



Vidhyashala



Get An Education, Not Just A Degree.

GRAPHIC **DESIGNING**



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Bengaluru



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ABOUT US

Vidhyashala is an edutech company dedicated to helping students enhance their skills and education. We offer a wide range of courses designed to meet the evolving needs of the modern job market. Our mission is to provide accessible and high-quality learning experiences that empower students to excel academically and professionally.

At Vidhyashala, we combine expert instruction with cutting-edge educational technologies to create engaging and interactive content. Our team of seasoned educators and industry specialists ensures that our curriculum is relevant and practical, equipping learners with the knowledge and skills needed to succeed.

We believe in fostering a supportive learning environment that encourages exploration and growth. Whether you're looking to advance in your career or explore new interests, Vidhyashala is your trusted partner in lifelong learning. Join us to unlock your full potential and achieve your educational and career goals.

GRAPHIC DESIGNING

Graphic design is the art and practice of creating visual content to communicate messages effectively. It involves combining images, typography, and colors to craft designs that convey ideas, evoke emotions, and engage audiences. Graphic design is essential in various media, including digital platforms, print materials, branding, and advertising. Designers use tools like Adobe Photoshop, Illustrator, and InDesign to create logos, websites, posters, and more. By balancing aesthetics and functionality, graphic design plays a crucial role in shaping how people perceive and interact with content..

OUR OBJECTIVE

The objective of Vidhyashala is to revolutionize education through innovative technology and high-quality content. We aim to provide accessible, engaging, and effective learning solutions that cater to diverse needs. By leveraging cutting-edge tools and resources, we empower students to enhance their skills and knowledge. Our goal is to make education more personalized and impactful, helping learners achieve their academic and professional aspirations in a digital age.

THE PROGRAM

Two-month training and internship program. The first month is industrial training from experts with more than ten years of experience in the field of psychology through live interactive sessions and lifetime access to recordings. The second month is an internship with two project opportunities. One individual project for implementation and evaluation. One major project from our affiliated companies in order to work provide industry exposure and experience the environment in MNCs.

Modes of Training

Self Paced

- *Recorded sessions with doubt-clearing*
- *opportunities Lifetime access to study*
- *material Training Certification + Internship Opportunity*

Mentor Led

- *Live interactive sessions with doubt clearing*
- *Lifetime access to recordings Training*
- *Certification + Internship Opportunity*
- *Live interactive sessions with doubt clearing.*
- *Lifetime access to recordings One additional month of placement training*
- *Training Certification + Internship Opportunity + Placement Assistance.*

1ST MONTH

The first month is the training phase in which the students will be trained in their respective domains via live/recorded sessions. The training will cover the basics in all the domains such that even students with no previous experience will be able to learn effectively.

Learning module :



Self-paced:
Recorded Session



Mentor Led

2ND MONTH

The second month featured two project opportunities to implement the concepts they have learnt. The first is a minor or individual project for 7 days to introduce the students to the practical applications of the domain. The second is a major or group project in which the students will be placed in teams of 5-8 members to simulate the environment of working in MNCs under the guidance of their mentors who will act as their supervisors while guiding them through the project.

TOPICS TO BE COVERED

**DESIGN PRINCIPLES AND
ELEMENTS**

TYPOGRAPHY

COLOR THEORY

ADOBE CREATIVE SUITE

**LAYOUT AND
COMPOSITION**

BRAND IDENTITY DESIGN

**USER INTERFACE (UI)
DESIGN**

SCOPE IN GRAPHIC DESIGNING

Brand Identity and Corporate Design:

Creating visual elements such as logos, brand guidelines, and marketing materials that establish and maintain a company's identity and presence in the market.

Web and Mobile Design:

Designing user-friendly and aesthetically pleasing interfaces for websites and mobile applications, enhancing user experience and engagement.

Advertising and Marketing Collateral:

Developing promotional materials like banners, flyers, posters, and digital ads to effectively communicate marketing messages and attract customers.

Packaging Design:

Designing product packaging that is both functional and visually appealing, ensuring that it attracts consumers and complies with branding and regulatory requirements.



TRAINING CURRICULUM



INTRODUCTION OF GRAPHIC DESIGNING

- *What is graphic design, and how does it differ from other design disciplines?*
- *What are the core principles of graphic design, and why are they important?*
- *How do color theory and typography play a role in creating effective visual communication?*
- *What are some common software tools used in graphic design, and what are their primary functions?*

KNOWING PERSONALITY

- *What motivates you to create and explore new design ideas?*
- *How do you handle creative blocks or challenges when working on a design project?*
- *How do you balance your personal style with client requirements or project guidelines?*
- *Can you describe a time when you had to collaborate with others on a design project? How did you approach it?*
- *What do you find most fulfilling about working in graphic design, and why?*

SELF CONCEPT

- ***How do my personal design preferences and style influence my approach to different projects?***
- ***What design principles do I find most challenging to apply, and how can I improve my understanding and execution of them?***
- ***How do I handle feedback and criticism of my designs, and what strategies do I use to incorporate it constructively?***
- ***What are my strengths and weaknesses in using design software, and how can I leverage my strengths while improving my weaker areas?***

ABNORMAL GRAPHIC DESIGNING

- ***What steps should you take if a design project is consistently misinterpreted by clients despite clear initial briefs and revisions?***
- ***How would you handle a situation where your design file becomes corrupted or loses data, impacting project deadlines?***
- ***What could be the cause of significant color discrepancies between your digital designs and their printed versions, and how can you address this?***
- ***How should you respond if a design project receives negative feedback from a client due to cultural or contextual misunderstandings?***

PROJECTS

Redesigning a Brand's Visual Identity



Developing a User Interface for a Mobile App



Creating an Integrated Marketing Campaign



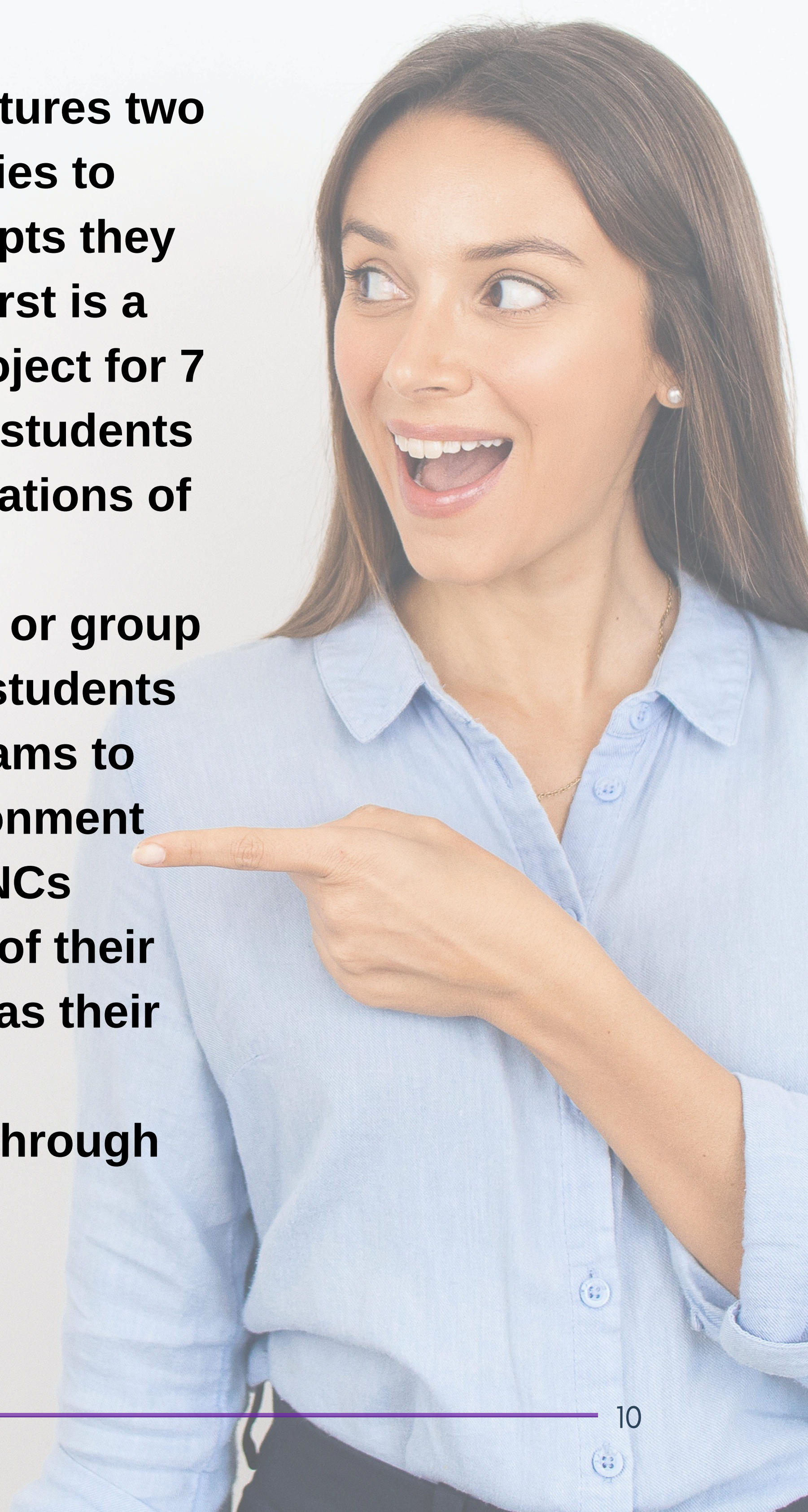
Designing an E-commerce Website Layout



INTERNSHIP MONTH

The second month features two project opportunities to implement the concepts they have learned. The first is a minor or individual project for 7 days to introduce the students to the practical applications of the domain.

The second is a major or group project in which the students will be placed in teams to stimulate the environment of working in MNCs under the guidance of their mentor who will act as their supervisors while guiding them through the project.



BRANDS WHERE OUR ALUMINI ARE

Infosys

 Microsoft

Deloitte.

ORACLE

CHALO

IBM

 IDEALISTIC
COMPLIANCE
COUNSEL

 genpact

 Mindtree
Welcome to possible

 cognizant®


BARCLAYS


BANK OF AMERICA

DELHIVERY

 **GAMES** 24
SEVEN

CGI



ninjacart

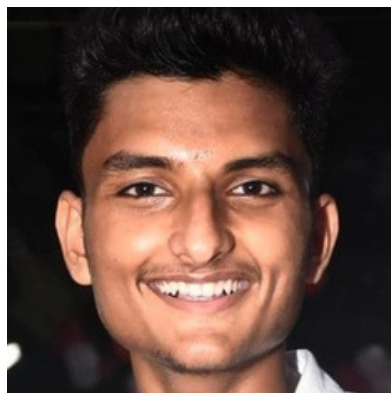
STUDENTS FEEDBACK



Ishita Singh



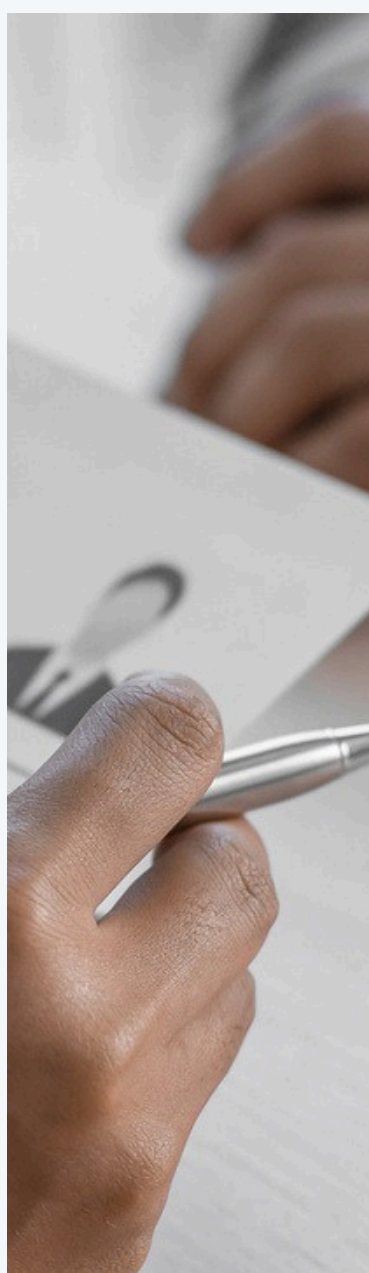
"Vidhyashala has delivered outstanding educational quality, surpassing all my expectations. The mentor's expert guidance and thoughtful support have been instrumental in advancing my skills and knowledge. The dedication to providing top-notch education has made a remarkable difference in my learning experience. I truly appreciate the commitment to excellence and the impactful guidance that has greatly contributed to my personal and professional growth."



Aniket Tripathi



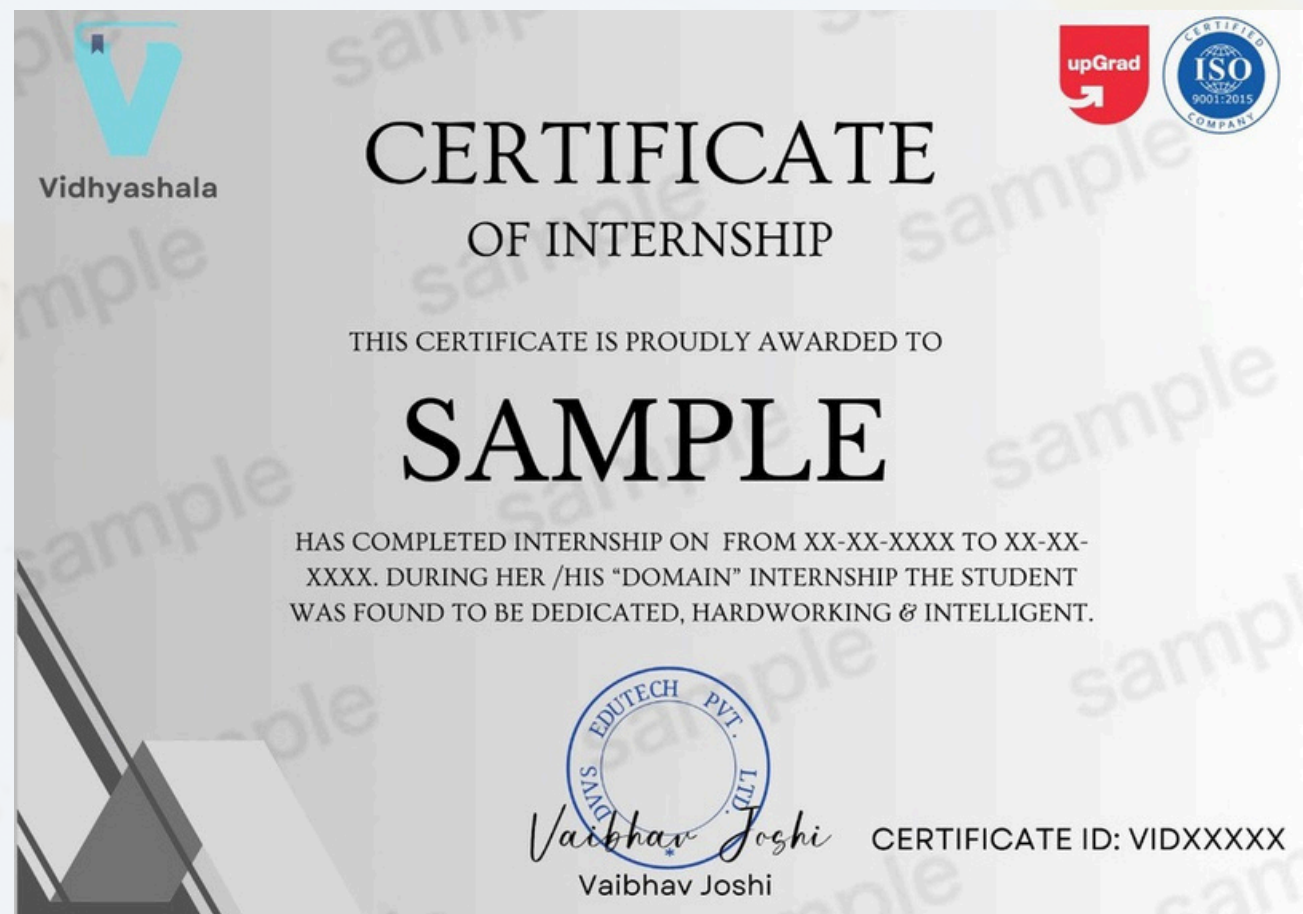
"Vidhyashala has truly exceeded my expectations with its exceptional quality in education. The mentor provided insightful guidance and support, which has significantly enhanced my skills and knowledge. The personalized approach and expert instruction have been invaluable in my learning journey. I'm grateful for the opportunity to grow and improve through such a dedicated and professional platform!"



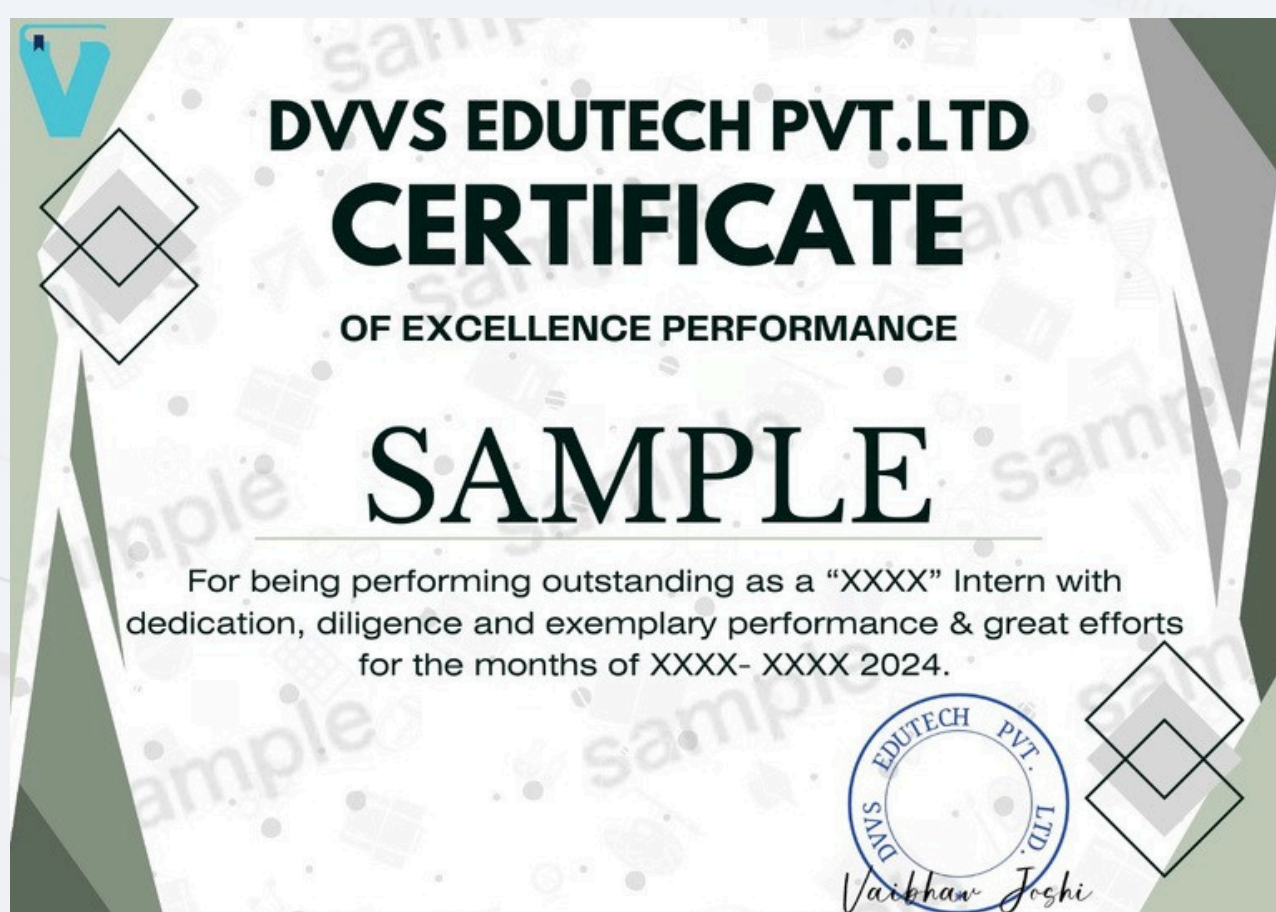
PLACEMENT ASSISTANCE

All candidates (according to their performance) ***eligible for placement assistance based on their performance will receive the benefit of interviews from our affiliated companies for paid internships or full time job roles in the case of degree holders***

CERTIFICATES



Internship Completion Certificate



Certificate Of Excellence