Jaipur Engineers

Your One-Stop IT & Staffing Ecosystem

DESIGN

Graphic Design

Typography • Colour • Layout • Print & digital



COURSE FEE

₹10,000

JAIPUR, RAJASTHAN

+91 70146 92039

Graphic Design

Syllabus at a glance

01

Design fundamentals

02

Typography and colour

03

Images and vector artwork

04

Brand and campaign design

05

Production for print and digital

06

Critique and portfolio

PORTFOLIO PROJECT

Local Brand Campaign Kit

Design a poster and coordinated graphics for a local brand with consistent typography and colour.

Graphic Design

Core concepts

01

Design fundamentals

Compare composition, visual hierarchy, spacing and grid systems.

02

Typography and colour

Choose accessible contrast and type styles suitable for the message and channel.

03

Images and vector artwork

Prepare raster images and use vector shapes for scalable artwork.

TOOLS & TOPICS

Typography • Colour • Layout • Print & digital

Graphic Design

Applied skills

04

Brand and campaign design

Build a simple visual system and use it across a poster and social assets.

05

Production for print and digital

Check sizes, bleed, resolution and export formats for each deliverable.

06

Critique and portfolio

Make revisions from feedback and present the rationale behind the final assets.

TOOLS & TOPICS

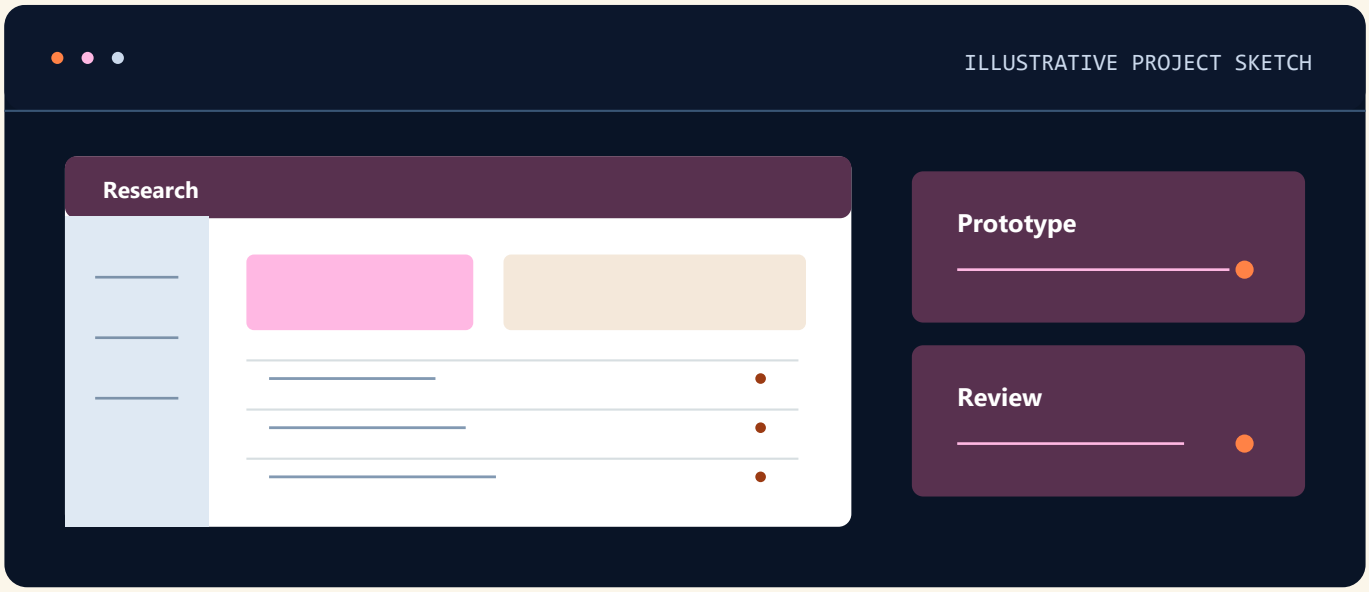
Typography • Colour • Layout • Print & digital

Graphic Design

Portfolio project

Local Brand Campaign Kit

Design a poster and coordinated graphics for a local brand with consistent typography and colour.



Define the task

Describe who will use the design and what they need to accomplish.

Review a draft

Ask someone to try the prototype or assess the layout, then record a revision.

Source files, prototypes or exports, and notes explaining the design revisions.

Graphic Design

Project checklist

Use these checks to prepare your project demo or portfolio handoff.

01

Set a visual direction

Provide a short brief, colour system and type hierarchy.

02

Adapt one concept

Use the design system across a poster and two social formats.

03

Check output files

Verify print bleed, digital dimensions and legibility at final size.

Graphic Design

Course fees

COURSE FEE

₹10,000

Contact admissions for current batches, class timings and enrolment details.

JAIPUR ENGINEERS ADMISSIONS

+91 70146 92039

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122/228, Indra Path, Thadi Market

Mansarovar, Jaipur, Rajasthan 302020

SCAN FOR MAP

View course details online

Graphic Design

Course content

MODULES 01–02

01 Design fundamentals

Lessons & practice

- Composition and focal points
- Alignment, spacing and grids
- Visual hierarchy

HANDS-ON

Create two layout options and compare how quickly the key message can be read.

02 Typography and colour

Lessons & practice

- Typeface roles and pairing
- Colour palette and contrast
- Readability at output size

HANDS-ON

Build a small style sheet and read the poster at its final size.

Graphic Design

Course content

MODULES 03–04

03 Images and vector artwork

Lessons & practice

- Raster and vector formats
- Crop and resolution
- Scalable shapes

HANDS-ON Prepare a graphic that exports cleanly as both vector and raster artwork.

04 Brand and campaign design

Lessons & practice

- Brand consistency
- Campaign concepts
- Adaptation across formats

HANDS-ON Create a poster, social post and story graphic using one visual system.

Graphic Design

Course content

MODULES 05–06

05 Production for print and digital

Lessons & practice

- Bleed and safe margins
- Print resolution
- Digital dimensions and exports

HANDS-ON — Check bleed in the print file and correct sizes in the digital exports.

06 Critique and portfolio

Lessons & practice

- Feedback and iteration
- Source file organisation
- Portfolio presentation

HANDS-ON — Make a documented revision and hand over the final artwork and working files.