

# **CREATIVE DESIGN**

## **Week 1: Introduction to Creative Design**

### **Theory**

- What is creative design?
- Importance of creativity in digital design
- Overview of design fields: graphic design, UI/UX, branding, product design
- Introduction to design thinking process

### **Practical**

- Exploring examples of creative design
- Setting up basic design tools (Canva, Figma, Photoshop, or free alternatives like GIMP/Inkscape)

## **Week 2: Design Principles & Elements**

### **Theory**

- Principles of design: balance, contrast, alignment, proximity, hierarchy, repetition
- Elements of design: line, shape, color, texture, space, typography

### **Practical**

- Hands-on exercises: create simple posters applying 2–3 design principles
- Color theory practice (color wheel, complementary/analogous colors)

## **Week 3: Typography & Layout**

### **Theory**

- Basics of typography: fonts, readability, font pairing
- Layout principles: grid systems, white space, composition

### **Practical**

- Designing a flyer with proper font combinations
- Creating a magazine-style layout using grids

## **Week 4: Branding & Visual Identity**

### **Theory**

- What is branding?
- Elements of visual identity: logos, color palette, typography, imagery
- Case studies of popular brands

## **Practical**

- Design a simple logo and brand color palette
- Create a brand mood board

## **Week 5: Digital Tools for Creative Design**

### **Theory**

- Overview of design software: Photoshop, Illustrator, Figma, Canva, etc.
- Vector vs raster graphics

### **Practical**

- Hands-on: create social media graphics with Canva/Figma
- Tracing and editing vector shapes in Illustrator (or Inkscape if free option)

## **Week 6: Designing for Print & Digital Media**

### **Theory**

- Differences between print design (CMYK, DPI) and digital design (RGB, pixels)
- File formats: JPG, PNG, SVG, PDF

### **Practical**

- Design a business card (print)
- Design a banner/post for social media (digital)

## **Week 7: Motion & Interactive Design**

### **Theory**

- Introduction to motion graphics & animation in design
- Basics of interactive design (UI elements, prototypes)

### **Practical**

- Create a simple animated social media post (Canva or After Effects basics)
- Prototype a mobile app screen in Figma

## **Week 8: Final Project & Portfolio**

### **Final Project**

Choose one:

1. Develop a brand identity package (logo, business card, social media post)
2. Create a UI mockup for a mobile app or website
3. Produce a mini design campaign (poster, flyer, and digital banner)

## **Portfolio**

- Organize and present completed works

How to showcase design work (Behance, Dribbble, LinkedIn, personal website)