Master's Program in Graphic Design, Visual Communication & Animation

Phase 1: Design Foundations & Visual Identity – Adobe Illustrator (30 Hours)

- **Weeks 1-2: Design Philosophy and Vector Graphics**
  - Academic design principles (Balance, Unity, Contrast) and Color Theory.
  - Mastering Illustrator drawing tools and geometric shape construction.
  - Typography: The art of font selection, custom lettering, and layout composition.
- **Week 3: Branding and Logo Design**
  - Logo psychology and developing comprehensive Visual Identity systems.
  - Print production preparation and understanding color profiles (CMYK vs. RGB).

Phase 2: Digital Imaging and Advertising Composition – Adobe Photoshop (30 Hours)

- **Weeks 4-5: Photo Manipulation and Digital Art**
  - Advanced selection tools, layer management, and non-destructive masking.
  - Professional Color Correction and digital photo restoration.
  - Cinematic blending techniques and commercial poster design.
- **Week 6: Social Media Design and Marketing Assets**
  - Designing standardized social media advertisements and campaigns.
  - Creating and using Mockups for professional project presentation.

Phase 3: Motion Graphics and Visual Communication – Adobe After Effects (40 Hours)

- **Weeks 7-8: Motion Graphics Essentials**
  - Interface navigation, Keyframe animation, and speed curves (Graph Editor).
  - Logo Animation and Kinetic Typography (Moving text).
- **Weeks 9-10: Advanced Animation Techniques**
  - Working with 3D Layers, virtual cameras, and lighting.

- o Applying Visual Effects (VFX) and utilizing Adobe Dynamic Link.
- o Basic character animation and animated Infographics.

Phase 4: Art Direction and Capstone Project (20 Hours)

- **Week 11: Audiovisual Editing and Storyboarding**
  - o Sound effect (SFX) integration, music synchronization, and rhythm-based editing.
  - o Principles of Art Direction and Visual Storyboarding.
- **Week 12: Final Graduation Project**
  - o Developing a full Brand Identity + a promotional Motion Graphics video.
  - o Final practical assessment and Portfolio development for career readiness.