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Shirish Madhukarrao Chaudhari College, Jalgaon.
Department of Computer Science

Certificate Course
On
CREATIVE ARTS: GRAPHIC DESIGN AND USER EXPERIENCE (UX) DESIGN

1. INTRODUCTION

The certificate course “Creative Arts: Graphic Design and User Experience (UX) Design” is designed to provide students with foundational knowledge and practical skills in creative digital design and user-centered experiences. The course introduces students to the principles of graphic design, visual communication, branding, typography, image editing, and modern UX/UI design concepts.

The course focuses on creativity, design thinking, and practical exposure using modern tools such as Canva, Figma, Photoshop, and Illustrator. Students will learn how to create attractive visual content, design user-friendly interfaces, and develop prototypes for websites and mobile applications.

This course helps students enhance their creativity, digital communication skills, and career opportunities in creative industries.

2. OBJECTIVES

- To introduce students to the fundamentals of graphic design and UX/UI design.
- To develop creativity and visual communication skills.
- To understand design principles such as typography, color theory, and layout design.
- To familiarize students with modern design tools and software.
- To understand user-centered design concepts and user experience principles.
- To develop skills in wireframing, prototyping, and interface design.
- To prepare students for creative careers, freelancing, and digital media industries.

3. COURSE SCHEDULE AND FEE STRUCTURE

The course duration is 30 hours. The lectures and practical sessions will be conducted as per the departmental schedule. There is no registration fee for this course. The course is free of cost.

4. ELIGIBILITY

Undergraduate (UG) and Postgraduate (PG) students of any subject are eligible for this certificate course.

5. SYLLABUS (Marks:50, Hours :30)

Unit 1: Introduction to Creative Arts and Design (5 Hrs)

- Basics of Graphic Design
- Visual Communication
- Design Principles
- Careers in Graphic Design

Unit 2: Fundamentals of Graphic Design (5 Hrs)

- Typography Basics
- Color Theory
- Layout and Composition
- Elements of Design

Unit 3: Digital Graphic Design Tools (8 Hrs)

- Introduction to Canva
- Basics of Adobe Photoshop
- Poster Design
- Logo Design
- Social Media Creative Design

Unit 4: Introduction to UX Design (7 Hrs)

- Basics of UX and UI
- User-Centered Design
- Website Layout Basics
- Mobile App Layout Basics

Unit 5: Wireframing and Prototyping (5 Hrs)

- Introduction to Figma
- Basic Wireframes
- Simple Interactive Prototype

PRACTICALS

Credits: 2

Marks: 50

Practical-1: Typography Design

Objective: To understand font pairing, alignment, spacing, readability, and text hierarchy in visual communication.

Title: Create a creative typography poster using different font styles and text hierarchy.

Practical 2: Color Theory and Poster Design

Objective: To apply color psychology and visual balance in creative poster designing.

Title: Design an awareness poster or event poster using proper color combinations and design principles.

Practical 3: Logo Design

Objective: To learn branding basics and vector-style design concepts.

Title: Create a simple logo for a fictional company, startup, or college event.

Practical 4: Social Media Creative Design

Objective: To develop skills in digital marketing creatives and layout composition.

Title: Design Instagram/Facebook promotional posts for a product, festival, or educational campaign using Canva or Photoshop.

Practical 5: Image Editing and Photo Manipulation

Objective: To learn fundamental image editing techniques and photo enhancement.

Title: Perform background removal, brightness and contrast adjustment, cropping, filters, and text overlay.

Practical 6: User Persona and User Journey Map

Objective: To understand users, their needs, and user-centered design concepts.

Title: Create a user persona and simple user journey map for a mobile application or website.

Practical 7: Wireframe Design using Figma

Objective: To learn structure and layout planning in UX design.

Practical: Design wireframes for login page, e-commerce homepage, and college website page.

6. REFERENCE BOOKS

1. The Design of Everyday Things – Don Norman
2. Thinking with Type – Ellen Lupton
3. Don't Make Me Think – Steve Krug
4. Graphic Design School – David Dabner
5. Universal Principles of Design – William Lidwell

7. COURSE HIGHLIGHTS

1. Fundamentals of Graphic Design and UX/UI
2. Hands-on Practical Sessions
3. Website and Mobile Interface Design
4. Wireframing and Prototyping using Figma
5. Logo and Branding Design
6. Social Media Creative Designing
7. Industry-Relevant Design Tools

8. COURSE OUTCOMES

1. Understand principles of graphic design and visual communication.
2. Apply typography, color theory, and layout concepts effectively.
3. Create posters, logos, social media creatives, and digital content.
4. Understand user-centered design principles.
5. Design wireframes and interactive prototypes.
6. Use tools such as Canva, Figma, Photoshop, and Illustrator.
7. Develop creative portfolios and project presentations.
8. Enhance career opportunities in digital design and creative industries.

9. PROCEDURE FOR EVALUATION

The evaluation will be done by checking the practical assignments, creativity, internal and external assessment.

10. JOB OPPORTUNITIES

Students completing this certificate course can explore various opportunities such as:

1. Graphic Designer
2. UI/UX Designer
3. Social Media Designer
4. Creative Content Designer
5. Branding Executive
6. Web Interface Designer
7. Freelance Designer
8. Digital Marketing Creative Assistant
9. Mobile App Interface Designer
10. Design Intern