

Editing & Graphics Masterclass

Master the elite art of visual storytelling, vector art production, and commercial branding design.

Duration

4 Months

Investment

₹8,999 ~~₹12,000~~

Format

Studio-Based / Practical

Portfolio Work

12+ Industry Projects

INDUSTRY TOOLS & CORE SKILLS



Photoshop



CorelDRAW



Canva Pro



Banner Design



Branding

COMPREHENSIVE 4-MONTH DESIGN ROADMAP

Month 1: Design Theory & Professional Photo Manipulation (Photoshop)

Weeks 1 - 4

• Fundamentals of Visual Design & Color Theory

Understanding spatial composition, typography anatomy, contrasting guidelines, and professional psychological color harmonies.

• Adobe Photoshop Layering & Masking Deep Dive

Non-destructive editing, intricate selection tools, advanced background extraction, and raster layers workflows.

• Photo Retouching & Complex Image Manipulation

Color grading matching, digital skin correction, lighting corrections, and creating commercial surreal compositions.

Month 2: Vector Art, Printing Setups & Outlining (CorelDRAW)

Weeks 5 - 8

• Vector Mechanics & Bezier Pen Tools

Learning geometric shape mathematical construction, paths tracking, node operations, and pure scalable vector workflows.

• Commercial Print Production Configuration

Setting up CMYK profile spaces, bleeds bounds alignments, margin cut boundaries, and processing large structural formats safely.

• Brochure, Pamphlet & Stationary Typography Layouts

Handling multi-page column grids layouts, formatting high density informative print fields, and folding-geometry structures.

Month 3: Speed Design, Template Frameworks & Content Flow (Canva Pro)

Weeks 9 - 12

- **Rapid Content Generation Strategy**

Using Canva infrastructure for scalable brand kit setups, template adaptation, and streamlined daily asset production loops.

- **Social Media Banner Mechanics & Ad Visuals**

Optimizing display contrast ratios, designing clear scroll-stopping focal points, and configuring platform-perfect dimensional ratios.

- **Dynamic Visual Presentations & Brand Mockups**

Pitch-deck layouts compilation, interactive slide animations, and wrapping asset elements onto physical product preview shapes.

Month 4: Real-World Commercial Branding, Identity Design & Portfolio Construction

Weeks 13 -
16

- **Corporate Identity & Minimalist Logo Frameworks**

Developing conceptual brand marks, corporate identity guidelines, typography pairings, and iconic industry logotypes.

- **High-Converting Marketing Banner Blueprints**

Designing complex professional billboards, corporate event roll-up displays, and targeted high-conversion commercial ads.

- **Portfolio Architecture & Creative Career Launch**

Publishing your best project workflows onto Behance/Dribbble networks, structuring case-studies, and onboarding digital creative freelancing clients.

Industry Work Readiness Outcomes

- Generate premium, print-ready marketing materials and multi-page corporate layout documentation.
- Launch a professional design career path inside active advertising firms and branding agencies.
- Maintain highly competitive independent freelance design accounts across international design marketplaces.
- Develop a live, job-ready visual portfolio showcasing comprehensive structural corporate branding capabilities.