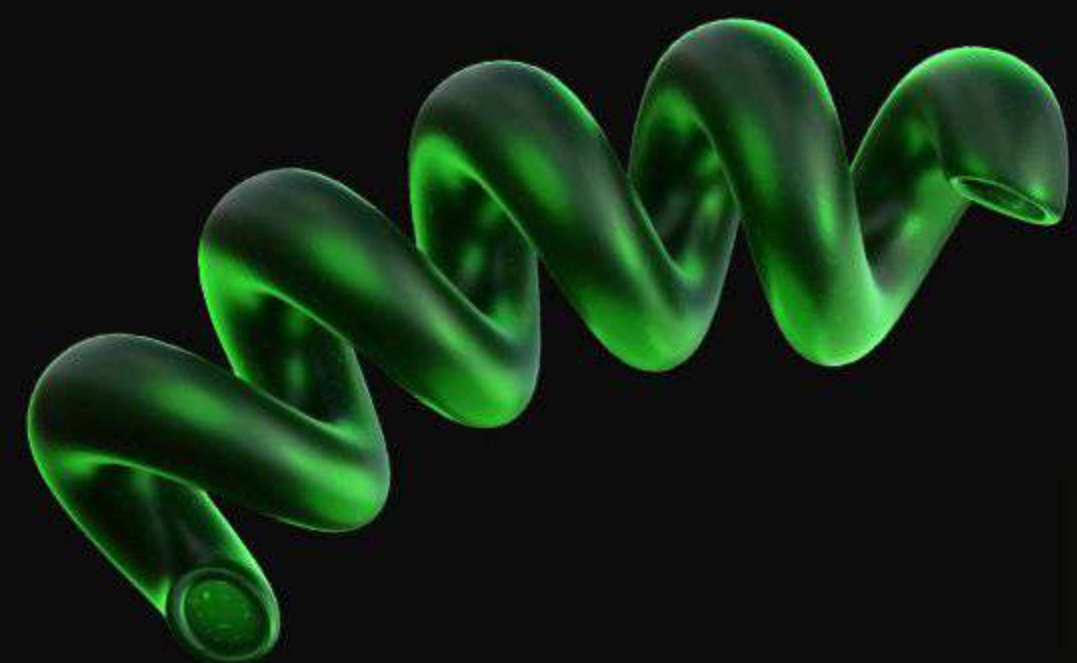


Vibhu Trivedi  
@DesignWithVibhu



# Transform Your Career as an **Industry** Designer

◆ Imagine ◆ Create ◆ Inspire



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01 Visual Design Made Easy:

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# Photoshop Basics

## Introduction to Photoshop

- 🖋 Overview of Photoshop interface & tools
- 🖋 Understanding the workspace and navigation
- 🖋 Graphic Design Use (Agency, Freelance)
- 🖋 Tool Panel understanding

## Basic understanding of Fonts & Images

- 🖋 Font knowledge & formatting text
- 🖋 Basic Image retouching techniques
- 🖋 Collaboratin of Fonts with images
- 🖋 Explore the world of shapes
- 🖋 Play with color gradient

## Hands-On Projects for Practical Learning

- 🖋 Apply What You Learn
- 🖋 Real-world projects
- 🖋 Discover innovative tips
- 🖋 Bring your creative vision to life
- 🖋 Boost your confidence in using Photoshop





# From Research to Execution

## Laying the Foundation

Need to understand before design anything for social media

- ✍ Key Steps Before Designing Social Media Posts
- ✍ Importance of preparation in the design process
- ✍ Research Techniques: Finding Inspiration and Insight
- ✍ Keyword Exploration: Discovering Trends and Content
- ✍ Understanding Your Target Audience: Designing for Engagement
- ✍ Analyzing Global Ad Campaigns: Learning from the Best
- ✍ Brand Consistency: Choosing Colors and Fonts
- ✍ Understanding how brands communicate values and social issues
- ✍ Ideation: Generating Creative Concepts for Your Designs
- ✍ Techniques for brainstorming & refining design ideas. Defining Purpose: What Does Your Design Need to Achieve?
- ✍ Identifying the goals of your social media posts
- ✍ How to use keywords to find relevant design ideas and themes
- ✍ Exploring Design Styles: Portraits, Line Art, Doodles, and Silhouettes
- ✍ Brand Consistency: Choosing Colors and Fonts

## Design with Purpose

Need to understand while creating Design for social media

- ✍ Social media post designing
- ✍ Social Media Ads: visual storytelling
- ✍ How to design social media post in 10minutes (choosing right Key colors, vibrant visuals)
- ✍ Strategies for creating, Concept Ads: Multi-Angle Design Techniques
- ✍ Festival Ads: Celebrating Themes with Creative Design
- ✍ Banners: Effective Design for Website and Social Media
- ✍ Ecommerce Visuals: Designing for Product Promotion
- ✍ Adaptation, Meta Ads: Strategies for Success on Meta Platforms

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Going to use Photoshop for social media design



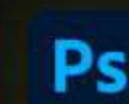


# 03 Print Design Fundamentals: Creating Effective Visuals for Tangible Media

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## Overview of different types of print media and their purposes

- ✦ Alignment and Layout: The Basics of Visual Harmony
- ✦ Key elements of effective leaflet design and layout tips
- ✦ Brochure Design: Telling a Brand Story
- ✦ Techniques for creating engaging and informative brochures.
- ✦ Best practices for designing eye-catching posters
- ✦ Cutout Design: Adding Dimension and Interest
- ✦ Creative techniques for incorporating cutouts in print materials.
- ✦ Standee Design: Making a Statement
- ✦ Standees for events and promotions
- ✦ Packaging Design: Balancing Aesthetics and Functionality
- ✦ Principles of effective packaging that attracts consumers
- ✦ Visual Hierarchy: Guiding the Viewer's Eye
- ✦ Techniques for establishing importance through design elements.
- ✦ Typography in Print: Choosing the Right Fonts
- ✦ Best practices for font selection and readability in print
- ✦ Color Theory in Print: Making Your Designs Pop



Going to use Photoshop & Illustrator for print design



# Camera Raw Essentials: Unlocking Your Photography Potential

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## Introduction to Image Manipulation: Understanding the Basics

- ✦ Getting Started with Camera Raw: Essentials for Editing
- ✦ Navigating Camera Raw for initial adjustments and enhancements
- ✦ Photography Basics: Composition and Exposure
- ✦ Mastering Lightroom: Advanced Editing Techniques
- ✦ Color Correction: Achieving Accurate and Vibrant Colors
- ✦ Techniques for correcting color issues and enhancing image quality
- ✦ How resolution affects print and digital output, and tips for optimizing
- ✦ Retouching Techniques: Enhancing and Repairing Images
- ✦ Working with Layers: Advanced Manipulation Techniques
- ✦ Introduction to using layers in Photoshop for complex edits
- ✦ Exporting Images: Best Formats for Various Uses
- ✦ Color Matching: Ensuring Consistency Across Images



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Going to use Photoshop Camera raw, Lightroom for edit.



# 05 Typography in Design: Elevating Your Visual Communication

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## Introduction to Typography: The Art and Science of Type

- 🔗 Overview of typography and its role in effective design
- 🔗 Choosing the Right Fonts: Understanding Font Pairing
- 🔗 Tips for selecting and pairing fonts to create visual harmony
- 🔗 Typography for Social Media Posts: Creating Impactful Designs
- 🔗 Thumbnails: Designing Attention-Grabbing Visuals
- 🔗 Poster Design: Communicating Messages Through Typography
- 🔗 Strategies for using typography effectively in banner ads and promotions
- 🔗 Hierarchy and Legibility: Making Text Easy to Read
- 🔗 Creative Typography: Exploring Unique Styles and Effects
- 🔗 Techniques for incorporating creative typography into your designs
- 🔗 Color and Typography: Enhancing Message Through Color Choices



Ps Going to use Photoshop

Note: After each class, assignments will be given to reinforce the material covered. Students will have five days to complete these assignments to ensure a thorough understanding of the concepts. It's essential to submit your work, as this will greatly enhance your learning experience and prepare you for the next lessons. Without completing these assignments, you may find it challenging to grasp future topics.



# 06 Logo Design, Branding Campaign Design

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## All About Logo Design, Branding

- ✍ Logo Design Fundamentals
- ✍ What Makes a Great Logo?
- ✍ Types of Logos (Wordmark, Lettermark, Iconic, Combination)
- ✍ In-depth look at Wordmark, Lettermark, Iconic, and Combination logos
- ✍ Design Elements: Essential Components of Logo Design
- ✍ The role of color, typography, and shape in logo effectiveness

## All About Building A Brand through Branding

- ✍ Creating a Brand Strategy
- ✍ Building Brand Guidelines (Logo Usage, Color Palette, Typography)
- ✍ Developing a Unique Selling Proposition (USP)
- ✍ Integrating Campaign Logos into Design Hierarchy
- ✍ Strategies for ensuring campaign logos fit within the overall design layout

## Campaign Design Ideas and Execution

- ✍ Brainstorming methods and tools to inspire campaign ideas
- ✍ Creating Campaign Logos: Adapting Brand Identity for Campaigns
- ✍ Tips for designing logos that align with campaign objectives
- ✍ Integrating Campaign Logos into Design Hierarchy
- ✍ Strategies for ensuring campaign logos fit within the overall design layout
- ✍ All About Campaigns: Types, Strategies, and Execution
- ✍ Overview of different campaign types and how to approach them
- ✍ Case Studies: Analyzing Successful Logos and Campaigns



Ps Going to use Photoshop





# 07 Exploring CGI and AI-Generated Ads: **The Future of Visual Marketing**

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## Introduction to CGI: Understanding the Basics

- 📌 Overview of CGI and its applications in advertising
- 📌 AI in Advertising: The Rise of Automation and Creativity
- 📌 Live Projects in CGI: Real-World Applications and Case Studies
- 📌 What to charge for CGI videos?

## How AI is transforming the advertising landscape

- 📌 AI in Advertising: The Rise of Automation and Creativity
- 📌 Exploring Midjourney: Creating Stunning Visuals with AI
- 📌 Techniques for generating images and concepts using Midjourney.
- 📌 Utilizing Freepik AI: Design Resources and Tools (AI), RunwayML, ArtFlow
- 📌 How to access and use AI-generated graphics and resources
- 📌 ChatGPT for Creative Copy: Ideation and Prompts



Going to use Photoshop,  
ChatGpt, Blender



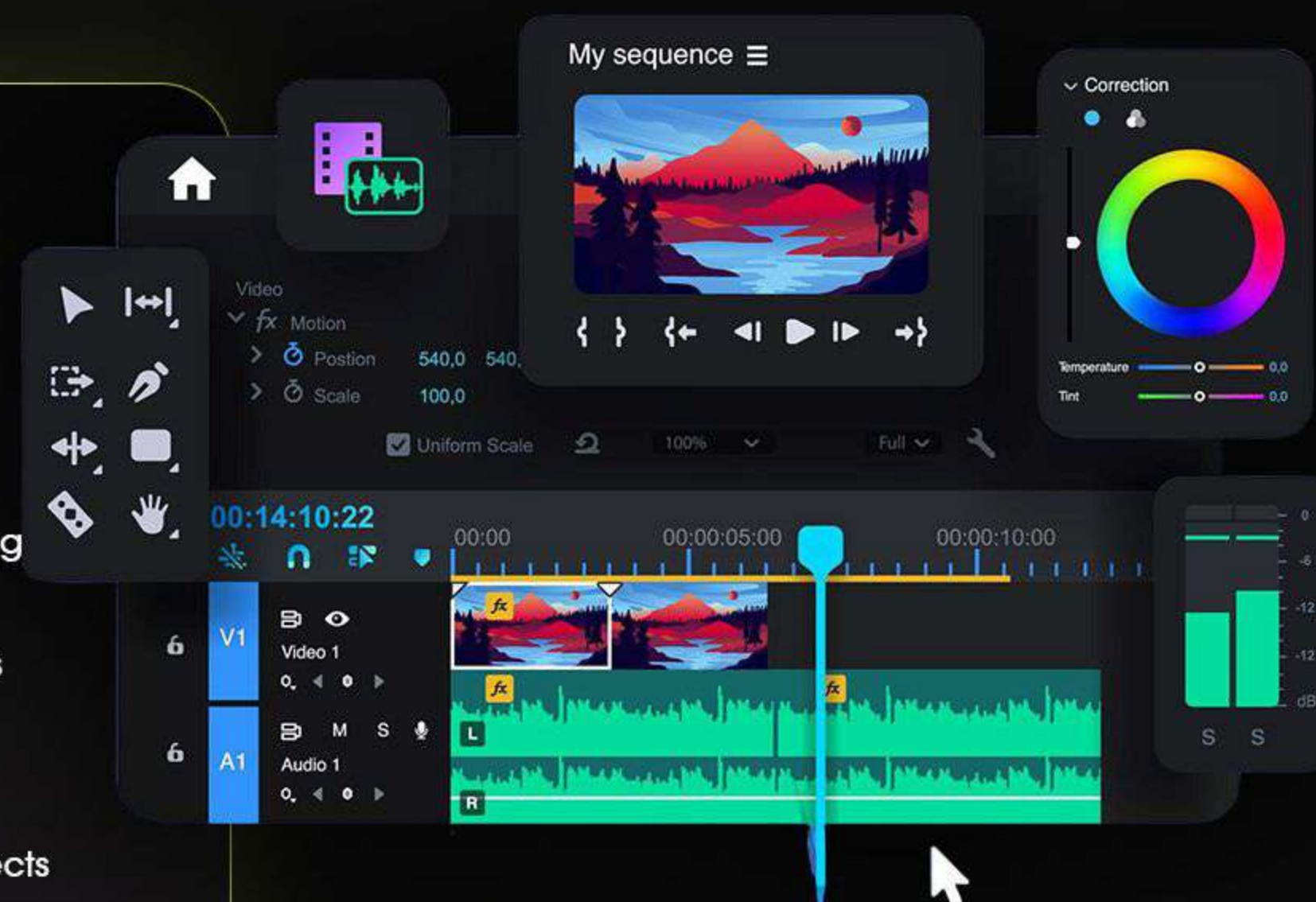


# 08 Mastering Video Editing: Techniques and Tools for **Dynamic Visual Storytelling**

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## Introduction to Video Editing: Understanding the Basic

- Overview of video editing and its significance in storytelling
- Getting Started with Adobe After Effects: Key Features
- Introduction to the interface and essential tools for motion graphics
- Premiere Pro Essentials: Editing Workflow and Techniques
- Navigating the Premiere Pro interface and basic editing functions
- Creating Engaging Reels: Best Practices for Short-Form Video
- Tips for crafting impactful reels for social media
- Video Templates: How to Break Down and Analyze Them
- Understanding the structure of video templates for better editing
- Designing Your Own Video Templates: Step-by-Step Guide
- Techniques for creating customizable templates for various projects
- Motion Graphics: Bringing Your Videos to Life
- Techniques for color correction and grading to enhance your footage
- Using Sound Effects: Elevating Your Video Production
- Importance of sound effects in storytelling and how to integrate them
- Exploring the Saber Plugin: Creating Stunning Visual Effects
- Techniques for creating customizable templates for various projects
- How to use the Saber plugin for eye-catching light effects in your videos



Going to use After Effects & Premier Pro



09 Freelance Design Success:

Vibhu Trivedi  
@DesignWithVibhu

# Navigating the Business of Creativity

## Selling Your Designs: Strategies for Success

- ✍ Techniques for showcasing and pitching your work effectively
- ✍ Client Communication: Building Strong Relationships
- ✍ Best practices for communicating with clients and understanding their needs
- ✍ Choosing Projects Wisely: What to Take and What to Decline
- ✍ Criteria for selecting projects that align with your goals and values
- ✍ Finding Freelance Opportunities: Strategies and Platforms
- ✍ Understanding Pricing Psychology: Setting Your Rates
- ✍ Exploring different avenues for securing freelance work
- ✍ Word-of-Mouth Promotion: Leveraging Your Network
- ✍ How to encourage referrals and grow your client base organically
- ✍ Starting Your Own Design Agency: Steps and Considerations
- ✍ Key steps to take when launching your own design business
- ✍ The Business of Design: Understanding Your Market
- ✍ Insights into pricing strategies and how to value your work
- ✍ Overview of the design industry and how to position yourself effectively
- ✍ Bidding for Projects: Tips for Success
- ✍ How to craft compelling bids that stand out to potential clients
- ✍ Maximizing Client Relationships: Getting More Work from Existing Clients
- ✍ Outsourcing Work: Managing Projects and Collaborations
- ✍ Tips for finding and working with freelancers or agencies for larger projects, Corporate companies





# 10 Crafting Your Design Portfolio: **Building Your Brand and Income**

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## Showcasing Your Work: Presentation Techniques for Maximum Impact

- ✦ Tips on layout, visual hierarchy, and storytelling
- ✦ Instagram as a Creative Platform: Growing Your Audience
- ✦ Strategies for engaging content, reels, and IG stories
- ✦ Building Your Portfolio: Key Elements and Structure
- ✦ Selecting projects, writing case studies, and layout tips
- ✦ Mastering Behance: Leveraging the Platform for Exposure
- ✦ Techniques for optimizing projects and gaining traction
- ✦ Creating a Professional Website: Your Online Showcase
- ✦ Essential components and tools for a designer's website
- ✦ Monetizing Your Design Skills: Strategies for Income
- ✦ Exploring freelance opportunities, passive income, and more
- ✦ Starting a Merchandise Store: Designing for Products
- ✦ Networking Essentials: Connecting with Clients and Peers
- ✦ Building relationships in the design community
- ✦ Freelance Success: Managing Clients and Projects Effectively
- ✦ Communication, contracts, and project management tip
- ✦ Gathering and Showcasing Testimonials: Building Credibility
- ✦ How to collect and present client feedback to enhance your portfolio





# 11 Design Insights: **Learning from industry Leaders**

Enhance your learning with real-world stories and expert advice from those who've made their mark in the industry



Rishav Sagar  
Brand Strategist



Rahul  
CGI Artist



Kritika Tanna  
Brand Strategist



Tushar\_Designs  
Package Design



# 12 Course Overview: **Design Like a Pro**

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Duration:

**5 weekends** (10 modules total)

Schedule:

**Every Saturday and Sunday** (Classes days)

Module Structure:

**Two modules** (Per week)

Assignments:

**Weekly Assignment** (Need to complete in 5 days)

Resources Provided:

**Fonts & Resources** will be provided after the classes.

Objective:

**Portfolio** building for the freelance or Corporate world.



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