



Zestminds Academy

Graphic Designing Training Syllabus

45 Days | 3 Months | 6 Months Graphic Designing Pro Track

Zestminds Academy, Mohali

Training Mode	Offline classroom training in Mohali
Program Options	45 Days Graphic Designing Foundation, 3 Months Graphic Designing Program, 6 Months Graphic Designing Pro Track
Batch Timings	10:00 AM - 1:00 PM / 2:00 PM - 5:00 PM
Fees	INR 4,000 per month. Students should confirm current fee and seat availability during counselling.
Suitable For	Beginners, BCA, MCA, B.Tech, graduation students, freshers, career switchers and students interested in creative design, UI/UX, web graphics and portfolio building
Contact	+91-9056277961 Zestminds Academy, Mohali

This syllabus is designed to help students understand what they will learn in each Graphic Designing training track before joining. Exact module depth, assignments, tools and project scope may vary by batch, student readiness and selected duration.

The focus is practical design learning, tool practice, design feedback, portfolio assignments, project presentation, career guidance and real design confidence.

OVERVIEW

Graphic Designing Training Overview

The Graphic Designing Training program at Zestminds Academy is built for students who want practical creative skills, not only software commands. Students learn design fundamentals, Photoshop, Illustrator, Canva, Figma, UI/UX basics, web graphics, AI-supported design workflows and portfolio-focused assignments.

Program Options

45 Days Graphic Designing Foundation Short-duration practical training for students who want design basics, tool exposure, UI/UX introduction, web layout basics and beginner assignments.	3 Months Graphic Designing Program Structured design learning for beginners and freshers with stronger concepts, tool practice, UI/UX understanding, Canva/Figma workflows and portfolio assignments.
6 Months Graphic Designing Pro Track First 3 months for graphic design learning and portfolio foundation. Next 3 months for advanced portfolio projects, branding, UI/UX, web graphics, multimedia basics and AI tools.	Offline Classroom Mode Students learn in Mohali with mentor support, direct feedback, doubt discussion, design review and practical assignment practice.

Students Will Learn

- Graphic design fundamentals, layout, spacing, alignment and visual hierarchy
- Color theory, typography, contrast and brand consistency
- Adobe Photoshop workflows for image editing and creative composition
- Adobe Illustrator workflows for vector graphics, logos, icons and brand assets
- Canva for quick digital creatives, posters and social media designs
- Figma for UI layouts, interface planning and design presentation
- Social media creatives, posters, banners, brochures and web graphics
- UI/UX basics, user-friendly layouts and responsive design thinking
- AI-supported design workflows for idea support and creative variations
- Portfolio planning, design presentation and project explanation

THIS SYLLABUS IS FOR 45 DAYS - Graphic Designing Foundation

Short-duration practical graphic designing course for students who want foundation-level design confidence, tool exposure, UI/UX introduction, web layout basics and beginner design assignments.

Duration: 45 Days | Fee: INR 4,000/month | Mode: Offline Classroom

Module 1: Design Basics

- What is graphic design and visual communication
- Layout, alignment, spacing and hierarchy
- Color theory and typography basics
- Design inspiration and reference collection
- Common beginner design mistakes

Module 2: Photoshop Essentials

- Interface and workspace setup
- Image resizing and cropping
- Layers, selections and masks introduction
- Text and shape tools
- Poster and social media creative practice

Module 3: Illustrator Essentials

- Vector graphics basics
- Shapes, paths and pen tool introduction
- Logo concept basics
- Icon and simple illustration practice
- Exporting files for web and print

Module 4: Canva and Quick Creatives

- Canva interface and templates
- Social media post creation
- Simple banners and posters
- Brand colors and font pairing
- Fast design improvement practice

Module 5: UI/UX and Web Layout Introduction

- What is UI and UX
- Sections, cards, buttons and spacing
- Basic web page layout thinking
- Responsive design fundamentals
- Figma layout introduction

Module 6: Basic Design Assignment Review

- Poster assignment review
- Social media creative review
- Simple logo or icon concept
- Basic web layout review
- Feedback and improvement session

45 Days Practical Assignments

- Social media post design
- Event poster or flyer design
- Simple banner design
- Basic logo concept assignment
- Canva creative assignment
- Figma wireframe or basic UI layout
- Before/after design improvement task
- Portfolio starter sheet

THIS SYLLABUS IS FOR 3 MONTHS - Graphic Designing Program

Structured practical graphic designing program for beginners and freshers who want stronger design concepts, tool practice, UI/UX understanding, branding basics, web graphics and portfolio-focused assignments.

Duration: 3 Months | Fee: INR 4,000/month | Mode: Offline Classroom

Module 1: Graphic Design Foundation

- Design process and creative brief understanding
- Composition, layout and visual balance
- Typography pairing and font hierarchy
- Color psychology and contrast
- Design critique and improvement habits

Module 2: Photoshop for Digital Creatives

- Advanced layer handling
- Image editing and retouching basics
- Product/banner creatives
- Social media ad creatives
- Export settings for different platforms

Module 3: Illustrator for Branding and Vector Work

- Logo design workflow
- Icon and vector asset creation
- Brand color and typography board
- Business card and stationery basics
- Vector export and file organization

Module 4: Canva Workflow and Fast Content Design

- Template customization
- Festival and event creatives
- Instagram post, carousel and story designs
- Ad creative variations
- Brand kit style consistency

Module 5: Figma and UI/UX Basics

- Figma frames and components basics
- Website hero sections and cards
- Spacing, grids and sections
- Mobile layout basics
- Interface presentation practice

Module 6: Web Graphics and Responsive Design Thinking

- Website banners and hero graphics
- Thumbnails and digital assets
- HTML/CSS layout awareness
- Bootstrap grid concept overview
- Designing for desktop, tablet and mobile

Module 7: AI Tools for Design Support

- Using AI for ideas and references
- Prompting for visual direction
- Creating design variations responsibly
- Improving creative concepts
- AI-assisted workflow limitations

Module 8: Portfolio Project Exposure

- Portfolio project selection
- Project brief writing
- Design iterations and feedback
- Case study layout basics
- Presentation and GitHub/drive folder organization if required

3 Months Practical Assignments

- Brand identity starter project
- Logo and business card assignment
- Social media campaign creatives
- Poster, flyer and brochure assignment
- Website banner and UI section design
- Figma landing page layout
- Canva campaign set
- Portfolio presentation assignment

THIS SYLLABUS IS FOR 6 MONTHS - Graphic Designing Pro Track

First 3 months for graphic design learning, design tools, UI/UX foundation and portfolio basics. Next 3 months for advanced projects, branding, web graphics, multimedia basics, AI-supported workflows and stronger portfolio development.

Duration: 6 Months | Fee: INR 4,000/month | Mode: Offline Classroom | Includes project-focused portfolio training

6-Month Track Structure

First 3 Months	Graphic design fundamentals, Photoshop, Illustrator, Canva, Figma, UI/UX basics, web graphics, typography, color theory and practical assignments.
Next 3 Months	Advanced portfolio projects, branding systems, social media campaigns, UI/UX screens, web graphics, multimedia basics, AI tools, presentation and portfolio refinement.

First 3 Months: Design Learning and Portfolio Foundation

- Design fundamentals and visual communication
- Typography, color theory, spacing and hierarchy
- Photoshop for image editing and digital creatives
- Illustrator for vector graphics and brand assets
- Canva for quick content design
- Figma for UI layouts and basic interface planning
- Web graphics and responsive layout thinking
- AI tools for idea support and design references
- Feedback, improvement and portfolio organization

First 3 Months Practical Assignments

1. Social Media Creative Set Students create a small set of social media posts, ad creatives or event creatives with consistent color, typography and layout.	2. Logo and Brand Starter Kit Students create logo concepts, color palette, typography board and simple brand assets such as business card or letterhead.
3. Website Banner and UI Layout Students design a hero banner, section cards or simple landing page layout using Figma and web graphic thinking.	4. Portfolio Starter Project Students organize selected work with project brief, design steps, final outputs and presentation notes.

Next 3 Months: Major Portfolio Projects with Documentation

The last 3 months of the 6-month Graphic Designing training are focused on advanced portfolio-building projects. Students apply design fundamentals, branding, UI/UX, digital creatives, web graphics, AI-supported idea workflows and presentation skills in a more complete project workflow.

Major Portfolio Work Includes

- Project idea and design brief discussion
- Moodboard and reference collection
- Brand identity direction
- Logo and visual system development
- Social media campaign planning
- Poster, brochure or banner design
- UI/UX screens and web layout graphics
- AI-supported idea generation and design variations
- Multimedia basics and digital asset planning
- Design feedback and iteration
- File organization and export formats
- Portfolio/case study documentation
- Presentation and project explanation practice
- Resume/portfolio discussion support

Expected Major Portfolio Outcomes

Brand Identity Project Students prepare a small brand identity system with logo direction, color palette, typography, sample applications and presentation notes.	Social Media Campaign Students design a campaign set with multiple posts, banners or ads using consistent visual direction and platform-ready exports.
UI/UX and Web Graphics Project Students create Figma-based UI sections, website hero graphics, mobile screens or landing page visuals.	Portfolio Presentation Students organize final work into a clean portfolio/case study format with project purpose, process, tools and final output.

Project and Portfolio Options

Students may work on projects based on selected duration, tool availability, assignment progress and student readiness. The goal is to build practical design work that can be reviewed, improved and presented professionally.

Brand Identity Project	Logo concepts, color palette, typography board, business card and sample brand applications.
Social Media Campaign	Instagram posts, ad creatives, story designs, event posters, product banners and campaign variations.
Print and Marketing Design	Poster, flyer, brochure, visiting card, banner and promotional material design.
UI/UX and Web Graphics	Website hero graphics, mobile screen concepts, interface sections, cards, buttons and layout visuals.
Portfolio Case Study	Project brief, design process, final outputs, feedback improvements and presentation-ready documentation.

Major Project Deliverables

- Design brief and reference board
- Source/design files where applicable
- Exported final designs in required formats
- Brand/style notes
- Social media or UI design set
- Portfolio/case study presentation
- Final project explanation notes

Tools Students May Use

Image Editing	Adobe Photoshop for image editing, posters, banners, retouching basics and digital creatives
Vector Design	Adobe Illustrator for logos, icons, vector assets and brand identity elements
Quick Creatives	Canva for social media creatives, posters, templates and campaign variations
UI/UX Layouts	Figma for wireframes, UI layouts, website sections and interface presentation
AI Design Support	AI tools for idea support, reference direction, creative variations and faster workflow support
Documentation	Portfolio folders, presentation files, project notes and file organization

Practical Learning Focus

Students are trained to think like practical designers: understand the brief, create layout options, use tools properly, take feedback, improve designs, export correctly and present their work clearly.

Students Will Practice

- Designing social media creatives

- Creating posters, flyers and banners
- Making logo and brand identity concepts
- Using typography and color more confidently
- Building Figma UI layout practice
- Creating website graphics and interface visuals
- Using AI tools responsibly for idea support
- Improving designs through feedback
- Organizing portfolio work
- Explaining design decisions

Certificate, Portfolio and Career Direction

Certificate Support	Training completion certificate support may be available as per selected program, attendance, assignments and completion criteria.
Portfolio Training	Longer tracks include deeper portfolio-focused project work, design review and presentation practice. Students should confirm exact portfolio and certificate details during counselling.
Career Support	Students may receive portfolio direction, resume guidance, project discussion and suitable opportunity sharing when available. No guaranteed job or fixed salary is promised.

Career Direction After Graphic Designing Training

- Graphic designer beginner path
- Junior graphic designer path
- Social media designer path
- Creative designer support roles
- UI design intern foundation
- Web graphic design foundation
- Branding and visual content support
- Portfolio preparation for internships or fresher interviews

Important Note

Zestminds Academy does not promise guaranteed jobs or fixed salaries. The training supports practical learning, design assignments, portfolio development, project discussion, interview preparation basics and career guidance. Final progress depends on student practice, creativity, tool practice, portfolio quality, communication and consistency.

Book Counselling	Call or WhatsApp +91-9056277961
Visit	Zestminds Academy, E-45, Industrial Area, Phase 8, Mohali
Best Next Step	Compare 45 Days, 3 Months and 6 Months Graphic Designing tracks with a training counsellor before admission.