

BECOME THE DESIGNER
EVERY BRAND NEEDS

GRAPHIC DESIGN MASTERY.

BRANDING

SOCIAL MEDIA DESIGN

MOTION GRAPHICS

VIDEO EDITING

PHOTOGRAPHY

CREATIVE STRATEGY.

**MASTER THE ART &
SKILL OF VISUAL COMMUNICATION**

Design With Purpose.

Communicate With Impact.

Master The Skills Behind Great Brands.



12+

Years of training



8000+

Students Trained

ABOUT WEB D SCHOOL

Web D School is one of India's leading design training institutes, helping aspiring designers transform their creativity into successful careers for over 12 years. With **industry-focused curriculum, experienced mentors, hands-on projects, and AI-powered learning**, we prepare students to thrive in today's fast-changing creative industry.

At Web D School, we believe... Anyone can learn design tools.
Only those who learn to think strategically create lasting impact.
That's why our philosophy is simple:
"Learn Beyond Tools. Design With Purpose."

12+ Years of Proven Excellence. Trusted by 8,000+ Professionals.

For over a decade, Web D School has empowered thousands of students with industry-relevant skills, real-world projects, and career-focused training. Our commitment to quality education has helped learners build successful careers across leading companies in India and abroad.

12+ Years

Industry Experience

8000+

Students Trained

200+

Hiring Partners

"Technology will continue to evolve, but great designers are defined by how they think, solve problems, and create value. At Web D School, our goal is not just to teach software—we help students build the mindset, confidence, and creative excellence needed for long-term success."

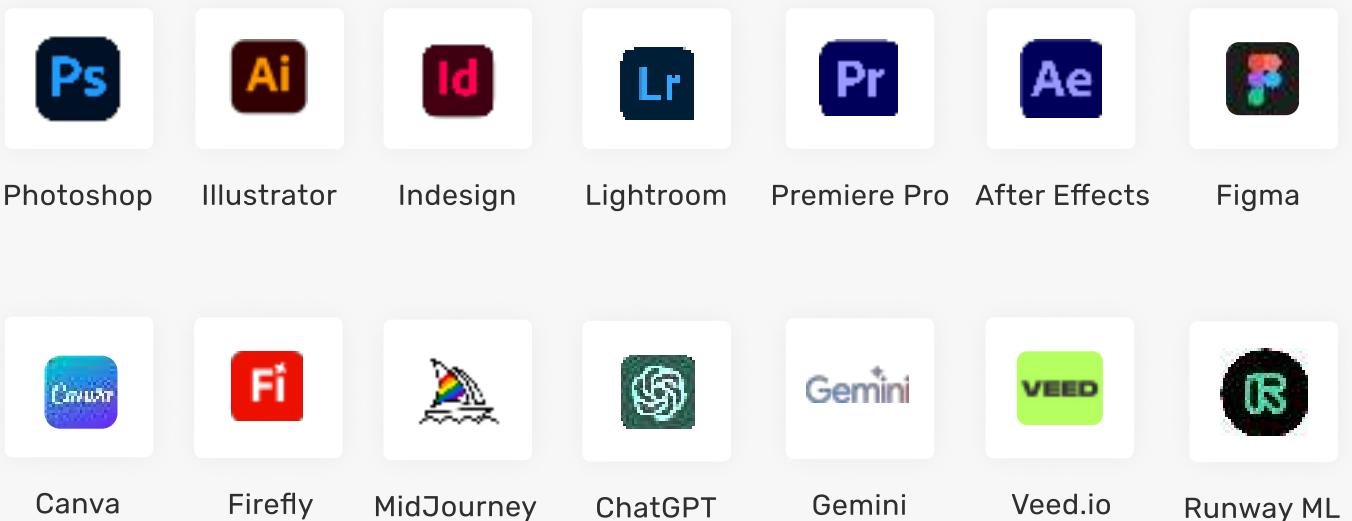
— **Harshavardhan**, SPARK Framework Founder



ABOUT NEXT-GEN GRAPHIC DESIGN MASTERY

The Graphic Design Mastery course at Web D School is a future-ready creative transformation program that combines industry-standard design tools, AI-powered workflows, visual storytelling, branding, motion graphics, and modern creative thinking into one **career-focused learning experience**.

| INDUSTRY STANDARD GRAPHIC DESIGN MASTERY TOOLS



We train you on industry-standard creative tools including **Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, Figma, and Canva**, helping you build strong design fundamentals while creating branding, social media creatives, print materials, motion graphics, and digital content with confidence.

Beyond design software, you'll master the latest AI-powered creative workflow using tools like **Adobe Firefly, Midjourney, ChatGPT, Gemini, VEED, and Runway ML**. Learn to automate repetitive tasks, generate creative concepts, enhance images, accelerate content production, and collaborate with AI to create high-quality visual experiences faster and smarter.

WHY GRAPHIC DESIGN MASTERY?

Because Design Is No
Longer Just About
Making Things Look
Good.

AI can create
images.

Companies
hire people
who can

Create Impact.

That's where
designers
create value.

GRADUATE WITH MORE THAN SOFTWARE SKILLS

By the end of the program, you will
gain experience in:



Branding



Advertising



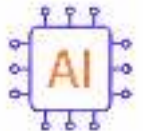
Social Media
Design



Publication
Design



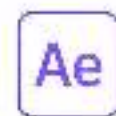
Photography



AI Visual
Creation



Video
Editing



Motion
Graphics



Landing
Pages



Portfolio
Development



Creative
Strategy

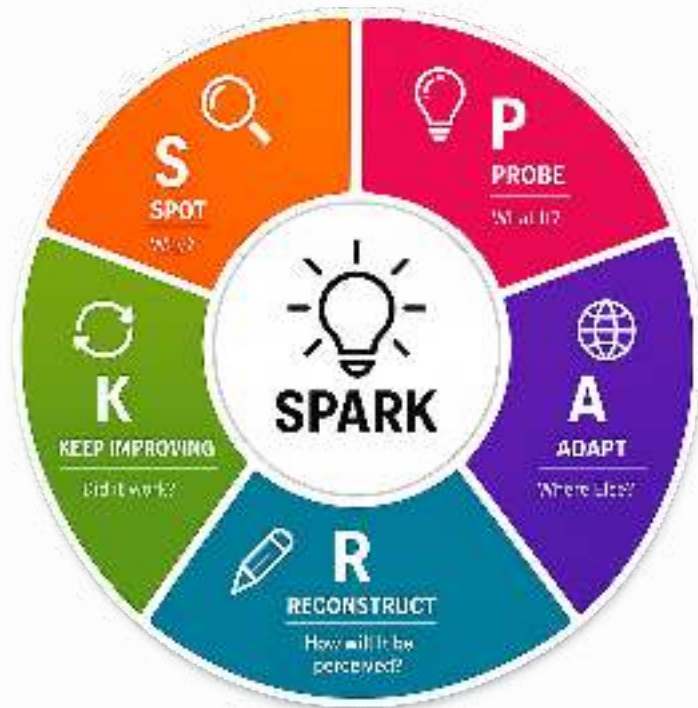


Client
Collaboration

THE SPARK FRAMEWORK

Second Layer Thinking for Creative Professionals

SPARK is the thinking operating system we use at Web D School to solve the right problem, create meaningful work and make a real impact.



THE SPARK PRINCIPLES

S – SPOT

See the real problem.

Go beyond the surface and identify the true root cause.

P – PROBE

Question everything.

Break assumptions and open up new possibilities.

A – ADAPT

Look beyond boundaries.

Find ideas in other industries, cultures, and experiences.

R – RECONSTRUCT

Design with purpose.

Create solutions that share perception and deliver value.

K – KEEP IMPROVING

Iterate for impact.

Test, learn and refine until the solution creates impact.

ONE FRAMEWORK. ENDLESS POSSIBILITIES.

From brief to brand, post to packaging — SPARK helps you create work that's strategic, stunning and successful.

TOOLS THAT ACTIVATE AT THE RIGHT STAGE

01 BRIDGE

Helps shape how your work is perceived.

02 BRANDLENS

Helps evaluate and improve your work.

03 PPR

Helps you present your work with clarity and impact.

GRAPHIC DESIGN MODULES



MODULE 01 - LEARN TO SEE

Visual Design Foundation

YOU WILL MASTER

- Visual Design Elements & Principles
- Typography Hierarchy & Font Pairing
- Composition Systems, Layout Grids & Balance
- Color Psychology & Emotional Mapping
- Visual Hierarchy & Attention Control
- Mood boarding, Trend Research & References
- Design Thinking & Visual Communication

MODULE 02 - THINK LIKE A DESIGNER

SPARK™ + BRIDGE™ Frameworks

YOU WILL MASTER

- SPARK™ Creative Thinking Framework
- BRIDGE™ Strategic Design Framework
- Problem Framing & Opportunity Discovery
- Design Decision-Making Systems
- Creative Evaluation & Feedback Methods
- Design Rationale & Presentation Thinking
- Strategic Thinking Before Execution



Project Workshop

Design a multi-format marketing campaign for a real or fictional brand.

Deliverable - Social Campaign + Brochure/Magazine Layout + Presentation Deck.



MODULE 03 - MASTER PIXELS

Adobe Photoshop & Digital Imaging

YOU WILL MASTER

- Professional Retouching & Image Enhancement
- Layer Masking & Blending Modes
- Non-Destructive Editing
- Photo Manipulation & Scene Compositing
- Color Correction, Curves & Cinematic Grading
- Advertising Visuals & Social Media Creatives
- AI-Powered Editing & Generative Fill Workflows
- High-Impact Campaign & Poster Design

MODULE 04 - CREATE WITH PHOTOGRAPHY + AI

Photography & Prompting

YOU WILL MASTER

- Product Photography & Lighting Principles
- Visual Storytelling Through Photography
- Prompt Engineering for Image Generation
- AI Image Creation & Style Consistency
- Creative Direction for Marketing Visuals
- Campaign Mood boards & Art References
- Hybrid AI + Human Design Workflows



Project Workshop

- Build a complete visual identity for a startup brand.
- Define the brand's visual personality, positioning, and communication style.
- Deliverable - Logo Suite + Brand Guidelines + Social Media Visual Set.

MODULE 05 - BUILD BRANDS

Adobe Illustrator & Brand Design

YOU WILL MASTER

- Vector Illustration & Shape Construction
- Logo Design Systems & Brand Architecture
- Typography for Branding & Visual Identity
- Icon Design, Symbol Creation & Visual Language
- Packaging Design & Product Branding
- Infographic Design & Information Visualization
- Brand Guidelines & Identity Consistency Systems



MODULE 06 - CREATE CAMPAIGNS

Branding, Strategy & Social Media

YOU WILL MASTER

- Brand Positioning & Market Differentiation
- Campaign Strategy & Creative Direction
- Consumer Psychology & Understanding
- Content Planning & Social Media Systems
- Art Direction for Digital Campaigns
- Multi-Platform Brand Communication
- Integrated Campaign Development

Project Workshop

- Design a multi-format marketing campaign for a real or fictional brand.
- Develop a unified visual language across print, digital, and presentation formats.
- Social Campaign + Brochure/Magazine Layout + Presentation Deck

MODULE 07 - DESIGN FOR PUBLICATION

Adobe InDesign & Editorial Design

YOU WILL MASTER

- Editorial Layout Systems & Publication Design
- Grid Structures, Margins & Visual Rhythm
- Magazine, Brochure & Booklet Design
- Multi-Page Document Production
- Information Hierarchy & Content Structuring
- Print Production & Prepress Preparation
- Digital Publishing & Interactive Documents



MODULE 08 - ENHANCE VISUALS

Adobe Lightroom & Photo Editing

YOU WILL MASTER

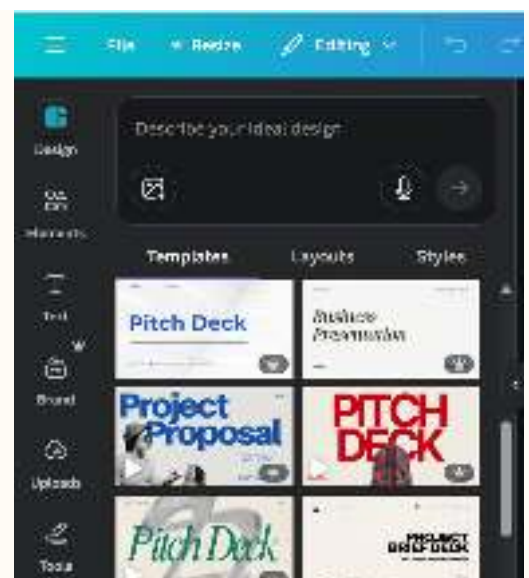
- Professional Photo Editing & RAW Image Processing
- Color Correction, Color Grading & Tone Enhancement
- Portrait, Product & Lifestyle Photo Retouching
- Presets, Batch Editing & Export Optimization

MODULE 09 - DESIGN FASTER

Canva & AI-Powered Content Creation

YOU WILL MASTER

- Social Media, Presentation & Marketing Design
- Brand Kits, Templates & Design Systems
- Canva AI, Magic Studio & Content Generation
- Team Collaboration & Content Publishing



GRAPHIC DESIGN MASTERY MODULES



MODULE 10 - EDIT STORIES

Professional Video Editing

YOU WILL MASTER

- Video Storytelling & Narrative Structure
- Timeline Management & Editing Workflows
- Audio Editing, Mixing & Sound Design
- Color Grading & LUT-Based Corrections
- Motion Effects, Transitions & Speed Ramping
- Green Screen Compositing & Visual Effects

MODULE 11 - DESIGN IN MOTION

Motion Graphics & Animation

YOU WILL MASTER

- Motion Design Principles & Animation Psychology
- Keyframing, Timing, Easing & Motion Curves
- Kinetic Typography & Dynamic Text Systems
- Motion Tracking & Visual Compositing
- Character Animation & Puppet Rigging
- 3D Camera Movement & Cinematic Motion



MODULE 12 - AI FOR CREATORS

AI-Powered Design & Workflow

YOU WILL MASTER

- AI Image Generation (Midjourney & Firefly)
- AI Prompting & Ideation (ChatGPT & Gemini)
- AI Image Editing & Enhancement
- AI Video Creation & Automation (VEED & Runway ML)



MODULE 13 - DESIGN DIGITAL EXPERIENCES

Figma, UI Design & Prototyping

YOU WILL MASTER

- Interface Design Systems & UI Foundations
- Wireframing, User Flows & Information Architecture
- Auto Layout, Components & Variants
- Responsive Design & Grid Systems
- Design Systems & Reusable UI Libraries
- Interactive Prototyping & Micro Interactions
- Mobile App, Website & Dashboard Design
- Client Presentation & Design Handoff Workflows

MODULE 14 - BUILD A CREATIVE BUSINESS

Freelancing, Clients & Opportunities

YOU WILL MASTER

- Client Acquisition & Prospecting Strategies
- Proposal Writing & Professional Presentations
- Pricing Models, Scope & Project Management
- Portfolio Positioning & Personal Branding
- Freelancing Systems & Income Diversification
- Client Communication & Stakeholder Handling
- Creative Entrepreneurship Fundamentals



Project Workshop

Produce a complete brand promotion video campaign.

Deliverable - 30–60 Second Brand Film + Motion Graphics Reel + Campaign Assets

Our Course Highlights!

A Future-Ready Graphic Design Course
for the **Creator** in you.



01

Design Thinking with SPARK Framework

Learn a structured approach to solve real problems and create impactful design solutions.

02

AI-Powered Design Learning

Use AI tools like Midjourney, Firefly, ChatGPT & more to ideate, create & supercharge your creativity.

03

Industry-Standard Tool Mastery

Master Photoshop, Illustrator, InDesign, Figma & industry workflows from basics to advanced.

04

Real-World Design Projects

Work on live briefs, brand projects, social media campaigns, print & digital design systems and more.

05

Portfolio That Gets You Hired

Build a professional portfolio with real projects that showcase your skills and creativity.

06

Career-Ready Training

Learn freelancing, pricing, client handling and personal branding to grow in your career.

07

Mentorship from Working Professionals

Get guidance, feedback & insights from experienced designers who work in top companies.

08

Placement Assistance

Interview preparation, resume building & placement support to help you land the right job.

09

Studio-Like Learning Environment

Learn in a creative, collaborative space with industry systems and professional workflow.



Branding

Learn how to create a strong, positive perception of a company.



Ad/Movie Poster

Learn how to create stunning movie posters for popular movies using your creativity and style.



Flat Character

Creating customized flat characters and illustrations attracts industries.

GRAPHIC DESIGN PROJECTS



3D Illustrations

A 3D illustration is one of the biggest design trends that must be added to your portfolio.



Social Media Ads

Learn how to create ads for various social media platforms in various ratios.



Product ads- AI

Learn to shoot pictures with a product & create an advertisement using designing & AI tools.



Image Compositing

Learn to combine visual elements from separate sources into single images.



Magazine Layouts

Learn how to representation of the content that encompasses the entire publication.



Vlogs

Making vlogs might help you build your own brand on YouTube.

MOTION GRAPHIC PROJECTS



Motion Posters

Learn how to make movie promos using the motion graphic technique.



Motion Graphic Portfolio

Learn how to craft professional motion graphics portfolio that stands out in interview.



Corporate Video Production

Learn to create video content for businesses, from planning and filming to editing and post-production.

ONE COURSE. MULTIPLE CAREER PATHS.

Endless paths. One **Creative Mindset**.

Graphic Design Mastery opens doors to diverse industries where **creativity, design thinking** and **visual storytelling** drive impact.



Digital Marketing Companies

Create social media posts, infographics, email templates, web banners, landing pages and other digital assets.



Edtech & E-learning Industry

Design engaging educational content, infographics, UI screens, and explainers that simplify learning.



Startups & Entrepreneurship

Be the creative force behind branding, pitch decks, websites, product visuals and marketing collaterals.



Design Studios & Agencies

Work on branding, UI/UX, packaging, print, web and creative campaigns for various clients.



Big Corporates & MNCs

Join product, marketing or communications teams to create logos, presentations, ads, websites and more.



Publishing & Print Media

Design book covers, layouts, magazines, brochures, catalogs and other print publications.



Television & Broadcast Media

Create titles, lower thirds, promos, ad creatives and on-screen graphics.



Film Industry

Design motion posters, title sequences, storyboards, character designs and more.



YouTube Content Creation

Design thumbnails, channel art, video overlays and branding assets for creators.



Advertising Industry

Create impactful ad creatives, campaign visuals, OOH, and innovative designs that grab attention.



Freelancing & Remote Work

Work with global clients, build your portfolio and enjoy the freedom of being location independent.

Key Message

From creative agencies to global brands, from print to digital to motion—your design skills can take you anywhere.

WHY GRAPHIC DESIGN MASTERY IS DIFFERENT?

MORE THAN SOFTWARE
A **COMPLETE**
TRANSFORMATION.

	GRAPHIC DESIGN MASTERY	OTHER DESIGN COURSES
What they teach	Software + Strategic Thinking	Software skills only
Thinking Framework	SPARK + BRIDGE + PPR + Brandlens	None or Limited Coverage
Curriculum Depth	Graphic Design + Motion + UI + Brand Strategy	One discipline
Motion Graphics	8 Dedicated sessions	Rarely included
UI/Figma	5 sessions including components + Prototyping + handoff	Basic or absent
Brand Strategy	Integrated from session 1	None or Basic Exposure
Photography + AI	Dedicated Module	None or Basic Exposure
Portfolio Approach	Structured PPR case studies	Project dump
Career Preparation	First client challenge + positioning statement + LinkedIn + Behance	Certificate & Portfolio Focus
Exit Identity	Visual Designer + Creative Strategist	Tool-Focused Designer
Industry Readiness	Leadership + execution skills	Execution-ready only

STUDENT SUCCESS STORIES

Just a few among thousands – and still growing.



Pratik

System Engineer



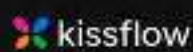
Sundaraveelan

Visual Designer



Bharathraj

Motion Graphic Artist



Akash

Digital Marketer



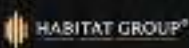
Anushaa

UX Researcher



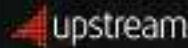
Aravind

Graphic Designer



Ibrahim

Full-Stack Developer



Vignesh

Sr. Digital Engineer



Bhoomika Vasan

UX UI Designer



Balaji

Marketing Executive



Dharshita

Design Engineer



Harshanan Murthi

Video Editor



Nafethi

UX UI Designer



Saranwathi

UX Designer



Muhammad Khaleel

WordPress Developer



Shreya

SEO Analyst



Jakaraj

UX UI Designer



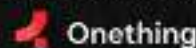
Sagitha

UX Researcher



Balaraman

Front-end Developer



Shyam Sundar

Design Engineer



Nivetha

Visual Designer



Jagann Nivas

Visual Designer



Vaishnavi

Social Media Manager



Soundarya

Graphic Designer



YOU'RE NEXT!

Let's build your
success story
together.

COMPANIES WHERE OUR STUDENTS WORK

A glimpse of the organizations where students from our 12+ year training ecosystem have built their careers.



1000+
Superstars
Placed



150+
Top MNCs
& startups



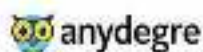
1000+
Industries
hiring



HIGH
Career Growth
Opportunities



COUNTLESS
Success
Stories

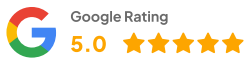


Our Superstars Say!

FROM ZERO TO CONFIDENT DESIGNERS.

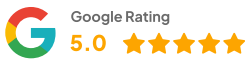
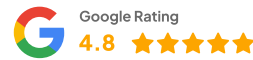
FROM LEARNERS TO LEADERS.

THIS IS THEIR WEB D SCHOOL JOURNEY



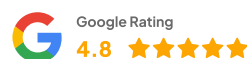
I joined this course with zero knowledge in Graphic Design. The trainers at Web D School broke that fear on day one. They taught me why to design before teaching how to design. Today, I create full branding packages, social media campaigns, and motion graphics with confidence.

I was very much excited to learn AI tools like Midjourney, Firefly, ChatGPT... everything was taught in a practical way. Earlier, I struggled a lot for design ideas. My trainer guided me whenever I feel stuck. I also got professional placement training from the team.



The Project Workshops at class was so engaging. We didn't just learn tools — we actually built real campaigns, logos, videos, and motion graphics. During my interview, my portfolio impressed the recruiter immediately because it looked like real agency work.

I started getting freelance clients even before completing the course. I learned how to price my work, present designs to clients, and communicate professionally. I posted one of my Web D School assignments on Instagram — and I got my first paid freelance project that same week!



MORE THAN A CLASSROOM. A CREATIVE COMMUNITY.



WHY WEB D SCHOOL?

Because your **future deserves more than just a course.**

We combine industry-relevant skills, real-world projects, and continuous support to help you become a future-ready creative professional.



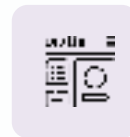
SPARK Framework

Our unique SPARK™ learning system ensures conceptual clarity, creative thinking and practical mastery.



Graphic Design + Motion Graphics

A powerful combination that makes you a versatile and in-demand creative professional.



UI Design Exposure

Learn UI/UX fundamentals and create modern, user-friendly digital experiences.



AI-Powered Design

Work with the latest AI tools to create faster, smarter and future-ready designs.



Real Client-Style Projects

Build industry-standard projects that strengthen your portfolio and confidence.



Placement Support

Resume building, interview preparation and placement assistance until you succeed.

START YOUR **SUCCESS JOURNEY** WITH WEB D SCHOOL...



Certificate of Completion

This certifies that

Pragya Raghav

has successfully completed the course

Graphic Design Mastery

with specialization in

- ✓ Raster Graphics (Photoshop)
- ✓ Vector Graphics (Illustrator)
- ✓ Non Destructive Editing (Lightroom)
- ✓ Media Publishing (Indesign)
- ✓ Motion Graphics (Premiere Pro & After Effects)
- ✓ UI Design (Figma)

Course Duration **5 Months**

Issue Date

Chennai's No.1 Institute

WebD school

Center Head



Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn

Graphic Design Mastery

@ Web D School

Reach Out To Us

Ashok Nagar	+91 9791 3333 50
Anna Nagar	+91 7305 9533 50
Online Enquiry	+91 7845 8733 50

Visit Us

Ashok Nagar Branch

Sector 10, Dr. Natesan Salai,
Above Bank of Baroda,
Ashok Nagar, Chennai – 600 083.

Anna Nagar Branch

New No. 107 / Old No. AB9,
2 Avenue, Near Max Showroom,
Anna Nagar, Chennai – 600 040.

Website

www.webdschool.com