising campaigns

PRODUCTION & TECHNOLOGY

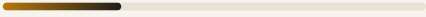
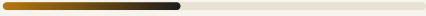
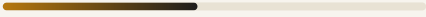
- AI-augmented graphic design work
- Print-ready files to professional standards
- Motion graphics and logo animations
- Full Adobe Creative Suite
- Digital asset management

CAREER READINESS

- 4+ curated industry-grade projects
- Client presentation and feedback skills
- Freelance pricing, contracts and management
- Personal portfolio website live
- Placement guidance and mentor network

We build *craft*. Craft creates opportunity.

Salary ranges below are indicative, based on industry data at time of publication.
Graduate outcomes vary with experience, geography, and role.

Graphic Designer	₹4 – 10 LPA	
Brand Designer	₹6 – 12 LPA	
Visual / Creative Designer	₹5 – 14 LPA	
Motion Designer	₹6 – 15 LPA	
Freelance / Founding Designer	Variable	