

Smt. MMP Shah College
Smt. K.G. Shah Department of Management Studies
Add on Course
For FYBMS Students

DESIGNING and PRESENTATION COURSE
Course Duration: 6 months

Credit 1
Marks 50

Objectives of this course:

- Understanding and Learning the right skills required for creating professional design for print and publishing media.
- Learning the art of combining text and graphics for effective communication in forms of Logo, Graphics, Brochures, Newsletters, Posters, Signs, and many other type of visual communication.

Software :

- **CorelDraw**
 - Package Designing, Wedding Card design, Logo Designing, Banner Designing
 - Advertisement layout, Greeting Card, Brochure Design, Flyer Design

Creative career options:

- Graphic Designer
- Advertising Designer
- Design Consultant
- Interactive Presentation

Contents

Module 1

4 Sessions

- Overview of Drawing tools
- Editing the object
- Use Transformation
- Page Properties

Module 2 4 Sessions

- Differentiate Mode of Color
- Fill, Outline Color
- Different shapes
- Type Text
- Convert Object
- Object to Shape work
- Convert To Curve
- Combine two lines
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Module 3 4 Sessions

- Tracing, Fill Color, Fountain Fill, Texture Fill
- PostScript Fill, Outline Pen
- Outline Two Colors, Outline Thickness
- Outline Convert Curve
- Blend Effects, Countour Effects
- Drop Shadow, Extrude, Envelop
- Transparency, Distortion, Fill Tool

Module 4 3 Sessions
Assignment and Project

External exam on 14th March 2018 Marks 25
Internal project submission on 14th March 18 Marks 25