

VECTOR SHALA

CREATIVE DESIGN ACADEMY

Prospectus

Job-Oriented
Graphic Design Courses

GRAPHIC Design



Beginner

 3 Months

 2 Hours

Your first step into the exciting world of graphics, this course is built specifically for absolute beginners, hobbyists, & aspiring creatives who want to learn design from scratch.

Recommended for : Students (10th – 12th), aspiring graphic designers, artists, and almost anyone with a creative mindset.

Core Topics

Design Principles

Visual hierarchy, contrast, balance, & alignment.

Typography

Font pairing, paragraph & character styles.

Color Theory

Digital colors (RGB) vs. print systems (CMYK).

Editing

Photo retouching, manipulation and restoration.

Branding

Logos, business cards, banners, brochures, product catalogues, Signboards & Photo albums, etc.

Printing

Multi-page layout design and print preparation.

Core Tools

Ps

Photoshop

Ai

Illustrator

In

InDesign

Cdr

CorelDraw

Job Opportunities

Entry-level graphic designer, photo editor, DTP operator, freelance designer, or social media graphic designer.

GRAPHIC Design

Professional

📅 5 Months

🕒 2 Hours

Deep dive into complex digital illustration, master advanced vector & layout techniques, and expand your skills in client communication, creative direction, pitching, and project monetization.

Recommended for : Students (10th – 12th), Artists, digital art enthusiasts, designers seeking a career jump and almost anyone with a creative mindset.

Core Topics

Corporate Identity & Brand Systems

Creating comprehensive typography, iconography, color palettes for global brands.

Social Media & Digital Ad Campaigns

Creative & high-converting multi-platform social media ads.

Print Media Ads

Magazine spreads, event banners, premium brochures, film posters & cinematic photo retouching.

Vector Arts & Illustration

Translating complex ideas and text into engaging, visual infographics.

Printing & Packaging Design

Product packaging, labels, and industrial print-ready PDFs.

Job Opportunities

Visual Designer, Vector Illustrator / Digital Artist, Advertising Art Director, Freelance Design Consultant.

Core Tools

Ps
Photoshop

Ai
Illustrator

In
InDesign

Cdr
CorelDraw

N
Notion

Bē
Behance

Motion Graphics

Social Media

📅 5 Months

🕒 2 Hours

This specific course enables students to produce high-quality motion graphics, social media content, and promotional videos for today's digital market.

Recommended for : Graphic designers, Content creators & influencers, Digital artists, Aspiring digital marketing & social media managers.

Core Topics

Principles of Motion

Timing, spacing, squash and stretch, and ease-in/ease-out to make animations look smooth, snappy, and professional.

Vector & Shape Animation

Creating and animating basic shapes, lines, icons, and custom vector illustrations to tell a visual story.

Social Media Ads Mastery

Designing specifically for Instagram Reels and YouTube Shorts & understanding screen safe zones.

The "3-Second Hook" Animation

Designing high-energy visual openers in the first 3 seconds to stop users from scrolling past.

Audio Syncing

Adding impactful sound effects and syncing visual movements perfectly to the beats of audio tracks.

Core Tools

Ps
Photoshop

Ai
Illustrator

Ae
After Effects


CapCut


Canva


Notion


Behance

Job Opportunities

Social Media Video Editor, Motion Graphics Designer, Digital Content Creator, In-House Brand Animator, Freelance Content Strategist.

Web Design



No Coding

📅 5 Months

🕒 2 Hours

Master the art of creating professional websites from scratch without learning a single line of code. The course focuses on visual design, layout structure, and user experience, guiding you through the process of building modern, well-crafted websites.

Recommended for : Students (10th - 12th & College), Aspiring web designers, Someone who doesn't want to learn that brain-draining coding but loves web design.

Core Topics

Visual Design of Websites

Website components, Responsive visual logic & assets designing, Iconography, vector illustrations, photography, and background textures.

Fundamentals of UX

User-centric design principles and the design thinking process.

UI & Visual Design

Creating typography, color theory, buttons & design systems.

Wireframing & Prototyping

Low & high fidelity wireframes & prototypes of websites.

No-Code Web Publishing

Bringing designs to life without code using visual builders like WordPress, Framer, Elementor, etc.

Core Tools



WordPress



Elementor



ClickUp

Job Opportunities

Web & Graphic Designer, UI/UX Designer, Agency Designer, Freelance Web & UI/UX Designer

creative **Media Master**

Three in One

 **7 Months**

 **2 Hours**

This course combines the three most in-demand creative disciplines, Graphic Design, Motion Graphics, and Video Editing, into one complete learning journey. Whether you aspire to become a freelance designer, work in a creative agency, join a marketing team, or launch your own design business.

Recommended for : Graphic designer, Content creators, digital artists, aspiring digital marketing executive & almost anyone who want to work in the creative industry

Core Topics

Advanced Graphic Design

Corporate Branding, Print media ads, product ad campaigns, high-converting multi-platform social media ads, infographics & vector illustrations. Photo manipulation and retouching.

Motion Graphics

Animating shapes, text, and images, social media content, promotional videos & reels, storyboarding, audio syncing, and visuals for multiplatform advertisements.

Video & Reel Editing

Cutting, trimming, and adding transitions, syncing audio, cleaning up background noise, arranging clips to build a seamless narrative, exporting final videos for platforms like YouTube, Instagram, and television.

Core Tools

Ps
Photoshop

Ai
Illustrator

Ae
After Effects

Pr
Premiere Pro

Cdr
CoreDraw


CapCut


Canva


Notion

Job Opportunities

Video Editor & Graphic Designer (Dual Role), Motion Graphics Designer, Social Media Content Editor, Brand Identity Designer, Corporate Multimedia Specialist

Pencil SKETCHING



Beginner

 **3 Months**

 **2 Hours**

Take a journey into the art of drawing where observation meets precision. Starting from basic shapes and moving toward realistic sketches, you will learn how to translate what you see into detailed & expressive artworks.

Recommended for : Backbenchers whose notebooks are full of doodles & funny faces of teachers.

Core Topics

Basic Shapes & Drawing Foundation

Learn the first steps of drawing by breaking down real-world objects into simple shapes like circles, squares, and triangles to make drawing anything easy and fun.

Light, Shadows & Shading

Learn how to use different shading pencils to add light and dark shadows so your flat drawings look like real 3D objects.

Creating Depth & Perspective

Learn how to draw backgrounds, buildings, and outdoor scenes correctly so objects naturally look far away or close-up, just like in real life.

Drawing Real Details & Textures

Move toward advanced sketching by learning step-by-step how to draw hyper-realistic details like shiny metal, clear glass, human eyes, skin, and realistic hair.

Core Tools



Your Eyes



Pencils



Sketchbook

Job Opportunities

Sketch Artist, Portrait Artist, Book Illustrator, Tattoo Designer, Fashion Sketcher.



Beginner

 **3 Months**

 **1.5 Hours**

This course is specifically designed for absolute beginners, professionals, and students looking to build a strong foundation in modern technology.

Recommended for : Students (5th–12th), Housewives, shop owners, enthusiastic seniors & people who are new to computers.

Core Topics

Fundamentals & Operating System

Get comfortable using a mouse & keyboard, understanding internal components, & mastering file management in Windows.

Word Processing

Creating documents, letters, formatting text, page layouts, inserting images or tables, and preparing documents for printing.

Spreadsheets & Data Management

Data entry and simple mathematics, organizing grids, use foundational formulas & formatting tables, and turn plain numbers into clean charts.

Presentations & Slide Design

Designing slideshows, selecting clean slide layouts, using bullet points effectively & applying professional transitions.

Internet

Effectively searching the web, downloading files, filling out online forms, and mastering email etiquette.

Core Tools



Word



Excel



PowerPoint

Job Opportunities

Office Assistant, Data Entry Operator, Customer Service, Receptionist, etc.



Professional

📅 4 Months

🕒 1.5 Hours

Want to stand out in today's modern workplace? This course bridges the gap between basic computing and advanced office automation.

Recommended for : Students (10th – 12th), Job seekers in company administration, govt. & bank employees, teachers, aspiring computer professionals.

Core Topics

Fundamentals & Windows Management

Learning basic computer operations, optimizing PC performance, configuring advanced Windows settings, installing and uninstalling software, understanding core internal hardware components, and troubleshooting common system glitches.

Professional Office Suite & Printing

Mastering Word, Excel, and PowerPoint alongside essential printing setups, network printer configurations, page scaling, and layout optimization. This includes creating professional business reports with Mail Merge, designing high-impact interactive presentation decks, and handling complex data using intermediate spreadsheet formulas like VLOOKUP and IF statements.

Internet, Outlook, Google Workspace & AI

Conducting advanced web research, managing corporate emails, collaborating in real-time on Google Workspace and leveraging AI tools (like ChatGPT/Gemini) to automate daily tasks.

Job Opportunities

Office Coordinator, Back Office Executive, Documentation Specialist, Customer Relationship Officer

Core Tools



Word



Excel



PowerPoint



Outlook



Google
Workspace

वेक्टर शाला

Vector Shala – Creative Design Academy

2nd Floor, Above Janani Suraksha Clinic,
Nayi Puliya, Pulla, Near RK Circle, Udaipur, Raj.



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