Master Graphic Design in Chennai Basic, Advanced & Master Level Training

Basic, Advanced & Master Level Graphic Design in Photoshop, Illustrator, InDesign, Canva, After Effects & Figma with 100% Placement Assistance.

Turn your visual creativity into a professional career with Greens Technologies' Graphic Design Course in Chennai. Move from color theory and typography to brand identity, photo retouching, print prepress, vector illustration, motion graphics and UI/UX design, working on real agency briefs and advertising campaigns.

Your Trainers

Arun Prakash V — Creative Director & Brand Identity Lead
11+ Years Industry Experience

Priya Sundaram — Senior UI/UX & Digital Media Specialist
8+ Years Experience

Vigneshwara R — Lead Motion Graphics & Interactive Designer
7+ Years Experience

Course Curriculum

Tier 1: Basic Level – Foundations of Graphic Design Modules 1–6

6 modules and 26 topics in the Basic Level.

1. Principles of Visual Communication & Design Theory

- Fundamentals of visual communication: Point, Line, Shape, Texture, Space, and Form
- Understanding Core Design Principles: Balance, Hierarchy, Contrast, Proximity, Alignment, Repetition
- Color Theory: Color wheel, Primary/Secondary/Tertiary colors, Warm vs. Cool colors, Color psychology
- Color Modes: RGB (Screen/Digital) vs. CMYK (Print), Pantone Matching System (PMS)
- Understanding raster vs. vector graphics, image resolution (72 DPI vs. 300 DPI)

2. Fundamentals of Adobe Photoshop (Raster Graphics)

- Photoshop UI navigation, custom workspace configuration, canvas setup
- Layer management: Layer groups, lock modes, opacity, fill, and blending modes
- Essential selection tools: Marquee, Lasso, Quick Selection, Magic Wand, Object Selection
- Crop, Canvas Size adjustment, Transform tools (Scale, Rotate, Skew, Distort, Perspective)

- Basic retouching tools: Spot Healing Brush, Healing Brush, Patch tool, Clone Stamp

3. Fundamentals of Adobe Illustrator (Vector Art)

- Illustrator UI navigation, artboard management, smart guides, rulers, and grids
- Drawing with basic shape tools, Line Segment tool, Arc tool, and Star tool
- Pen Tool Mastery: Drawing precise curves, anchor points, direction handles, and path editing
- Pathfinder & Shape Builder tools: Uniting, subtracting, intersecting, and excluding shapes
- Object grouping, alignment, distribution, and basic appearance settings

4. Typography & Text Layout Basics

- Anatomy of Typography: Serif, Sans-Serif, Script, Display, Slab Serif
- Leading, Tracking, Kerning, Alignment, and Paragraph Spacing
- Type Tool in Photoshop & Illustrator: Character panel and Paragraph panel
- Creating basic typographic posters, quote cards, and social media announcements

5. Graphic Design with Canva & Quick Digital Assets

- Navigating the Canva AI interface for fast-paced commercial graphic production
- Working with pre-built templates for social media stories, banners, and flyers
- Customizing typography, color palettes, background removal, and asset export
- Integrating Canva speed workflows with professional Adobe Creative Cloud projects

6. Basic Layout Design & Image Exporting

- Designing basic flyers, business cards, letterheads, and single-page posters
- Image saving formats: JPEG, PNG-24 (Transparency), GIF, SVG, EPS, PDF
- Export settings for digital displays vs. basic home/office printing

Tier 2: Advanced Level – Branding, Advertising & Print Production Modules 7–13

7 modules and 31 topics in the Advanced Level.

7. Advanced Photoshop: Photo Manipulation & Digital Compositing

- Non-destructive editing: Adjustment Layers (Levels, Curves, Hue/Saturation, Color Balance)
- Advanced Masking: Layer Masks, Clipping Masks, Select Subject, Select and Mask (Hair Refinement)
- Digital Compositing: Combining multiple stock images, blending lighting, casting realistic shadows
- High-End Photo Retouching: Frequency Separation (Skin smoothing), Dodge & Burn, Teeth whitening
- Working with Smart Objects, Smart Filters, and Camera Raw filter enhancements

8. Advanced Illustrator: Vector Illustration & Logo Design

- Principles of Logo Design: Minimalist, Emblem, Mascot, Lettermark, Wordmark, Combination Mark
- Grid-based logo design: Golden Ratio grids, geometric alignment, vector precision
- Advanced Pen Tool techniques, Gradient Tool, Gradient Mesh, Blend Tool
- Creating isometric illustrations, flat art, vector icons, and custom pattern swatches
- Live Trace / Image Trace: Converting raster images into clean, scalable vector paths

9. Adobe InDesign: Editorial & Publication Design

- InDesign UI, Parent Pages (Master Pages), Page Numbering, and Multi-page document setup
- Margins, Bleed (3mm standard), Slug area, and Grid Columns setup
- Paragraph Styles, Character Styles, Object Styles, and Text Threading across frames
- Designing multi-page brochures, company profile PDFs, magazines, and ebooks
- Preflight panel: Checking missing links, missing fonts, overflow text, low-res images

10. Brand Identity Systems & Style Guides

- Creating complete corporate identity packages: Logo variants, color swatches, typography hierarchy
- Designing stationery sets: Business cards (Standard, Spot UV, Embossed), Letterhead, Envelopes
- Building a Brand Guidelines Manual (Brand Book): Usage rules, clear space, incorrect usage examples
- Creating brand moodboards and client pitch presentations

11. Advertising Design & Social Media Creative Strategies

- Designing high-converting digital ad banners for Facebook, Instagram, Google Display Network
- Creative framing: Visual focal points, Call-To-Action (CTA) placement, offer highlights
- Social Media Post Kits: Grid layouts, carousel posts, story templates, event covers
- Billboard, Roll-up Banner, and Kiosk design for outdoor advertising (OOH)

12. E-Commerce Graphics & Product Visuals

- Product image editing: Pure white background isolation (Amazon/Flipkart guidelines)
- Creating lifestyle product infographics, comparison tables, and dimension badges
- E-commerce store banner creation (Shopify, Amazon A+ Content graphics)
- Batch image processing and web optimization for fast loading speed

13. Prepress Engineering & Print Production

- Preparing artwork for commercial printing presses (Offset & Digital Printing)
- Color separation, CMYK conversion, Rich Black vs. Standard Black (C:60 M:40 Y:40 K:100)
- Die-lines creation for custom cutouts, folding lines, spot UV layers, and foil stamping
- Exporting Press-Quality PDFs (PDF/X-1a, PDF/X-4) with trim marks and bleed settings

Tier 3: Master Level – Studio-Grade Design, UI/UX, Motion Graphics & AI Modules 14–20

7 modules and 28 topics in the Master Level.

14. Motion Graphics for Graphic Designers (Adobe After Effects)

- Animating static graphic design assets: Vector logo reveal, kinetic typography, animated badges
- Keyframe easing, Speed Graph, and Spatial Interpolation
- Exporting Lottie JSON files for web/app micro-interactions & animated SVGs
- Designing dynamic animated Instagram Stories and animated promotional ad graphics

15. Packaging & Product Design Masterclass

- Packaging Design Principles: Functional design, shelf impact, consumer psychology
- Creating 3D packaging die-lines for box packaging, labels, pouch bags, and bottles
- Applying brand graphics to die-lines with accurate dimensions and structural folds
- Creating realistic 3D product mockups using Photoshop Smart Objects and Adobe Dimension /

Blender basics

16. UI/UX Foundations, Wireframing & Design Systems in Figma

- Introduction to UI/UX design: UX research basics, visual hierarchy, user interface graphics
- Figma interface, Frames, Layout Grids (12-column web grid, 4-column mobile grid)
- Designing modern Web Banners, Hero Sections, E-commerce landing page layouts
- Components, Auto-Layout, Design Tokens, Variants, and design system creation in Figma
- Interactive clickable wireframes and high-fidelity screen prototyping

17. Advanced Matte Painting & Generative AI Design Workflows

- Cinematic matte painting: Environmental creation, atmospheric haze, lighting synthesis
- Generative AI integration: Using Adobe Firefly, Midjourney, and Photoshop Generative Fill
- Prompt engineering for graphic designers: Generating textures, backgrounds, and conceptual elements
- Ethical AI usage, copyright considerations, and retouching AI outputs for professional client delivery

18. 3D Typography & Advanced Graphic Effects

- 3D text effects in Photoshop & Illustrator: Extrusion, bevels, lighting, metallic/glass textures
- Kinetic typographic poster design, distorted typography, vintage/retro graphic styles
- Glitch effects, neon glow art, liquid distortion, halftone print effects

19. Freelance Business, Client Pitching & Copyright Laws

- Structuring freelance design services: Hourly rates vs. project pricing vs. monthly retainers
- Writing professional design proposals, scope-of-work contracts, and invoice templates
- Managing client feedback, revision cycles, project handoff, and file management
- Intellectual property, copyright laws, stock media licensing (Shutterstock, Freepik, Unsplash), and trademark basics

20. Master Portfolio Assembly & Behance/Dribbble Showcasing

- Strategy and structure of an elite graphic design portfolio
- Curating 5–7 strong case studies: Branding package, packaging design, ad campaign, motion logo, editorial publication, UI layout
- Presenting design projects on Behance & Dribbble: Process shots, moodboards, die-lines, context mockups
- Assembling a PDF resume portfolio, personal website setup, and mock agency interview preparation

Projects & Hands-On Labs

Minimalist Event Poster & Flyer
Design a high-impact promotional flyer with custom typography, clean visual hierarchy, and color harmony.

Corporate Brand Identity Package
Design a complete brand identity including a grid-based logo, business cards, letterhead, and a 4-page Brand Guideline PDF.

Commercial Packaging & Die-line
Create a 3D product box die-line with nutrition/ingredient panels, foil stamp layers, and a realistic 3D product mockup.

Behance Master Portfolio Case Study
Assemble your signature design portfolio on Behance featuring comprehensive process breakdowns, mockups, and visual case studies.

Enrol & Contact

Book a free demo class or a 1-on-1 counselling session.
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Website: www.greenstechnologys.com
25 centres across Chennai, Bengaluru, Coimbatore, Trichy and Salem, plus live online batches. Curriculum may be updated by the trainer to reflect current industry practice.