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ADYAPAN

Adyapan School

Graphic Design



Duration - 2 months

Industry
Certification



Skill India Certified

250+
Partner Companies

From concept to creation, be a Visual Innovator.

From concepts to compelling visuals - become industry-ready.

This immersive Graphic Design program takes you beyond foundational principles into real-world visual communication. Learn typography, color theory, branding, layout design and digital tools through hands-on projects and guided creative workflows. With a strong focus on practical execution and industry-relevant design practices, you'll leave with the ability to create impactful visuals, build strong brand identities and deliver professional-quality designs with confidence.

8

MODULES

30+

PROGRAM OFFERINGS

20,000+

STUDENTS

250+ PARTNERED COMPANIES



ABOUT ADYAPAN SCHOOLS

Where education meets real-world impact

Not just a course - a platform to launch
your career.

Adyapan Schools was built with a single conviction:
learning works best when it happens in the real world.
We partner with top companies, mentors, and industry
platforms to ensure every student graduates with a
portfolio of work that speaks louder than a certificate.

Our programs combine rigorous coursework with live
client projects, giving you the skills and proof-of-work
that employers actually want.

MISSION

To equip ambitious learners with
practitioner-level digital
marketing skills through mentor-
led, project-based education that
bridges the gap between learning
and earning.



VISION

To be India's most trusted
launchpad for the next generation
of marketing leaders – defined
not by degrees but by the real
work.



Everything you need to grow fast

PROGRAM HIGHLIGHTS

Live Industry Projects

Work on campaigns for real brands alongside your coursework. Build portfolio projects that prove your expertise to employers.

1-on-1 Mentorship

Dedicated mentors from Google, Microsoft, Mastercard and more. Get personalized guidance and industry connections.



AI-Powered Marketing

Learn cutting-edge AI tools alongside evergreen fundamentals. Stay ahead of the curve in a rapidly evolving landscape.



Dual Certification

Earn both a Course Completion and Internship Certificate – accredited by Skill India Digital Hub and NSDC.



Internship Guarantee

Graduate with an internship completion certificate from a live brand project. Concrete, resume-ready proof of work.



Industry Network

Join a network of alumni at Amazon, Google, Adobe, Microsoft. Access exclusive hiring events and referral opportunities.

CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 1

Visual Design Principles & Photoshop Foundations

- Discussion of curriculum
- Introduction to visual design principles
- Adobe Photoshop workspace setup
- Image creation, manipulation, and photo editing techniques for professional output
- Understanding color modes, resolution, and file formats for print and digital design



WEEK 2

Digital & Print Collateral Design

- Designing social media posts, YouTube thumbnails, newsletters, and digital marketing materials
- Book cover design, trifold/bifold pamphlet, and catalogue layout
- Motion graphics basics in Photoshop
- Using Adobe Firefly and Express to visualize, test, and iterate on early creative concepts
- Turning creative ideas into a lightweight content plan



WEEK 3

Branding & Adobe Illustrator

- Introduction to Adobe Illustrator
- Creating vector badges, logos, and brand identity elements from concept to final execution
- Blend, transform, and shape-building tools in Illustrator
- Applying brand elements to real-world product packaging mockups
- Defining target audience and translating insights



8 weeks. 8 modules. Infinite impact.

WEEK 4

Brand Identity & Visual Systems

- Building a cohesive visual system
- Designing a professional branding deck presentation for a client or stakeholder delivery
- Creating official marketing collaterals
- Developing a reusable brand kit with consistent assets for use
- Communicating brand story through polished, presentation-ready materials using Adobe tools



WEEK 5

Publishing & Layout Design with InDesign

- Introduction to Adobe InDesign
- Designing print-ready materials
- Understanding typographic hierarchy, column grids, and white space in professional layout design
- Exploring modern design trends and visual storytelling techniques
- Using Acrobat workflows to structure, review, and prepare documents



WEEK 6

Video Editing & Motion Graphics with Premiere Pro

- Linear video editing in Adobe Premiere Pro
- Colour grading, text overlays, and smooth transition effects for professional video output
- Green screen (chroma key) compositing and object manipulation
- Creating marketing campaign videos in Express and Firefly
- Building and managing a product video reel with consistent brand messaging and visual style



8 weeks. 8 modules. Infinite impact.

WEEK 7

Dynamic Video & Motion Design with After Effects

- Introduction to Adobe After Effects
- Logo reveal animations and motion graphic sequences for brand and social media content
- Advanced video effects, transitions, and professional template customization
- Protecting and pricing creative work using licensing basics, Content Credentials, and Acrobat
- Building a professional pitch deck



WEEK 8

Professionalism, Portfolio

- Portfolio curation
- Designing a personal brand presence
- Introduction to professional project websites



WHO THIS IS FOR

This course is perfect for

Students & Career Switchers

Aspiring Graphic Designers & Visual Creators

Social Media Managers & Content Creators

Marketing & Branding Professionals

Freelancers & Creative Entrepreneurs

Artists & Creative Thinkers

CERTIFICATIONS



ALUMNI NETWORK

Our alumni work at world-class companies

Amazon

Adobe

Google

Autodesk

Microsoft

Deloitte

Your career switch is one click away.

Ready to begin? Apply at adyapanschool.com or email us at support@adyapan.com

Apply Now