

AI POWERED
— advanced —



Graphic Design

Motion Graphics 



About Web D School

When we say 'A Great career awaits you!', we totally mean it.

- Harshavardhan, Founder & CEO, Web D School

At Web D School, we understand that having an excellent course curriculum and following conventional teaching methods will not help students achieve great careers.

At Web D School, we believe that education isn't just about completing a syllabus – it's about transforming lives.

We're committed to helping every student build a meaningful, successful career. We don't just teach – we walk with you every step of the way, from your first design to your first job.

We truly care about our students' careers and have designed the learning experience at Web D School to enable them to become thorough professionals in their field of choice.

10+ Years of
Excellence

500+ Successful
Batches

5000+ Students
trained

200+ Company
tie-ups

About **Advanced GD**

Graphic Designing + Motion Graphics

Graphic designers are no longer limited to creating banners, posters, brochures, logos, and illustrations. Today, the industry is looking for proficient designers with expertise in Motion Graphics who can also create motion designs, video advertisements, and text animations. So, it would be wise to learn Motion Graphics design along with the Graphic design course in Chennai, which would open up multiple career opportunities in various fields.

Design Tools



Photoshop



Illustrator



Lightroom



Indesign



Canva



Premiere Pro



After Effects



Animate CC



MidJourney



Firefly



ChatGPT



Gemini

Course Details

Course Duration

5 months (Weekday)

5 months (Week-end)

Overall Sessions

60 sessions

In-depth training

Class Duration

90 minutes

Alternative days

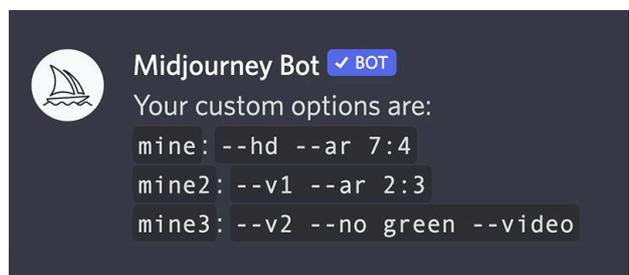
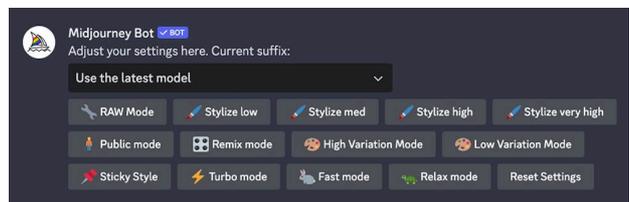
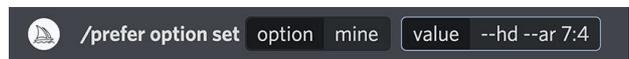
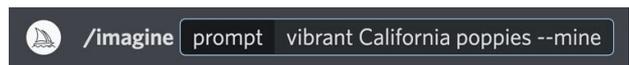
AI Powered Learning

— Unlock the Future



We've added essential artificial intelligence (AI) tools into our curriculum, such as Midjourney, Firefly, and the AI features of Photoshop and Illustrator, allowing our students to create significantly better designs.

We teach you how to automate repetitive designer tasks, develop new ideas, create innovative designs, and improve graphic quality using AI tools.



Career Options



Edtech Industry

The Edtech industry needs designers to create video content, infographics, promotional ads etc.



Digital Marketing companies

Designers create social media ads, infographics, email templates, websites, landing pages, and other digital assets.



Design companies

Design companies offer diverse design services, such as graphic design, UI design, web design, and fashion design.



Big corporates

Designers work with product teams to create logos, advertising campaigns, websites, social media profiles, and more.



Publishing

Publishing companies need designers to create book covers, layouts, brochures, and digital content.



Satellite television

Satellite television companies need designers to create titles, program ads, and other visual content.



Film industry

The film industry needs designers to create motion posters, title animations, and visual editing.



Advertisement Industry

The advertisement industry needs designers to create catchy, innovative, and actionable designs that attract, inform and inspire people.



Youtube & Freelance

Finally, you can create a niche for yourself by becoming a designer cum video editor in the Youtube and freelance space.

GRAPHIC DESIGN MODULES

MODULE 1 : Visual Design

Graphic Design - 'The Visual Arts'
Color Theory & Color Psychology
Industrial Exposure & Trends
Anatomy of Typography



MODULE 2 : Generative AI

Prompt Writing
Generative Tools (Midjourney, Firefly,
ChatGPT, Gemini)
Industrial Exposure & Trends



Portrait of futuristic cyborg

No style

Generate



Portrait of fantasy male creature from the sea

No style

Generate



MODULE 4 : Raster Graphics (PHOTOSHOP)

Introduction to Raster Graphics

Exploring Tools & Interface

Selection Techniques

Ultimate Guide to Layers & Masking

Retouch. Remix. Recolor

Neural Filter + Generative Tool (AI)

Color corrections Adaptive Lighting (AI)

Advanced Compositing FireFly

Generative Tool (AI)

Non-Destructive Image Editing

Generative Fill (AI)

Animated Gif Creations

Exaggerated Caricature

Photoshop 3D Fundamentals

Advance Automation Techniques

Website UI Creation

Digital Painting (GRAPHIC TABLET)

- Basics of Graphic tablet
- Pressure Sensitivity





MODULE 5 : Vector Graphics (ILLUSTRATOR)

Introduction to Vector Graphics

Exploring Tools & Interface

Infographic Elements & Icon

Typography Retype (AI)

Color and Swatches Generative Recolor (AI)

Vector Object Editing Flat Character

Text to Vector (AI)

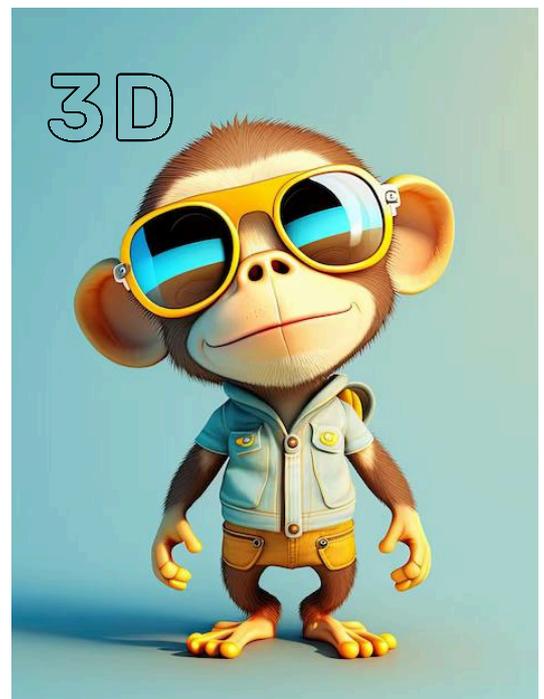
3D & Isometric Illustration

Creating UI Elements

Custom Logo Creation

Corporate Branding & Mockups

Visual brand guidelines FireFly (AI)



MODULE 6 : Non-Destructive Editing (LIGHTROOM)

Sharpening and noise reduction

Using and creating presets

Lens corrections

Advanced Portrait Edit



MODULE 7 : Canva for Rapid Design & Client Presentations

Templates for Branding

Customizing Layouts

Brand Kits, Style Guides & Assets

Quick Mockup Creation for Clients

Stories & Reels Thumbnails

AI Tools inside Canva (Text to Image)

MODULE 8 : Media Publishing (INDESIGN)

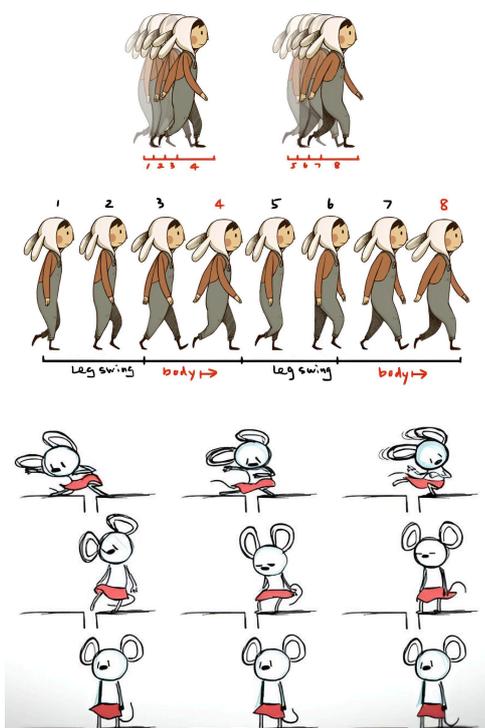
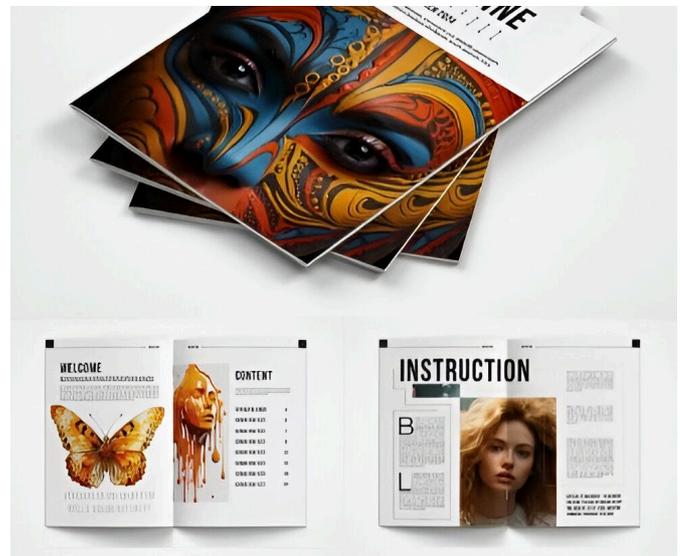
Working with Pagination

Text & Typography

Company Newsletter

Brochure

E-Publishing Design



MODULE 9 : Adobe Animate CC

Overview of Adobe Animate and its applications

Working with shapes, colors, and gradients

Keyframes and Tweening

Working with Symbols

Rigging characters

Lip-syncing and facial expressions

Animating characters for motion graphics

Working with Sound and Video

Applying learned techniques in a hands-on project

Storyboarding and scene transitions

MOTION GRAPHICS MODULES

MODULE 1 : Premiere Pro

Introduction to Tool

Creating a Sequence

Working with audio

Effects and Transitions

Importing and working with Timeline, Control panel



MODULE 2 : After Effects

Introduction to After Effects

Creating Composition

Understanding Tools & Timeline

Track Motion (Position, Scale & Rotation)

Graph Editor

Masking & Keying

Tracking

Creating a 3D Camera

Vector Animation

Understanding Expressions

Importing & Working with AI & PS

Dynamic Links

Exporting After Effects Files

👑 Become a Freelancer / Entrepreneur

Building a solid portfolio

Client targeting

How to pitch for projects?

Negotiation tips

Freelance work completion guidelines

Developing entrepreneurial mindset



💰 Logo & Brand Identity

💰 Marketing materials & Print design

💰 Social Media Content & Graphics

💰 Promo videos & Short films

💰 YouTube Videos

💰 Animated Explainer Videos

SOAP - STUDENT OUTPUT

Throughout the course, our students would be assigned a specific number of tasks to be completed, which would be assessed to provide constructive feedback to them.



Digital Art with mockup

- Creating Vector Illustrations
- Digital Poster



Digital Illustration

ILLUSTRATOR

- Digital Art with Mockup
- Instagram Carousel
- Isometric Infographic (Grid System)
- Social Media Poster with Digital illustration



Logofolio

- Logo Folio
- Corporate Branding (Brand Mockup using AI) 
- Mobile App User Interface

- Instagram Carousel with AI  (Midjourney + Generative Tool)
- Youtube Thumbnail with AI 



Instagram Carousel

- Creative Advertisements (using Product Photoshoot)
- Retouching & Restoration (Neural Filter + Generative Tool)
- Google Display Ad (Animated GIF)
- Website Banner (Hero Section)
- AI powered Magazine Cover  (Google Gemini+Chat GPT)

PHOTOSHOP



Creative Advertisements

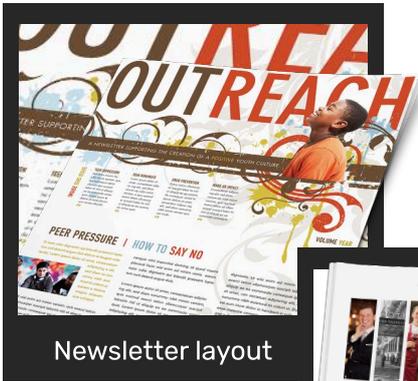
- AI powered Movie poster  (FireFly + Generative Tool)



AI Movie Posters

ASSESSMENT PLAN

INDESIGN



Newsletter layout

- Creating Newsletter Layout (Email Marketing)
- Interactive Magazine with AI (E-Pub) 



Interactive Magazine



Packaging with AI

AFFINITY DESIGNER

Packaging Designing with AI 



Product Cover Design

PREMIERE PRO

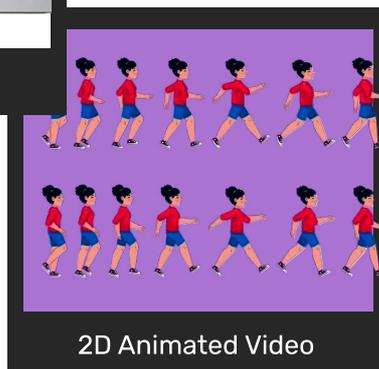


Types of CUT Video

- Motion Advertisement
- 2D Animated Explainer Video
- CV/Portfolio Motion Graphic
- Title Animation

AFTER EFFECTS

- Instagram Reel (1 min)
- Types of CUT Video
- Product Unboxing Video (Shoot & Edit)



2D Animated Video



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.



Product Photography

We provide the equipment required to shoot and edit your product commercial.

GRAPHIC DESIGN PROJECTS



3D Illustrations

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



Brand Mockup - AI

Learn how to use AI tools to build amazing brand mockups that stand out.



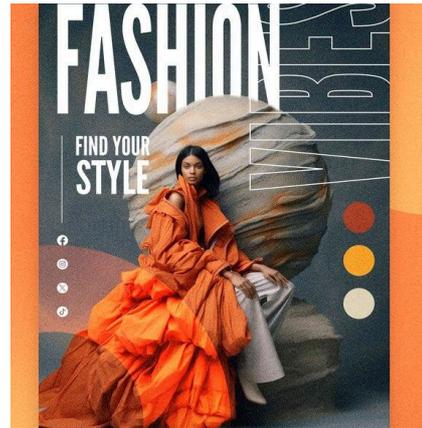
Product ads- AI

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.



Google Display Ads

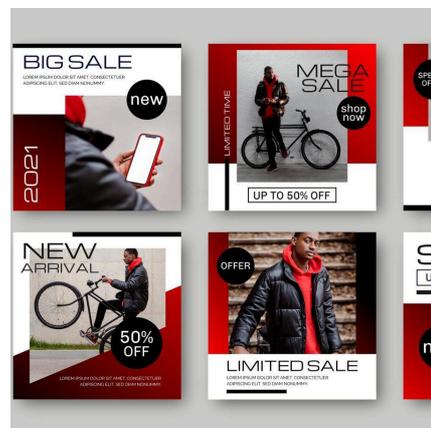
Learn to create short videos loop for advertisement in cyberspace.

GRAPHIC DESIGN PROJECTS



Flat Character

Creating customized flat characters and illustrations attracts industries.



Social media post

Use your creativity to make the most engaging and visually appealing posts.

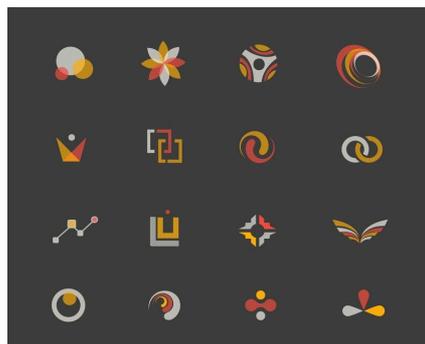
Infographics

Learn to create visual representation of information or data with creative elements and shapes.



Explainer videos

Learn how to make product explanation videos for corporates.



Logo Animation

Learn to animate various logo types with stunning effects



Product Ad

Use our shooting equipments & green matte studio to create stunning video ads.

MOTION GRAPHIC PROJECTS



Motion Posters

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



Vlogs

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



Infographic video

Learn how to create video with infographic elements and content together.

Webdians working @ Top MNCs & Start up companies



“

I recently took the graphic design course at Web D School, and it was an excellent experience! It's a well-designed and comprehensive course that provides a solid foundation in graphic design, and the instructors are top-notch. One of the highlights of the course was the practical projects, where we got to apply what we learned to real-time design tasks. This hands-on approach helped me develop my creativity and problem-solving skills, and gave me a portfolio of work to showcase my skills to potential clients or employers. I feel more confident and prepared to pursue a career in graphic design after completing this course.



Mohanakrishnan T
Advanced Graphic Design

What our students say about us!

“

I joined Web D school to pursue the advanced graphic design course. The institute has a friendly environment for students to learn. We get to learn from the very basics. Our trainer ensures that we understand the whole process, including tips and techniques and encourages us to aim high and stay motivated. The classes were never boring. The trainers and the staff are considerate and cooperative. We always received constructive criticism that helped us improve. They are providing very good placement support.



Nivetha Manohar
Advanced Graphic Design

“

The best place to learn graphic design. Tutors are industry experts who patiently and thoroughly answer each student's questions in both the classroom and the lab. I strongly recommend Web D School for both online and classroom courses.



Jay Trishnaa
Advanced Graphic Design

“

I took the Advanced Graphic Designing course at Web D School. It was a 5-month course that helped me move forward in my work & improve my graphic design skills. The institution & faculty members have been really supportive in every stage of my course. They trained me well for interviews & got me a good job as well. Thank you, Web D School!



Manikandan Perumal
Advanced Graphic Design

“

I am currently studying graphic design at Web D School, & I am very impressed with the quality of teaching I've received so far. One aspect I particularly appreciate is the emphasis on creativity. Web D School encourages to think outside the box, fostering an environment of creative thinking.



K Jameli
Advanced Graphic Design



Highly skilled
&
Friendly trainers



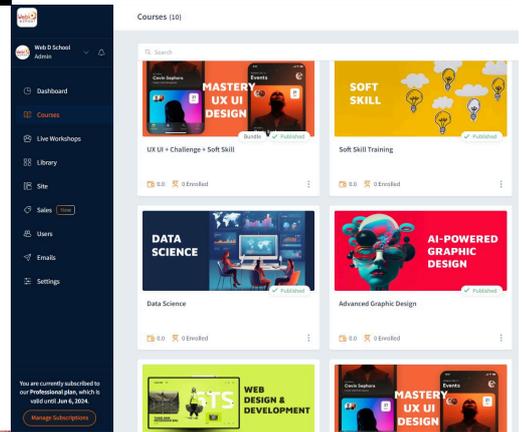
Unlimited Lab
Hours



Recorded Session
Videos for future
reference

Our Course Highlights

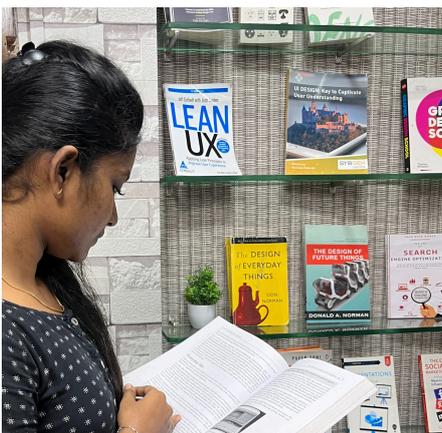
Web D Varsity - Our
exclusive learning
enhancement
portal



In-house
Library



Student-centric
approach - Events
& contests



Webinars & Seminars
by Industry
Experts





Weekly assessments & monthly evaluations



More practicals & Project-based training



Project presentation classes

Our Course Highlights

Value added workshops on trending topics



Doubt clearance sessions



Interview guidance & Placement support



Soft Skills training





Web D School partners with **LinkedIn** Learning

Stand out to recruiters!

Get Industry recognized LinkedIn
certificates for **free!**



**21000+ Online
courses**

A vast library of courses
across diverse domains.



**Adobe & Microsoft
Certificates**

Globally recognized certifications to
boost your professional credibility.



**Github Codespace
access**

Enhance your coding skills with
cloud-based development tools.

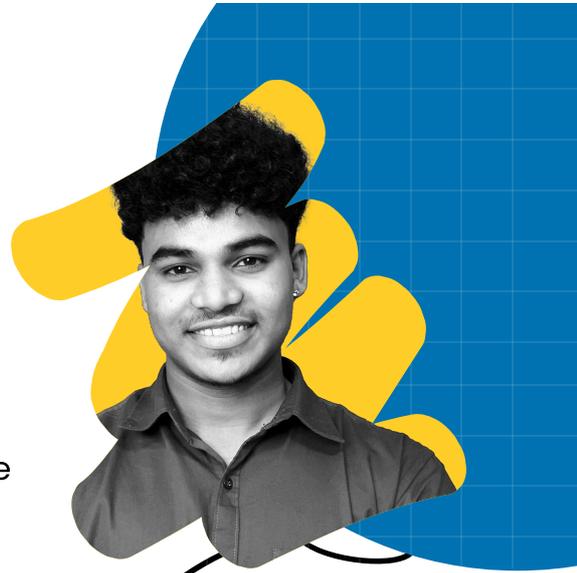


**Personalised
Learning Path**

A tailored learning path
designed for career goals.

Access LinkedIn Learning courses!

- A vast library of courses with certifications.
- Expert-led training programs and tutorials.
- In-Demand Business, AI, Tech & Creative Skills.
- Industry-Relevant Content.
- Video lessons, interactive exercises, and real-world case studies.



Developed with Leading Brands

Learn from top-notch courses and assessments created in collaboration with Microsoft, Adobe, GitHub, ServiceNow, ZenDesk & Atlassian.

I appreciate this initiative by Web D School! I love how LinkedIn Learning offers courses that match industry trends.



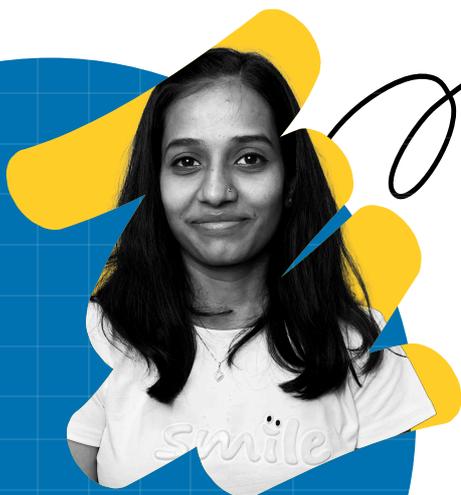
Seamless Certification Process

Complete courses, ace assessments, and showcase your credentials effortlessly—all within LinkedIn Learning.

Boost Your Credibility

Display your achievements directly on LinkedIn to impress employers and advance your career.

The certifications on my LinkedIn profile have caught the attention of recruiters!





Reach Out to us...

Ashok Nagar - Branch

+91 9791 3333 50

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Salai, Ashok Nagar,
Above bank of
Baroda,
Chennai-600083.

Anna Nagar - Branch

+91 7305 9533 50

New no. 107 / Old no. AB9,
2nd Avenue,
Near Max Showroom,
Anna Nagar,
Chennai- 600 040.

For online course enquiry +91 7845873350

Certificate of Completion

This certifies that

Your Name

has successfully completed the course

AI-Powered Advanced Graphic Design

with specialization in

- ✓ Raster Graphics (Photoshop)
- ✓ Vector Graphics (Illustrator)
- ✓ Non Destructive Editing (Lightroom)
- ✓ Brand collateral (Affinity Designer)
- ✓ Media Publishing (Indesign)
- ✓ Motion Graphics (Premiere Pro & After Effects)

Course Duration **5 Months**



Chennai's No.1 institute

Web  school

Issue Date

Center Head

Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn **AI-Powered** **Advanced Graphic Design**

@ Web D School

“

**Redesign
your
story**

Never compromise when it comes to education.

Learn **ONLY** from the best!