



## **PixelCraft Proficiency™ | Quarter-02**

**Duration: 3 Months | Fee: 29,500.00**

### **Introduction of PixelCraft Proficiency**

The PixelCraft Proficiency is to advance participants skills acquired from the foundational PixelCraft Essential quarter. This phase aims to provide an in-depth understanding and practical application of various tools, techniques and software used in visual art and digital media design. PixelCraft Proficiency intends to enhance participants expertise, focusing on advanced design concepts, software proficiency and practical projects to refine their capabilities as professional designers in diverse design domains.

PixelCraft Proficiency marks the advancement into practical application and specialized techniques within our one-year Professional Certification Program in Visual Art and Digital Media Design. This quarter is accurately designed as an immersive, hands-on experience aimed at refining participants skills and knowledge acquired in the foundational first quarter. It focuses on extensive practical training and empowers participants to apply advanced techniques to develop assignments spanning various aspects of design. It empowers participants to create professional grade designs across various sectors while mastering the art and science of colour in design.

### **Objectives of PixelCraft Proficiency**

**Extensive Hands-On Practice:** Engage participants in practical, real life assignments encompassing diverse areas such as print media, publishing, packaging, indoor advertisements, outdoor signage, fashion, apparel, jewellery design and corporate branding.

**Advanced Techniques Application:** Equip participants with the expertise to employ advanced techniques acquired from the prerequisite quarter, focusing on Adobe Illustrator, Photoshop, Indesign, Inkscape, GIMP and Canva for comprehensive project development.

**Portfolio Development:** Encourage participants to build an inspiring portfolio and practical files showcasing their proficiency in applying various software tools and techniques to create impactful visual designs across multiple domains.

**Real-Life Practical Assignments:** Provide

opportunities for participants to work on practical, industry relevant assignments, mimicking real world scenarios, thereby preparing them for professional endeavours.

**Specialized Project Development:** Guide participants in developing specialized projects tailored to specific industries or design sectors, fostering creativity, innovation and adaptability in design execution.

**Preparation for Real-Life Work or Projects:** Equip participants with the practical expertise and confidence to undertake real-life design projects or work assignments upon completion of the quarter.

**Exploration of Color Science in Design:** Educate participants on the science of colors in design, emphasizing their psychological impact, effective color compositions and proportions to create visually appealing and impactful designs.

## Who can join this Quarter?

**Participants Completing PixelCraft Essential (First Quarter):** Those who have completed the foundational Pixel Craft Essential quarter and are eager to advance their skills and practical knowledge in visual art and digital media design.

**Aspiring Designers Seeking Advanced Training:** Individuals aspiring to deepen their understanding and application of design principles and software tools used in various design aspects, spanning print media, publishing, packaging, advertising, fashion, branding and more.

**Professionals Expanding Their Skill Set:** Professionals from design related

industries or diverse sectors aiming to augment their existing skills and expertise in computer graphics, digital media, or visual communication.

**Creative Enthusiasts and Graduates:** Graduates or individuals with a creative inclination seeking to explore specialized techniques and gain hands-on experience in diverse design domains.

**Career Changers and Creative Entrepreneurs:** Individuals transitioning careers or entrepreneurs exploring the creative design landscape, keen on acquiring advanced skills for potential business ventures or career shifts.

## Course Outline of PixelCraft Proficiency

### Weeks 1-2: Print Media

#### Session 1-2: Introduction to Print Media

- Overview of Print Media Landscape
- Historical Perspective
- Current Trends and Technologies

#### Session 3-4: Design Principles for Print

- Typography and Layout
- Color Theory in Print
- Image Selection and Editing

#### Session 5-6: Print Production Techniques

- Printing Processes and Technologies
- Materials and Finishing Options
- Quality Control in Print Media

#### Session 7-8: Practical Application

- Hands-on Design Projects
- Print Production Simulation
- Critiques and Feedback

### Weeks 3-4: Publishing

#### Session 1-2: Understanding Publishing

- Evolution of Publishing Industry
- Digital Publishing Trends
- Publishing Platforms and Formats

#### Session 3-4: Content Creation for Publishing

- Writing for Different Audiences

- Multimedia Integration
- Editorial Guidelines

#### Session 5-6: Layout and Design in Publishing

- Page Layout Software
- Interactive Design Elements
- Balancing Aesthetics and Functionality

#### Session 7-8: Practical Publishing Projects

- Creating Sample Publications
- Digital Publishing Simulations
- Collaboration and Editing

### Weeks 5-6: Indoor Advertisements

#### Session 1-2: Introduction to Indoor Advertising

- Types of Indoor Advertising
- Design Considerations
- Targeting Specific Audiences

#### Session 3-4: Indoor Advertising Design Principles

- Visual Hierarchy
- Effective Messaging
- Incorporating Branding

#### Session 5-6: Material Selection and Production

- Substrates and Materials
- Printing Techniques

- Installation and Display

### **Session 7-8: Indoor Advertisements Practical Projects**

- Creating Indoor Ad Campaigns
- Visualization and Mockups
- Project Presentations

### **Weeks 7-8: Outdoor Signage**

#### **Session 1-2: Outdoor Signage Fundamentals**

- Types of Outdoor Signage
- Design Challenges and Opportunities
- Regulations and Compliance

#### **Session 3-4: Outdoor Signage Design Strategies**

- Visibility and Legibility
- Branding in Outdoor Environments
- Environmental Considerations

#### **Session 5-6: Material Selection and Durability**

- Weather-resistant Materials
- Sustainable Signage
- Maintenance Planning

#### **Session 7-8: Outdoor Signage Practical Projects**

- Designing Signage Solutions
- Outdoor Mockups and Prototypes
- Client Interaction Skills

### **Weeks 9-10: Fashion Apparel and Jewellery Design**

#### **Session 1-2: Introduction to Fashion Design**

- Fashion Industry Overview
- Current Trends and Influences

### **Outcome of PixelCraft Proficiency**

**Advanced Design Techniques:** Participants will gain proficiency in advanced design techniques, including intricate graphic design elements, advanced typography, layout design principles and advanced software functionalities.

**Comprehensive Software Mastery:** Through hands on learning experiences, participants will deepen their understanding & proficiency in software such as Adobe

- Role of Design in Fashion

#### **Session 3-4: Apparel Design Principles**

- Fabric Selection and Textures
- Sketching and Prototyping
- Fashion CAD Tools

#### **Session 5-6: Introduction to Jewellery Design**

- Historical Context
- Materials and Techniques
- Cultural Influences

#### **Session 7-8: Jewellery Design Principles**

- Conceptualization and Sketching
- 3D Modelling for Jewellery
- Prototyping Techniques

### **Weeks 11-12: Corporate Branding**

#### **Session 1-2: Corporate Branding Essentials**

- Importance of Branding
- Brand Identity Elements
- Building a Consistent Brand Image

#### **Session 3-4: Logo Design and Brand Marks**

- Principles of Logo Design
- Brand Marks and Symbols
- Creating Memorable Logos

#### **Session 5-6: Branding Collateral**

- Business Cards, Letterheads, etc.
- Brand Guidelines
- Consistency in Branding Materials

#### **Session 7-8: Corporate Branding Practical Projects**

- Designing Branding Materials
- Client Brief Interpretation
- Branding Pitch Simulation

Illustrator, Photoshop, InDesign, Inkscape, GIMP and Canva utilizing them for complex design projects.

**Real-life Practical Assignments:** Engaging in real-life projects and assignments for print media, packaging, branding and other design aspects. Participants will apply acquired skills to solve design challenges and produce high quality visual content.

**Portfolio Enhancement:** Participants will

