

Department of Technology Savitribai Phule Pune University

Syllabus for
Certificate Course in Graphic Art Technology

Certificate Course in Graphic Art Technology

Academic year 2023-2024

Duration: 8 Months

Intake: 40

Eligibility: Minimum 10th pass and Above



**Savitribai Phule Pune University
(Formerly University of Pune)**



**Department of Technology
Board of Studies, Certificate Course in Graphic Art Technology
Curriculum Structure for Certificate Course in Graphic Art Technology**

Sr. No.	Subject Code	Subject Name	Credits	Teaching Scheme (Theory)	Teaching Scheme (Lab)
Semester (I)					
1	CPGA1	Fundamentals of Art & Design	2	2	
2	CPGA2	Graphics I Adobe Photoshop	2	2	
3	CPGA3	Graphics II Adobe Illustrator	2	2	
4	CPGA4	Graphics III Adobe InDesign	2	2	
5	CPGA5	Graphics IV Corel Draw	2	2	
6	CPGA6	Color Theory	2	2	
7	CPGA7	Digital & Motion Graphics	4	2	2
8	CPGAPRO	Project & Portfolio	6		6
		TOTAL	22	14	08

CPGA1:

Fundamentals of Art & Design

Topic 1: Introduction to Art and Design: Overview of the principles and elements of art and design, Exploration of various art mediums and techniques, Introduction to art history and influential artists.

Topic 2: Drawing Fundamentals: Basic drawing techniques, such as line, shape, form, and shading, Understanding proportions, perspective, and composition, Still life drawing exercises.

Topic 3: Color Theory: Understanding the color wheel and color relationships, Exploration of color harmonies and contrasts. Color mixing techniques and color psychology.

Topic 4: Principles of Design: Exploration of design principles such as balance, contrast, emphasis, rhythm, and unity, Applying design principles to various art forms, including 2D and 3D compositions, Experimentation with visual hierarchy and focal points.

Topic 5: Introduction to Digital Art: Introduction to digital art tools and software, Basic digital art techniques and workflows. Exploring digital painting, image manipulation, and digital illustration.

Introduction to Typography: Understanding the basics of typography and type design, Exploration of different typefaces, font families, and typographic hierarchy. Applying typography principles in print and digital media.

Topic 6: Introduction to 3D Design: Basic concepts of 3D design and modelling, Introduction to 3D software and tools, Creating simple 3D objects and exploring basic lighting and rendering techniques.

Topic 7: Art Critique and Analysis: Developing skills in critiquing and analysing artwork, Understanding art theory and aesthetics, Engaging in group discussions and providing constructive feedback.

Topic 8: Portfolio Development: Guidance on building a comprehensive art and design portfolio, Selecting and presenting artwork effectively, developing a personal artistic style and vision.

Project Work and Exploration: Undertaking individual and group projects to apply learned concepts, Exploring various art and design mediums and techniques, Encouraging experimentation and creativity.

CPGA2:

Graphics I: Adobe Photoshop

Topic 1: Introduction to Photoshop: Overview of Photoshop interface and tools, Introduction to different file formats and color modes, Understanding layers and layer masks.

Topic 2: Image Editing and Retouching: Basic photo editing techniques such as cropping, resizing, and rotating, Adjusting brightness, contrast, and color balance, Removing blemishes, wrinkles, and other imperfections using retouching tools.

Topic 3: Selection Tools and Techniques: Using selection tools to isolate and manipulate specific areas of an image, refining selections using feathering, refining edges, and quick mask options, Creating and modifying complex selections using channels and paths.

Topic 4: Layers and Blending Modes: Understanding the concept of layers and their importance in non-destructive editing, Applying blending modes to combine and enhance layers, using adjustment layers to make non-destructive changes to images.

Topic 5; Working with Text and Typography: Creating and formatting text layers, Applying text effects and styles, working with character and paragraph settings.

Topic 6: Image Manipulation and Compositing: Using transformation tools to distort, warp, and reshape images, Applying filters and effects to images, creating photo montages and composite images.

Topic 7: Working with Masks and Channels: Creating and editing layer masks to control visibility and transparency, Using channels for precise selections and adjustments, Creating alpha channels and using them in compositing.

Topic 8: Advanced Image Editing Techniques: Advanced retouching techniques, such as frequency separation and dodge and burn, advanced color correction and adjustment techniques, working with advanced selection tools like the pen tool and quick selection tool.

Topic 9: Working with 3D Objects and Textures: Creating and manipulating 3D objects and text,

Applying textures and materials to 3D objects, Rendering and lighting 3D scenes.

Topic 10: Automation and Workflow: Automating repetitive tasks using actions and batch processing, Using smart objects and smart filters for non-destructive editing, Organizing and managing files and assets in Photoshop.

Topic 11: Outputting and Exporting: Optimizing images for web and screen display, Understanding resolution, image size, and file formats for different outputs, Preparing files for print and collaborating with printers.

CPGA3:

Graphics IV: Adobe Illustrator

Topic 1: Introduction to Adobe Illustrator: Overview of Illustrator interface and tools, Understanding vector graphics and their advantages, Introduction to different file formats and color modes.

Topic 2: Basic Shapes and Paths: Creating and manipulating basic geometric shapes, working with the Pen tool to create and edit paths, Applying stroke and fill attributes to shapes and paths.

Topic 3: Working with Objects and Layers: Creating, selecting, and manipulating objects, Understanding the importance of layers for organizing artwork, Arranging and aligning objects in the artwork.

Topic 4: Color and Gradients: Applying and editing colors using the Swatches panel, Creating and editing gradients, working with the Color Guide and Color Picker.

Topic 5: Drawing Tools and Techniques: Using the Shape tools to create custom shapes, drawing with the Pencil and Brush tools, Applying variable width profiles to paths.

Topic 6: Working with Text and Typography: Creating and formatting text using the Type tools, Applying text effects and styles, working with character and paragraph settings.

Topic 7: Working with Brushes and Effects: Applying artistic and calligraphic brushes, Creating and editing custom brushes, applying effects like drop shadows, glows, and distortions.

Topic 8: Working with Symbols and Patterns: Creating and using symbols for reusable artwork, Creating and editing seamless patterns, Applying patterns to objects and backgrounds.

Topic 9: Advanced Drawing and Editing Techniques: Using the Shape Builder tool for complex object creation, Applying envelope distortions and mesh distortions, Creating and editing blends and gradients meshes.

Topic 10: Working with Layers and Artboards: Managing and organizing artwork using layers, Working with multiple artboards for different variations or outputs, Using the Artboard tool for custom artboard creation.

Topic 11: Exporting and Outputting: Saving and exporting files in different formats, Preparing files for web and print outputs, Understanding resolution and image size considerations.

CPGA4:

Graphics III : Adobe InDesign

Topic 1: Introduction to Adobe InDesign: Overview of InDesign interface and tools, Understanding the difference between print and digital layouts, Introduction to different document types and settings.

Topic 2: Document Setup and Layout: Creating and setting up new documents, Understanding document presets and customizing page sizes, managing master pages and applying consistent layouts.

Topic 3: Text Formatting and Styles: Importing and formatting text in InDesign, Working with character and paragraph styles, Creating and applying text variables.

Topic 4: Working with Images and Graphics: Importing and placing images in InDesign documents, managing image linking and embedding, Applying image manipulation and adjustment techniques.

Topic 5: Layout and Design Principles: Understanding layout composition and grid systems, Applying principles of hierarchy and visual balance, Utilizing typography and white space effectively.

Topic 6: Creating and Formatting Tables: Creating and styling tables for data and information, Formatting table cells, rows, and columns, Working with table styles and applying formatting options.

Topic 7: Working with Objects and Frames: Creating and manipulating text frames and graphic frames, Understanding text threading and managing long documents, Applying object styles and using the Align panel.

Topic 8: Managing Colors and Swatches: Working with color swatches and creating custom swatch libraries, Applying color to objects, text, and backgrounds, Understanding the importance of color management for print and digital outputs.

Topic 9: Working with Layers: Managing and organizing content using layers, Applying layer effects and opacity settings, Creating and editing layer groups.

Topic 10: Interactive Documents (for digital outputs): Creating interactive elements like hyperlinks, buttons, and bookmarks, Adding multimedia elements such as videos and audio, Exporting interactive PDFs and digital publications.

Topic 12: Print Preparation and Output: Preflighting documents for print readiness, setting up bleeds, margins, and crop marks, exporting print-ready PDF files.

CPGA5:

Graphics IV : CorelDraw

Topic 1: Introduction to CorelDRAW: Overview of CorelDRAW interface and tools, Understanding vector graphics and their advantages, Introduction to different file formats and color modes.

Topic 2: Basic Shapes and Objects: Creating and manipulating basic shapes and objects, Using the Shape tool to create custom shapes, Applying stroke and fill attributes to objects.

Topic 3: Working with Text and Typography: Creating and formatting text using the Text tool, Applying text effects and styles, Working with character and paragraph settings.

Topic 4: Color and Gradients: Applying and editing colors using the Color Palette, Creating and editing gradients, Using the Fountain Fill tool for complex color effects.

Topic 5: Drawing and Editing Tools: Working with the Freehand and Bezier tools, Creating and editing curves and nodes, Applying transformations and distortions.

Topic 6; Working with Layers: Managing and organizing artwork using layers, Applying layer effects and opacity settings, Using layer groups for improved workflow.

Topic 7: Working with Bitmap Images: Importing and editing bitmap images, Applying photo effects and adjustments, Working with masks and transparency.

Topic 8: Working with Objects and Effects: Applying transparency and blending modes to objects, Creating and editing object fills and outlines, Using special effects such as drop shadows and 3D effects.

Topic 9: Creating and Formatting Tables: Creating and styling tables for data and information, Formatting table cells, rows, and columns, Applying table styles and formatting options.

Topic 10: Print Preparation and Output: Understanding print specifications and document setup, Setting up bleeds, margins, and crop marks, Exporting print-ready files in different formats.

Topic 11: Web Graphics and Digital Outputs: Optimizing graphics for web and screen display, Creating web banners and buttons, Exporting graphics for websites and digital publications.

CPGA6:

Graphics VI : Colour Theory

Topic 1: Introduction to Color Theory: Overview of the color wheel and color terminology, Understanding the properties of color: hue, value, and saturation, Exploring the psychological and emotional effects of color.

Topic 2: Color Systems and Models: Introduction to different color systems, such as RGB, CMYK, and HSB, Understanding color mixing and color blending techniques, Exploring color models like additive and subtractive color.

Topic 3: Color Harmony and Relationships: Understanding color harmonies and their application in art, Exploring complementary, analogous, triadic, and monochromatic color schemes, Analyzing famous artworks for color harmony examples.

Topic 4: Value and Contrast: Exploring the concept of value and its role in creating depth and form,

Understanding high and low contrast and their impact on visual perception, Applying value scales and creating tonal compositions.

Topic 5: Color Temperature and Mood: Exploring warm and cool colors and their psychological associations, Understanding color temperature in relation to light and atmosphere, Using color to create different moods and atmospheres in artwork.

Topic 6: Color Interaction and Optical Effects: Understanding simultaneous contrast and the interaction of adjacent colors, Exploring optical effects like afterimages and color vibration, Applying color techniques to create visual illusions and depth.

Topic 7: Color in Composition and Design: Understanding the role of color in composition and visual hierarchy, Exploring color dominance, focal points, and color balance, Applying color principles in various art forms, including painting, drawing, and design.

Topic 8: Color Symbolism and Cultural Context: Exploring color symbolism in different cultures and art movements, Understanding how color conveys meaning and emotions, Analyzing artworks and cultural references for color symbolism.

Topic 9: Color Mixing and Application: Understanding the color mixing process with paints, pigments, or digital tools, Exploring color properties and techniques for achieving desired color results, Applying color theory in practical exercises and artwork creation.

Topic 10: Color in Digital Art and Design: Applying color theory principles in digital art and design, Exploring color management and color calibration for digital displays, Using color tools and features in digital art software.

Topic 11: Color in Contemporary Art and Trends: Exploring current trends and developments in color usage in contemporary art, Analyzing the work of contemporary artists and their innovative use of color, Reflecting on personal color choices and experimentation in artwork.

CPGA7:

Graphics VII : Digital & Motion Graphics

Topic 1: Introduction to Digital & Motion Graphics: Overview of digital and motion graphics and their applications, Understanding the principles of motion and visual storytelling, Introduction to the Adobe Creative Cloud ecosystem.

Topic 2: Introduction to Adobe Premiere Pro: Overview of the Premiere Pro interface and workspace, Importing media files and organizing projects, Basic video editing techniques: trimming, cutting, and rearranging clips.

Topic 3: Video Transitions and Effects: Applying video transitions to create seamless scene transitions, Using effects and filters to enhance video footage, Keyframing and animating effects for dynamic motion.

Topic 4: Audio Editing with Adobe Audition: Introduction to Adobe Audition interface and audio terminology, Importing and editing audio files, Applying audio effects and cleaning up audio recordings.

Topic 5: Color Correction and Grading: Understanding color correction and color grading concepts, Adjusting and balancing color levels in video footage, Applying color grading techniques to enhance visual aesthetics.

Topic 6: Titles, Text, and Graphics: Creating and animating titles and text overlays, Working with graphics and logos in video projects, Applying motion graphics templates for dynamic visuals.

Topic 7: Working with Layers and Masks: Utilizing video and audio layers for multi-track editing, Applying blending modes and opacity adjustments, Creating and using masks for targeted effects and corrections.

Topic 8: Audio Mixing and Sound Design: Balancing audio levels and adjusting audio tracks, Creating soundscapes and adding background music, Implementing sound effects and audio transitions.

Topic 9: Advanced Editing Techniques: Multi-camera editing for synchronized footage, Using advanced editing tools and keyboard shortcuts, Creating and managing project timelines and sequences.

Topic 10: Exporting and Delivery: Exporting video projects in various formats and resolutions, Understanding compression settings and file formats, Publishing videos for different platforms and online

sharing.

Topic 10: Project Work and Portfolio Development: Collaborating on group projects and creating individual projects, Applying learned techniques to real-world scenarios, Building a portfolio showcasing digital and motion graphics work.

CPGAPRO:

Graphics VIII: Project & Portfolio

Topic 1: Introduction to Graphic Design Projects: Overview of the course objectives and learning outcomes, Understanding the importance of project-based learning in graphic design, Exploring different types of graphic design projects.

Topic 2: Research and Concept Development: Conducting research and gathering inspiration for design projects, Developing design briefs and client requirements, Generating and refining design concepts through sketching and ideation.

Topic 3: Design Principles and Elements: Applying design principles such as balance, contrast, and hierarchy, Understanding the use of typography, color, and imagery in design, Applying visual storytelling and composition techniques.

Topic 4: Design Tools and Software: Utilizing graphic design software such as Adobe Photoshop, Illustrator, or InDesign, Exploring advanced features and techniques within design software, Incorporating digital tools and resources for design projects.

Topic 5: Branding and Identity Design: Developing brand identities, including logos, visual elements, and style guides, Creating cohesive branding across various applications and platforms, Understanding the role of brand strategy and target audience in design.

Topic 6: Print Design Projects: Creating designs for printed materials, such as brochures, posters, and packaging, Understanding print production processes and considerations, Preparing files for print and collaborating with print vendors.

Topic 7: Web and Digital Design Projects: Designing websites and user interfaces (UI) for digital platforms, Understanding responsive design principles and usability considerations, Incorporating interactive elements and user experience (UX) design.

Topic 8: Motion Graphics and Animation Projects: Creating animated graphics and motion design for videos or digital media, Understanding keyframe animation techniques and timing, Incorporating sound and visual effects in motion graphics.

Topic 9: Portfolio Development and Presentation: Curating and organizing design projects for a professional portfolio, Developing a personal brand and online presence for graphic design, Presenting and showcasing design work effectively to potential clients or employers.

Topic 10: Client Collaboration and Professional Practice: Understanding client communication and collaboration in design projects, Incorporating feedback and revisions into the design process, Exploring ethical and professional considerations in graphic design.

Topic 11: Project Management and Time Management: Planning and organizing design projects effectively, Managing project timelines, milestones, and deliverables, Balancing multiple projects and prioritizing tasks.