



# Design Tools - 4

**Ai** Adobe Illustrator

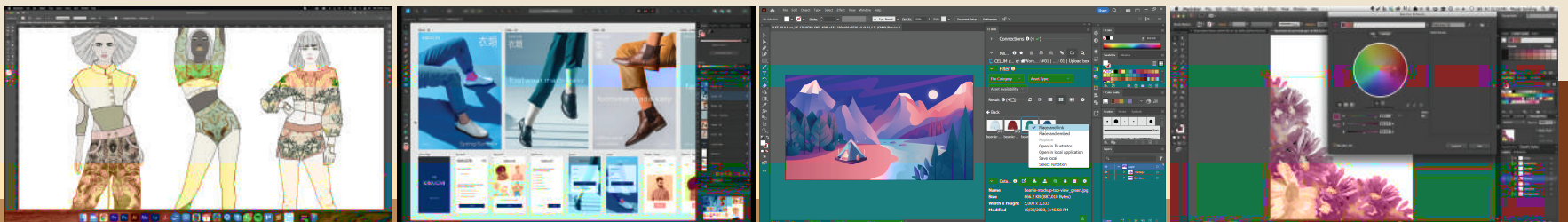
Duration - 30 hrs.

**Value Added Course by SCMC**



## **Ai** Adobe Illustrator

- Adobe Illustrator is the industry-leading graphic design tool that lets you design anything you can imagine - from logos and icons to graphics and illustrations
- Adobe Illustrator is used in the professional space to create Illustrations, logo's, repetitive pattern, fashion Industry , design layouts, Magazine layouts, brochures, newsletters, business card print and digital publications.
- Choose a career in graphic design and you might find yourself helping shape brand identity, building user experience and forging a company's artistic presence.





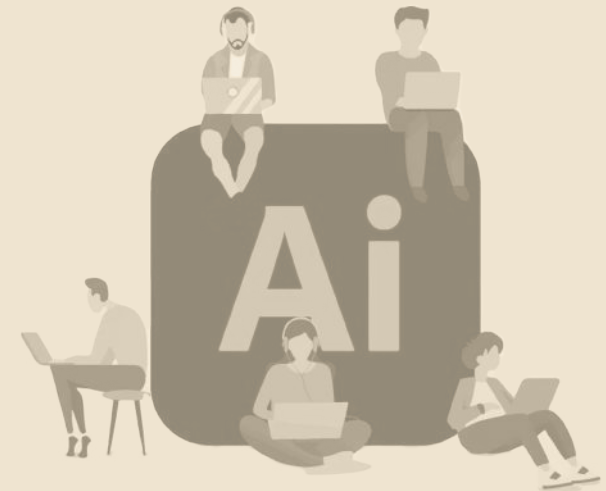
# Course Structure

- |            |                                    |         |
|------------|------------------------------------|---------|
| • Module 1 | UI   Pagesetup                     | 2 hrs.  |
| • Module 2 | Basic Shapes   Text Tool           | 4 hrs.  |
| • Module 3 | Logo Design   Illustrations        | 8 hrs.  |
| • Module 4 | Brochures   Flyers   Visiting Card | 6 hrs.  |
| • Module 5 | Product desing   Illustration      | 8 hrs . |
| • Module 6 | Print Ready files                  | 2 hrs.  |



# Course Outcome

- At the end of the course students will get enhanced with Digital skills in creating Illustrations, product design, logo design, layouts for graphics, brochure's, magazine layouts, flyer's print ready materials.
- It will enhance their skills in Graphic designing including typography and various print layouts as packaging design layout, magazine layouts. Which could enhance their careers in
  - Advertising designer
  - Product Illustration
  - Brand identity designer
  - Fashion graphic designer
  - Packaging designer
  - Creative art director
  - Multimedia designer





## Course Instructions

- 1) Mode of Conduct: online, offline, or blended mode.
- 2) Duration of course: 30 hrs (contact sessions 24 hours and assignments/project/-field work/ experiential learning may be for 6 hours )
- 3) 75% attendance is mandatory for students to appear for the assessment.
- 4) The assessment to be graded out of 100 marks.
- 5) At least two assessments shall be conducted per VAC.
- 6) The passing percentage for the assessment shall be 40%.
- 7) The certificate of completion of the value added course will be awarded to students who have successfully passed the assessments.