

SYLLABUS

FOR

PROFESSIONAL DIPLOMA IN ADVERTISING AND GRAPHIC DESIGNING (PDAGD)

By



STATE RESOURCE CENTRE KERALA

*(Under Ministry of Human Resource Development
Government of India)*

Nandavanam, Vikasbhavan P.O., Thiruvananthapuram - 695 033

Professional Diploma in Advertising And Graphic Designing

WELCOME TO THE PDAGD TRAINING PROGRAM

OBJECTIVE AND SCOPE OF THE COURSE

“Graphic Design is the process of visual communication and problem-solving using one or more of typography, photography and illustration. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), way finding or environmental design, advertising, web design, communication design, product packaging and signage.”

This subject introduces the student to art intended to communicate information through visuals and sounds. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography and scanning).



Job Opportunities

Whether you're thinking of getting into Graphic designing or have already been a part of it, you'll find a bright growth path ahead of you. Career opportunities can open up in a lot of areas such as DTP operator, graphic designer and many others with high reputation.



Career Path

Graphic designing is not just an art, it is a good source of money. The application of graphic design is extensive and can encompass the following areas:

- Simple logos or various different types of logos;
- Publications both printed and digitalized;
- Promotional advertising such as posters, billboards or digital banners;
- Creating entire website design, the best homepage designs or individual graphical elements;
- Product design, packaging and more.

The audience for this course package ranges from people with knowledge in graphic designing to individuals who are working in intermediate positions in the field and also who want an objective assessment of their skills and would like certification of their accomplishments.



Subjects

Sl. No.	Subject title	Subject Weightage	Duration (hours)
Theory session			
1	Basics of computer	10%	15hrs
2	Introduction to Raster images and Adobe Photoshop	40%	25hrs
4	Introduction to vector images and, Illustrator and Coreldraw	40%	25hrs
5	Malayalam typing	10%	5hrs
Practical Session			
6	Basic drawings		10hrs
7	Designing with raster images		45hrs
8	Designing with vector images		45hrs
10	Malayalam typing		10hrs
	Total		180

Course Title	Course Fee (Service Tax extra)	Course Duration	Eligibility
PDAGD	Rs. 8500 + Tax	6 months /180hrs	SSLC

Scheme of Examination

Pattern of examination for the Professional Diploma Advertising and Graphic Designing (PDAGD) is:

Sl. No.	Exam	Exam Code	Max. Mark	Internal	Total Mark
Theory Papers					
1	Concepts Graphic designing And Computer Basics	PDAGD T001	100	50	150
Practical Papers					
2	Raster Workshop	PDAGD L001	100	25	125
3	Vector workshop	PDAGD L002	100	25	125
Total Marks					400

Theory Examinations with subject code PDAGD T001 will be **on-line on-line exam** with **50** questions and each question carries **2 marks**. No negative mark of wrong answers. Duration of examination shall be 2 hours. The Questions will be as per the following topic weightage.

Sl. No.	Topics	Weightage
1	Basics of computer	10%
2	Introduction to Raster images and Adobe Photoshop	40%
3	Introduction to vector images and, Illustrator and Coreldraw	40%
4	Malayalam typing	10%

The Practical Examination with 100 marks each, PDAGD L001 and PDHWN L002
Duration of each practical exam shall be 2 hours.

Procedure	-	40 Marks
Result/Output	-	30 Marks
Viva voce	-	30 Marks
Total	-	100 Marks

Theory Internal Marks

Attendance	General Performance	Assignments	Total Marks
5	5	40	50

Practical Internal Marks

Attendance	General Performance	Records	Total Marks
5	5	15	25

Minimum mark required for a pass in theory and practical examination is 35% marks in each subject. There will be a grading system for passed candidates as detailed below:

Total Marks $\geq 35\%$ and $< 51\%$	C
Total Marks $\geq 51\%$ and $< 66\%$	B
Total Marks $\geq 66\%$ and $< 81\%$	B+
Total Marks $\geq 81\%$ and $< 91\%$	A
Total Marks $\geq 91\%$	A

The total marks obtained in theory and practical examination shall be counted for the grading system.

Rules & Regulations

1. **Eligibility for admission**
SSLC & Above
2. **Duration of the Course**
6 months / 180 hrs
3. **Course Fee**
8500 + tax
4. **Application form**
Application form and Prospectus can be had from the office of the respective NSDT Campus of SRC Kerala
5. **How to apply**
Completed application along with pass port size photograph and two attested copies of SSLC certificate should reach the SRC NSDT Campus office on or before the last date prescribed.
6. **Basis of Selection**
Selection will be done on the basis of first come first serve basis. In the case of reservation the selection will be based on the aggregate percentage of marks secured in the SSLC Examination. (Each training centre will be treated as separate unit for selection of candidates).
7. **Medium of Instruction**
The medium of instruction in all the theory and practical subjects shall be English & Malayalam.
8. **Expected Intake**
Minimum 25 students per Institute *(There will not be any maximum limit provided the SRC NSDT campus should ensure that sufficient infrastructure is made available for the effective conduct of the training to the students)*
9. **Examination Fee**
There is no separate examination fee. It is included in the course fee.
10. **Examination**
The final Examination will be conducted by SRC Kerala, immediately after the completion of the course. There will be examination for theory and practical subjects as per the Scheme of Examination.
11. **The mode of Examination**
There will be theory and practical examination. The theory examination will be **multiple choice on-line examination**. Before doing the theory examination, the marks of practical and internal marks should be entered to on-line portal. Then only the exam is available to conduct. After the submission of on-line examination, the result will be automatically appeared.

12. Supplementary Exam Fee

In the case of student failed or absent in the examination, the student have to pay **Rs. 200/-** for each paper for reappearing exam.

13. Rules And Regulations For Examination And Promotion

- a) Duration of the course is 6 months/180 hrs
- b) The minimum qualification prescribed for admission is SSLC.
- c) The examinations will be conducted by SRC Kerala.
- d) Minimum attendance required for a candidate to register for the examination is 70%.
- e) Shortage of attendance up to 15% can be condoned in deserving cases on payment of prescribed condensation fee of **Rs.200/- on the** recommendation of the course coordinator of the respective centre. Condensation fee from the students will be collected by the sub-centre concerned and forwarded to the State Resource Centre Kerala by DD payable at Thiruvananthapuram in lumpsum with the details of the candidates registered for the examination.
- f) A minimum of 35% marks in theory and practical is required to pass in each subject
- g) There will be 5 classifications of passed candidates in the following grading system.

Total Mark ≥ 35 and $< 51\%$	C
Total Mark ≥ 51 and $< 66\%$	B
Total Mark ≥ 66 and $< 81\%$	B+
Total Mark ≥ 81 and $< 91\%$	A
Total Mark $\geq 91\%$	A+

- h) The total marks obtained in theory and practical examinations and internal marks shall be counted for the grading system.
- i) There will be no revaluation for theory or practical examinations.
- j) Any other details not specifically mentioned herein will be decided by The Director, State Resource Centre, Kerala and decision will be final.

Certification

State Resource Centre Kerala Certification

All successful candidates will be awarded a certificate in **Professional Diploma in Advertising and Graphic Designing** by the **State Resource Centre, Kerala, Under the Ministry of Human Resource Centre, Govt. of India**. Hence the certificate will get **MHRD** attestation.

The certificate will be issued to successful students within 45 days after the examination. After declaring the result, the candidate can download mark list page from their user account of **srcnsdtcampus.org** Web site.

National Skill Development Corporation (NSDC) Certification

Since the syllabus of course **Professional Diploma in Advertising and Graphic Designing** is mapped to NSDC Qualification Pack, the students who successfully completed the course can attend the respective Sector Skill Council's assessments and can avail NSDC certification which has a national & international recognition. NSDC certificates are approved in several countries like **Canada, UK, Germany etc.**



Mapping of NSDC Qualification Pack

Professional Diploma in Advertising and Graphic Designing (PDAGD) SRC Kerala–NSDC course package covers the following Qualification Packs and leads to the following NSDC certifications. The students who successfully completed the course programs are entitled to get **NSDC** certification after undergoing the assessment process of NSDC as per the rules and regulations stipulated by NSDC from time to time.

Sl. No	Qualifications Pack	Qualifications Pack Code
1	<p><u>Graphic Designer</u></p> <p><u>Brief Job Description:</u> A graphic designer is a professional within the graphic design and graphic arts industry who assembles together images, typography, or motion graphics to create a piece of design. A graphic designer creates the graphics primarily for published, printed or electronic media, such as brochures (sometimes) and advertising. They are also sometimes responsible for typesetting, illustration, user interfaces, and web design. A core responsibility of the designer's job is to present information in a way that is both accessible and memorable.</p>	ELE/Q4601

Syllabus

Module: 1

Basics of computer

This module covers the basic components of a computer system, Hardware and software concepts also deals with system soft wares. After completing this module the candidate will be fluent in software and hardware concepts.

After this module the candidate will be able to:

-
- Detail study of computer and its classification
 - Well knowledge in Peripherals
 - Deep knowledge in Operating System
-

Estimated Theory Hours: 15

Topic Weightage for Examination: 10%

Computer Basics

- Introduction to computers,
- Parts of computer system,
- Hardware & software,
- Processor, memory, input devices, output devices.
- Generations of Computers

Operating System

- Introduction to Operating System,
- Types of operating System classification



Module: 2

Introduction to Raster images and Adobe Photoshop

This module deals with the raster images and detail designings in Adobe Photoshop. After completing this module the candidate will be fluent with the tools of Photoshop and well experienced in printable advertising concepts.

After this module the candidate will be able to:

- Detail study of raster images
 - Well knowledge in printable advertisement
 - Deep knowledge in Adobe Photoshop
-

Estimated Theory Hours: 25

Topic Weightage for Examination: 40%

Adobe Photoshop

Introduction to adobe Photoshop

- About Photoshop
- Navigating Photoshop
- Menus and panels
- Opening new files
- Opening existing files

Getting Started with Photoshop

- Exploring the Toolbox
- The New Applications Bar & the Options Bar
- Exploring Panels & Menus
- Creating & Viewing a New Document
- Customizing the Interface
- Setting Preferences

Working with Images

- Zooming & Panning an Image
- Working with Multiple Images, Rulers, Guides & Grids
- Undoing Steps with History
- Adjusting Color with the New Adjustments Panel
- The New Masks Panel & Vibrance Color Correction Command
- The New Note Tool & the Save for Web & Devices Interface
- The New Auto-Blend & Auto-Align Layers Commands
- The New 3D Commands

Resizing & cropping images

- Understanding Pixels & Resolution
- The Image Size Command
- Interpolation Options
- Resizing for Print & Web
- Cropping & Straightening an Image
- Adjusting Canvas Size & Canvas Rotation

Working with basic selections

- Selecting with the Elliptical Marquee Tool
- Using the Magic Wand & Free Transform Tool
- Selecting with the Regular & Polygonal Lasso Tools
- Combining Selections
- Using the Magnetic Lasso Tool
- Using the Quick Selection Tool & Refine Edge
- Modifying Selections

Getting started with layers

- Understanding the Background Layer
- Creating, Selecting, Linking & Deleting Layers
- Locking & Merging Layers
- Copying Layers, Using Perspective & Layer Styles
- Filling & Grouping Layers
- Introduction to Blending Modes
- Blending Modes, Opacity & Fill
- Creating & Modifying Text

Painting in Photoshop

- Using the Brush Tool
- Working with Colors & Swatches
- Creating & Using Gradients
- Creating & Working with Brushes
- Using the Pencil & Eraser Tools
- Painting with Selections

Photo retouching

- The Red Eye Tool
- The Clone Stamp Tool
- The Patch Tool & the Healing Brush Tool
- The Spot Healing Brush Tool
- The Color Replacement Tool
- The Toning & Focus Tools
- Painting with History

Introduction to color correction

- Color Spaces & Color Modes
- The Variations Command
- The Auto Commands
- Adjusting Levels
- Adjust Curves, Non-Destructively, with Adjustment Layers

Using quick mask mode

- Quick Mask Options
- Painting a Selection
- Saving & Removing a Selection from the Background

Working with the pen tool

- Understanding Paths & the Pen Tool
- Creating Straight & Curved Paths
- Creating Combo Paths
- Creating a Clipping Path

Creating special effects

- Getting Started with Photoshop Filters
- Smart Filters
- Creating Text Effects
- Applying Gradients to Text

Exporting your work

- Saving with Different File Formats
- Saving for Web & Devices
- Printing Options

Module: 3

Introduction to vector images and, Illustrator and Coreldraw

This module covers the basic components of Vector images. After completing this module the candidate will be fluent in Adobe Illustrator and Coreldraw.

After this module the candidate will be able to:

- Detail study of raster images
 - Well knowledge in Coreldraw
 - Deep knowledge in illustrator
-

Estimated Theory Hours: 25

Topic Weightage for Examination: 40%

Adobe Illustrator

Introduction

- Introduction to software and user interface
- New Document create

Drawing with path primitives

- Rectangle Tool
- Ellipse Too
- Review all other primitive paths apply stroke and fill.
- Work with align dialogue box
- Work with pathfinder dialog box
- Work with grid and snap to grid

Drawing with the Pen Tool

- Drawing straight paths with the Pen tool
- Drawing curved paths with the Pen tool
- Drawing free form paths with the Pencil tool
- Smoothing and erasing paths

Drawing in Illustrator; Working with outside images

- Applying fill and stroke
- Using the eye dropper
- Working with pantone chips
- Working with the appearance dialogue box
- Compound paths and building shapes, drawing modes

Type & Type Tools

- Point Text Object
- creates continuous text
- creates a text box which makes line breaks
- Character Settings
- Paragraph Settings
- Text Threads
- Setting text on open paths
- Setting text on closed paths
- Text to paths

Appearance & Fill

- Gradients
- Pattern fills
- Applying pattern fill to a stroke

Art Boards

- Creating artboards through a new document.
- Modifying artboards through the tool bar.
- Modifying artboards through the artboards dialogue box.
- Using smart guides to easily align artboards.

Transforming and Positioning Art

- Scaling or resizing artwork
- Rotating artwork
- Reflecting and skewing artwork
- Using the Free Transform tool
- Repeating transformations
- Performing individual transforms across multiple objects
- Aligning objects and groups precisely
- Distributing objects and spaces between objects

Working with images

- Placing pixel-based content into Illustrator
- Managing images with the Links panel
- Converting pixels to paths with Live Trace
- Making Live Trace adjustments
- Controlling colors in Live Trace
- Using Photoshop and Live Trace together

Symbols

- Managing repeating artwork with symbols
- Modifying and replacing symbol instances
- Using the Symbol Sprayer tool

Working with Masks

- Cropping photographs
- Clipping artwork with masks
- Defining masks with soft edges

CorelDraw

Basic of CorelDraw

- Introduction to software and user interface
- Work area
- Saving
- Closing, opening files,
- Status bar

Drawing

- Drawing figures
- Tool box
- Changing the shape
- Combining two objects,
- View mode

Images

- Bit map images, vector images
- Importing images
- Adding special effects

Page Layout

- Changing the page size, changing layout,
- Applying styles, applying bit maps to the background,

Module: 3

Malayalam typing

This module covers the basic components of Vector images. After completing this module the candidate will be fluent in Adobe Illustrator and Coreldraw.

After this module the candidate will be able to:

- Malayalam typing with ISM
 - Well knowledge in Page Publishing
 - Awareness of PageMaker
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Estimated Theory Hours: 10

Topic Weightage for Examination: 10%

Malayalam Computing

- Introduction to ISM and Unicode
- Enabling Malayalam in Windows
- Malayalam keyboard
- Practical in Malayalam typing

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