GUJARAT TECHNOLOGICAL UNIVERSITY

Design Innovation Centre (DIC)

MHRD funded Project - Hub & Spoke Model

Certificate Program in

Digital Design Technology

(With Assured Placement)

Avail 30% Scholarship from GTU

Course Abstract

Course Name: ***Digital Design Technology (Offline)***

Beneficiaries: ***Students, Faculty Members, Researchers, Industry Personnel, Innovators/Start-ups or any aspirants who wish to learn about Digital Design Tech.***

Apply Now

Timing: ***3 hrs. / Session (Saturday only, Flexible timings for professionals)***

Duration:

1. ***Assured Employment Program : 6 months***
2. ***Skill Development Program : 4 months***

Fees (Inclusive of taxes): (Subsidized by 50% already and avail 30% more scholarship from GTU) EMI* Options available, kindly contact to know more.

1. ***Assured Employment Program: 27,500/- (After 30% scholarship, it costs 19,250)***
2. ***Skill Development Program: 15,000/- (After 30% scholarship, it costs 10,500)***

Evaluation Pattern: ***Continuous evaluation based on Practical learning, MCQ, Final Project at end of semester***

Prerequisites: ***Optimistic & Un-learning mind-set, Enthusiasm of learning new things***

The course is in association with Innovation & Research Foundation (IRF).

Objective: Understanding the basics of Digital Design Technology

- Understand the core principles of graphic design, Digital Design technology, its scope and application in industry
- Execution of Ideas –Turning ideas into publishable material.

- Enables Engineers to develop Concepts and actualize their Ideas by converting them to a visual /tangible output using printing media.
- Study design briefs and determine requirements, Schedule projects and define budget constraints
- Use the appropriate colors and layouts for each graphic
- Find work as a freelance graphic designer

About the Course

In today's digital era, every product sold through online, offline or print media, needs a very strong and recognizable graphic design to build Brand Image of the company. The latest trends required in the industry are - strong typographic focal points, futuristic influences, light and dark color schemes, complex gradients and duotones, colorful minimalism, dynamic complicated hand drawn illustrations, authentic and genuine stock pictures and trends of vivid colors will be studied. These practices when turned into applications lead to brand trend setting and evolve for successful business over a period of times.

"Cornell University defines **digital** literacy as 'the ability to find, evaluate, utilize, share, and create content using information technologies and the Internet'. By this definition, **digital skills** are any **skills** related to being **digitally** literate"

Digital literacy exists in all applications that we see in real work. Some can be graphic applications, web-based applications or static animation. Opportunities to explore and experience digital technologies, develop expertise, practice digital design skills, are at the top of the pyramid of needs when digital design illiteracies are combined with desired industry applications and requirements. Applications like digital games, storytelling, web designs, print media and the screen media, information design, info-graphics, posters, banners, stationary design and design strategies use a combination of concepts and real life applications that lead to gaining digital design literacy.

Areas of Digital Design Technology:

- **Multi Media Graphic Design Industry:** Logo, Branding, Web design, poster, brochure, banner, stationary, info-graphics
- **Product/System Design:** Product and process design, Design and packaging, Design campaigns, education/E-learning program, preparing a presentation of a project/product for user/client
- **Event Management and Planning**

Companies where students employed in past through IRF and got starting salary of INR 15,000+

Bacancy Technology, Hidden Brains InfoTech Pvt Ltd, eSense Learning Private Limited, Bytecrest and many more……

Outcome of the Program:

- Technically sound with software, Design Thinking and Design Process develops creative confidence
- Job ready Creative Designer/Engineer with software skills
- Job ready for the Graphic, Games, Animation Industry
- Increases confidence because of a developed visualization ability to understand the problems clarity.
- Enhanced observation skills so that it is easy to understand the UI UX aspect and Empathy through Design Thinking.
- 2D Gaming ideas and execution, Increases Game QA (Quality Assurance) Professional, Ability for an Engineer.

Course Outline: Curriculum Details

Fundamentals of Visual Communication: Understanding the Graphic Design and the required skills, Design Process, Conceptualization, Visual Communication, Design Basics, Elements and Principles of Design, Understanding Color and Culture followed by Art Movement, composition and Lay out, Working on forms, creating forms/Shapes from Alphabets, Typographic composition, tools to create creative company visions and culture

Digital Graphics Foundation: Digital Color System, Resolution and pixel Dimension, Principle and Elements of Printing and Publication (process and systems), Typography Basics-creating Fonts, Vector Graphics and Raster Graphics, Info graphics and Interactive Graphics, Responsive designs

Digital Image Editing Technology- ADOBE PHOTOSHOP: Workspace set up and interface and tools, Menu and techniques, Effects, filters and techniques, Files formats and exporting files, Photo edit, Editing images and photo restoration, Typographic composition, Creating interactive graphics (interface), Introduction to vector graphic tools

Teaching / Learning Methodology:

I. The Digital Design Technology course will be **offline,** practical based involves Hands-on exercises, Face to face counselling and experiential program.
II. The course content will be available in form of study material, presentations, video and examples. During the course, student may also request for the interaction with concerned faculty and industry experts during the week for resolving their doubts and learning difficulties as per availability of experts.
III. Weekly Assignments/Tutorials and tasks will be given for their projects which requires involvements of 5-6 hours a week.

Three steps Registration Process:

(1) Enroll Now: https://forms.gle/7En1fKCT4DXNug5A7

After registration through above link, kindly make payment through below link and Refer Step-by-step guide (https://go.aws/2wbFfeA) for payment process for your reference.

(2) Payment link: https://www.onlinesbi.com/sbicollect/icollecthome.htm

After payment, download the payment receipt and upload the receipt through the link given in the payment guidelines, for successfully enrolment into the course.

(3) DIC Course Payment receipt upload: https://forms.gle/dt9njJbbtwGsCWPN6

Note: GTU – DIC committee deserves all right to admit, cancel and alter the course content without any prior notice. The jurisdiction for any discrepancy will be Ahmedabad.

For any query related to the course, kindly contact:

Mr. Karmjitsinh Bihola, Course Coordinator, GTU.
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