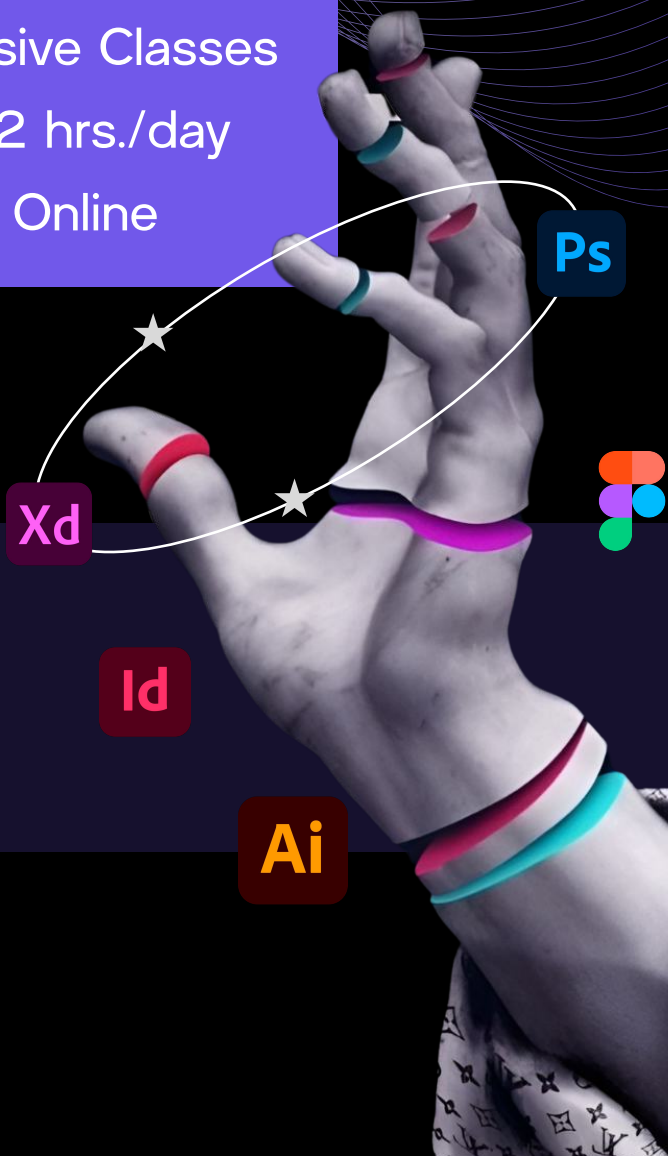


Get Certified with

GRAPHIC DESIGNING COURSE

- 3 months Comprehensive Classes
- 100% Job Placement 2 hrs./day
- Study In-Class/ Study Online



Why Choose

OFFSHORE ACADEMICS?

Offshore Academics Provides a unique Digital Marketing Training for All Students, Professionals, Homemakers, and Dreamers, Empowering Career Transformations and Success in the Digital Marketing Realm.

We are here to help you to

turn
your
dreams
into reality!



THINK DIGITALLY

Why Invest in Courses That May Not Offer Significant Value?

It's Time to Embrace the Idea that Mistakes Can Be Greatest Teachers! This Is a Fundamental Principle of Marketing", Isn't It?

At Offshore Academics, We Adopt a Unique Perspective. We're More Than Just an Educational Institution We're a Supportive Community, with Trusted Reputation, and always be a Reliable Friend Always Ready to Assist You.



Community Connection



Real-World Learning



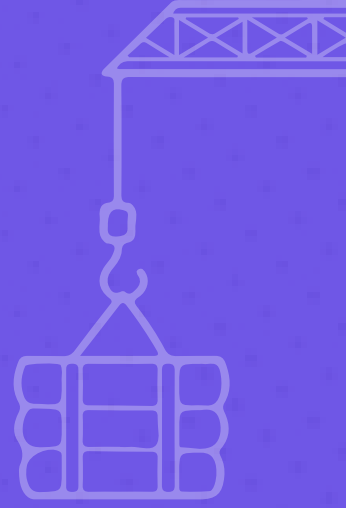
Practical Insights



Friend in Need

COURSE HIGHLIGHTS

3.5
Lacs Worth
Tools
Free



10+
Certifications

185+

Case Studies &
Live Projects



9
Modules



6 months

Internship Program
Available

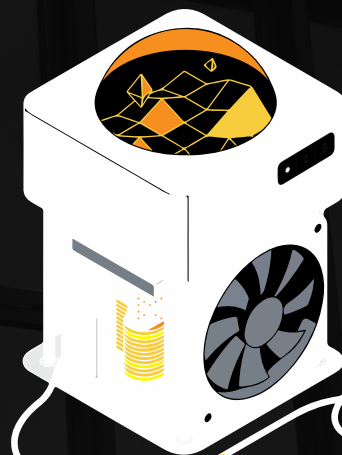
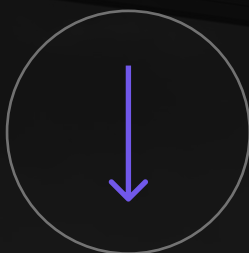
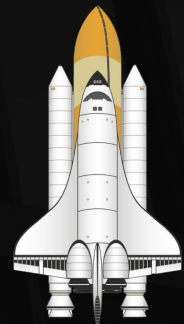


10+
Certifications



(Adobe Photoshop,
Figma, Illustrator
etc.)

Core Modules



Introduction to Graphic Design

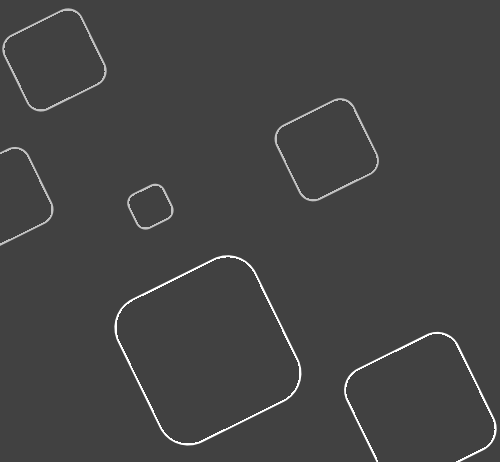
Gain a foundational understanding of graphic design, including key principles, design elements, and tools like Adobe Creative Suite. Learn the design process from research to finalization.

1. OVERVIEW OF GRAPHIC DESIGN

- Definition and scope
- Historical evolution
- Key principles and elements of design

2. UNDERSTANDING DESIGN ELEMENTS

- Line, shape, color, texture, space, and form
- How elements work together



3. DESIGN PRINCIPLES

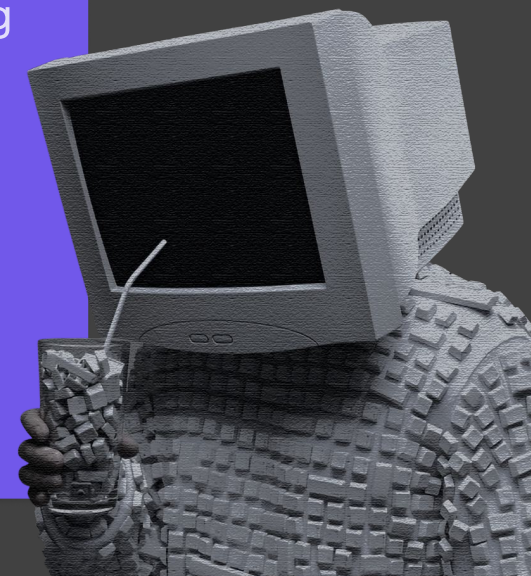
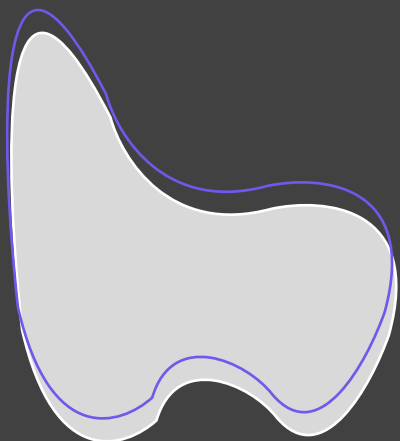
- Balance, contrast, emphasis, movement, pattern, rhythm, and unity

4. TOOLS AND SOFTWARE

- Introduction to Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Overview of alternative tools (Affinity Designer, Canva)

5. DESIGN PROCESS

- Research and brainstorming
- Concept development
- Sketching and wireframing
- Prototyping and finalizing



Typography

Explore typography's history and importance, learn to choose and combine fonts, and apply effective layout techniques. Create typographic posters and custom fonts in hands-on projects.

1. INTRODUCTION TO TYPOGRAPHY

- History and importance of typography
- Basic terminology (serif, sans-serif, kerning, tracking, leading)

2. TYPEFACES AND FONTS

- Choosing appropriate typefaces
- Combining fonts effectively

3. TYPOGRAPHY IN PRACTICE

- Layout and hierarchy
- Readability and legibility
- Creating typographic styles

4. HANDS-ON PROJECTS

- Designing typographic posters
- Crafting custom fonts

Color Theory

Master color theory, including color models, harmony, and psychology. Develop color palettes for branding and design through hands-on projects focused on color application.

1. UNDERSTANDING COLOR

- Color wheel and color models (RGB, CMYK, HEX)
- Color harmony and schemes (analogous, complementary, triadic)

2. COLOR PSYCHOLOGY

- Emotional impact of colors
- Cultural connotations

3. APPLYING COLOR IN DESIGN

- Creating color palettes
- Using color in branding and UI design

4. HANDS-ON PROJECTS

- Developing color schemes for different media
- Creating a color-themed branding package

Layout and Composition

Learn the fundamentals of layout design, visual hierarchy, and designing for different formats. Apply your skills to hands-on projects like magazine spreads and website layouts.

1. FUNDAMENTALS OF LAYOUT DESIGN

- Grid systems and alignment
- Visual hierarchy

2. DESIGNING FOR DIFFERENT FORMATS

- Print vs. digital
- Responsive design principles

3. CREATING EFFECTIVE LAYOUTS

- Balancing text and images
- Designing brochures, flyers, and digital ads

4. HANDS-ON PROJECTS

- Designing a magazine spread
- Creating a website layout

Branding and Identity Design

Discover branding principles, logo design, and creating brand collateral. Work on hands-on projects that involve developing a full brand identity package and redesigning an existing brand.

1. PRINCIPLES OF BRANDING

- Understanding brand identity
- Creating brand guidelines

2. LOGO DESIGN

- Conceptualizing and sketching logos
- Digitalizing and refining logos

3. BRAND COLLATERAL

- Designing business cards, letterheads, and other stationery
- Creating brand assets for social media

4. HANDS-ON PROJECTS

- Developing a full brand identity package
- Redesigning an existing brand

User Interface (UI) and User Experience (UX) Design

Understand UI/UX principles, create wireframes and prototypes, and conduct usability testing. Design mobile app interfaces and website prototypes in practical projects.

1. INTRODUCTION TO UI/UX DESIGN

- Differences between UI and UX
- Principles of user-centered design

2. WIREFRAMING AND PROTOTYPING

- Tools and techniques (Sketch, Figma, Adobe XD)
- Creating user flows and wireframes

3. USABILITY TESTING

- Methods for testing and gathering feedback
- Iterating designs based on user feedback

4. HANDS-ON PROJECTS

- Designing a mobile app interface
- Creating a website prototype

Advanced Graphic Design Techniques

Explore advanced techniques like digital illustration, photo manipulation, and motion graphics. Apply these skills to create motion graphics and illustrated characters.

1. ILLUSTRATION AND DIGITAL ART

- Basics of digital illustration
- Techniques for creating custom artwork

2. PHOTO EDITING AND MANIPULATION

- Advanced Photoshop techniques
- Creating composites and special effects

3. MOTION GRAPHICS AND ANIMATION

- Introduction to After Effects
- Basic animation principles

4. HANDS-ON PROJECTS

- Creating a motion graphic piece
- Designing an illustrated character

Portfolio Development and Career Skills

Build a professional portfolio, create an online presence, and learn essential job search strategies. Develop a portfolio and simulate interviews to prepare for the design industry.

1. BUILDING A PORTFOLIO

- Selecting and presenting your best work
- Creating an online portfolio (Behance, personal website)

2. RESUME AND COVER LETTER WRITING

- Crafting a compelling resume
- Writing effective cover letters

3. JOB SEARCH STRATEGIES

- Networking and finding opportunities
- Preparing for interviews

4. HANDS-ON PROJECTS

- Developing a professional portfolio
- Simulating a job interview and receiving feedback

Capstone Project

Apply all your learning in a final capstone project, from concept development to presentation. Incorporate feedback and submit your completed project, showcasing your design expertise.

1. PROJECT BRIEF AND REQUIREMENTS

- Receiving and understanding the project brief
- Planning and timeline management

2. EXECUTION AND PRESENTATION

- Developing and refining the project
- Preparing a final presentation

3. CRITIQUE AND FEEDBACK

- Presenting to peers and instructors
- Incorporating feedback and final adjustments

4. FINAL SUBMISSION

- Delivering the completed project
- Reflecting on the learning experience



”It’s time to rethink and let your mistakes be your teacher this time around! That’s a basic principle of marketing, right?”

At Offshore Academics Digital Marketing, we believe in a different approach.”

KNOW MORE

OFFSHORE ACADEMIICS

Create and launch 1st live campaign on the Search network

Create video and banner assets on Canva

Conduct research & create 1st live campaign for your YouTube and Display network

In-House Internships

You will be working closely with the Designing team. This internship provides a one-of-a-kind chance to gain hands-on experience in advanced optimization techniques, developed and refined by our experienced designing team.

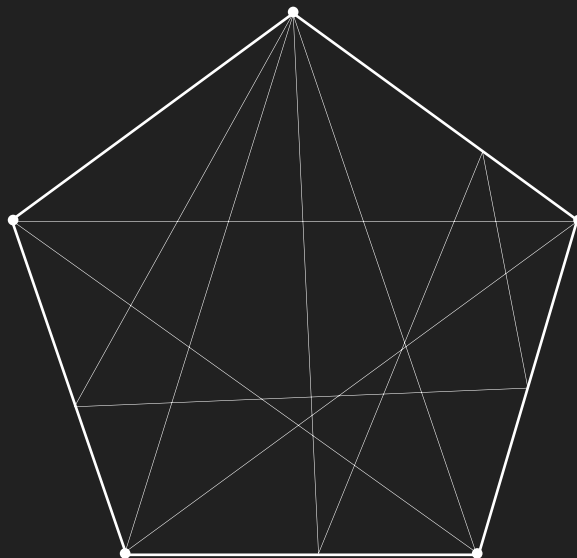
Graphic Designing Internship

Company: Offshore Academics

Duration: 1.5 months

Time: 10 hrs/week (WFH)

Eligibility: Graphic Designing Module



Video Editing Internship

Company: Offshore Academics

Duration: 1.5 months

Time : 10 hrs/week (WFH)

Eligibility: Video Editing and
Graphic Designing Module

Web Designing Internship

Company: Offshore Academics

Duration: 1 month

Time: 12 hrs/week (WFH)

Eligibility: Graphic Designing Module

You will become skilled

These tools serve various purposes across different aspects of Graphic Designing, including:



Photoshop

Image editing, photo retouching, and graphic design.



Illustrator

Vector graphics creation for logos, icons, and illustrations.



InDesign

Layout design for print and digital media like magazines, brochures, and ebooks.



Figma

Cloud-based design and prototyping tool for collaborative UI/UX design, wireframing, and creating user flows.



After Effects

Adobe's tool for motion graphics and animation, used to create engaging video effects and animated graphics.



Canva

Easy-to-use online design tool for creating social media graphics, presentations, and other visual content.



Behance

An online platform for showcasing design portfolios, networking, and discovering creative work.



WordPress & Webflow

Basic introduction to website design using platforms like WordPress for blog and website creation and Webflow for designing responsive websites without coding.



WHY TRUST US?



Practical Approach Over Theoretical Learning.



Personalized tutoring for each student



Lifetime access for each course module

Supercharge your Digital Marketing skills With Over 20 Online Courses And Certifications! which are perfect for [Graphic Designing](#), [social media](#), [advertisement](#), [SEO marketing](#) and more...

+1.612

Happy Customers

+40

Courses for Student

+105

Web projects done in 2023

+10

Years Experience

Project Highlights

“Dive into a world of learning and mastery with our diverse array of courses. From SEO to PPC, Social Media Marketing to Freelancing, and everything in between, unlock your potential for success!”

A WORD ON OFFSHORE ACADEMY



Sahil

Digital Marketer

"Offshore Academics' Digital Marketing course is a must for anyone seeking in today's digital age. The interactive sessions, and learning environment fostered my growth."



Badal

Graphics Designer

"Enrolling in Offshore Academics' Digital Marketing course was a game-changer for me. The instructors' expertise and real-world examples provided invaluable insights."



Saakey

Graphics Designer

"As a graphic designer navigating the intricate landscape of learning and skill enhancement, I recently had the opportunity to delve into Offshore Academics, an online platform promising to elevate my design prowess."



Pawan

Graphics Designer

"I've been on the hunt for courses that offer both depth and practical application. My search led me to Offshore Academics' Google Ads Course, and I must say, it exceeded my expectations on multiple fronts."



Rikhil

Digital Marketer

"As someone deeply invested in expanding my skills in the realm of digital marketing, I recently embarked on a journey with Offshore Academics to explore their Advanced Digital Marketing Course."



Mukti

Facebook Ads

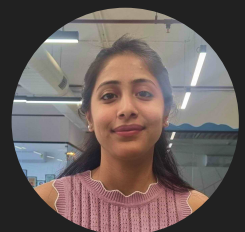
"As a digital marketing enthusiast looking to delve deeper into the realm of Facebook advertising, I recently enrolled in the Facebook Ads Course offered by Offshore Academics."



Ruhani

Social Media

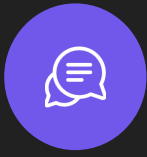
"As an eager learner, I joined Offshore Academics' Social Media Course with high hopes, and I'm thrilled to say they were exceeded."



Nikita

Email Marketing

"I just finished Offshore Academics' Email Marketing course, and it was truly exceptional. As a digital marketing enthusiast, I found it incredibly insightful and practical."



“In the digital age, marketing isn’t just about what you sell, but about the stories you tell and the connections you make.”

At Offshore Academics, We Embrace a Distinct Perspective, Paving the Way for Innovative Strategies and Unparalleled Results.

OFFSHORE ACADEMICS

Offshore Academics offers digital marketing training and certification courses, catering to individuals seeking to reshape their careers & thrive in the digital marketing field.

- **Duration:**
3 Months
- **Optional Batches:**
 1. Mon-Fri (2hrs)
 2. Sat & Sun (4hrs)

Interested?
CONTACT US!



enquiry@offshoreacademics.com



+916006756851



D 178, 1st Floor Industrial Area,
Phase-8, Mohali, India, Punjab
region