

## About CRISP

CRISP is established under Indo-German Cooperation agreement as an autonomous organisation of the Dept. of Technical Education and Skill Development, Govt. of M.P.

CRISP provides technical training and consultancy services for Industry Personnel, Government Officers, Faculties of academic and teaching institutions, Students and Jobseekers. CRISP is equipped with the state-of-the-art equipment and technology, latest software, qualified, trained and experienced trainers in the relevant fields.

CRISP has its head office in Bhopal and training centres at several national and international locations.

Other training programmes in Design Centre offered at CRISP are :

- Civil Draftsmen
- Civil Techniques in live projects
- Interior Designing with CAD
- Furniture Designing with CAD
- Revit Architecture
- V-Ray
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- CorelDRAW



## Patron Clients of CRISP



### Contact :

**Course Co-ordinator**

**Mr. Arif Hasan**

Mobile : 9827744842

email : arif@crispindia.com

**Sr. Manager (Marketing)**

**Mr. Faisal Jafri**

Mobile : 9826334406

email : faisal@crispindia.com

## Centre for Research and Industrial Staff Performance

(Established under Indo-German Technical Co-operation)

Opp. Manas Bhawan, Shyamla Hills, Bhopal – 462 002

Phone : +91 755 2661401, 4223702 Fax : 4220022

[www.crispindia.com](http://www.crispindia.com)

## GRAPHIC DESIGNING



...unleashing the full potential of men & machines

## GRAPHIC DESIGNING FOR PRINT MEDIA



### Introduction of Course

A graphic designer has the ability to visualize the concept and is considered as a specialist in solving problems related to visual communication. A graphic designer is skilled in Layout designing, Drawing, Lettering, Typography, Photography and Diagramming.

This programme is designed to develop these professional skills and also includes narrative abilities, presentation skills, strategic thinking and the ability to develop innovative conceptual design.

After completing the course, participants will be able to work for Advertising Agencies, Design Houses, Desk Top Publishing, Printing Companies, Packaging Companies, Product Promotion, Publishers, Newspapers, & Magazines, and can also start their business.

### Course Contents

#### Print Design Basics:

- Basics of printing technology and its uses

#### Design Principles & Color Harmony:

- Understand design principles & color theory

#### Typography:

- Study different fonts and typo issues

#### Layout Design:

- Designing standards
- Print layout design
- Creative visualization for intuitive layouts

#### Vector Graphics & Digital Illustrations:

- Create artistic characters and shapes.
- Create Illustrations
- Apply different color scheme and formats
- Work with palettes
- Prepare for print job, importing & exporting.

#### Digital Imaging:

- Work with images

- Use toolbox & colour modes
- Use & manage layers
- Transform objects
- Work with selection & feathering
- Colour correction of Images
- Digital drawing & painting
- Work with text
- Use plug-in filters
- Use the action palette & automate commands
- File formats & prints.

#### Printing & Publishing:

- Design layouts for print
- Integrate media elements on print layouts
- Save files for print compatibility

### Methodology

The programme consists of a mix of :

- Lectures and presentations
- Demonstrations
- Interactive Discussions
- Hands – on practice based

### Pre-requisite

- Minimum 10<sup>th</sup> Pass
- Working knowledge of Computers

### Duration

Part time: 3 Months (60 working days) 2 hrs/ day

### Course Fee

Kindly refer to our training calendar at [www.crispindia.com](http://www.crispindia.com) or can be obtained from CRISP counselling desk

### Mode of Payment

Cash / Online/ Debit/ Credit Card