

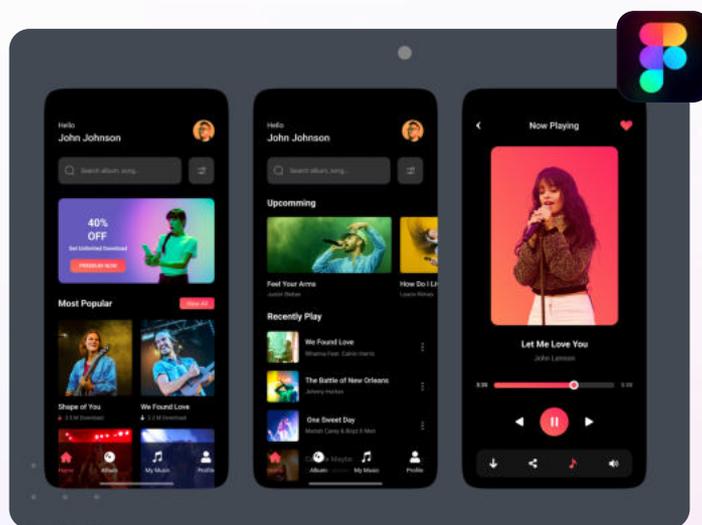
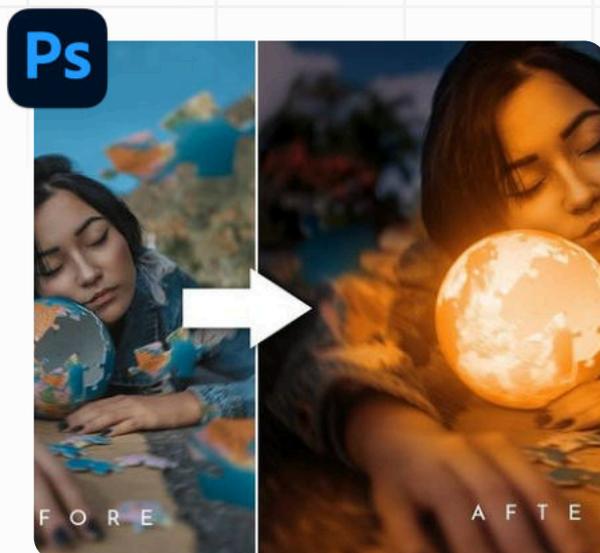
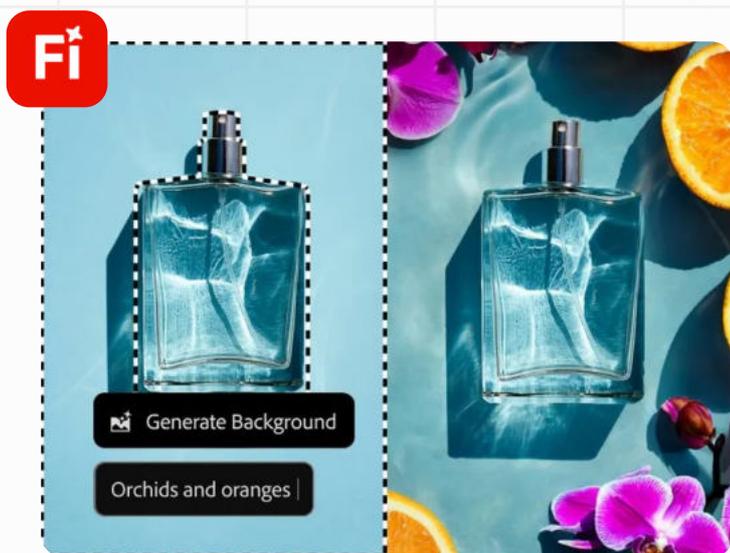
Multiple Career Path

VISUAL DESIGN

M A S T E R Y C O U R S E

AI-Powered Learning

High-Paying Jobs!!!



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

100% Placement
Support

5000+ Students
trained

200+ Company
tie-ups

About **Visual Design Mastery**

With the evolving demands of the design industry, mastering Graphic Design, UI Design, and Motion Graphics is no longer an option—it's a necessity! This course is crafted to bridge the skill gap and prepare you for high-impact careers in design.

Visual Design Tools



Photoshop



Illustrator



Lightroom



Indesign



Canva



Figma



Sketch



Framer



Spline (3D)



Aero (AR)



Premiere Pro



After Effects



Animate CC

AI-Powered Creative Tools



Firefly
(Generative Design)



Midjourney
(Image Generation)



DoraAI
(Web UI Layouts)



ChatGPT
(Content & UX Writing)



Runway ML
(Video creation AI)

AI Powered Learning in VDM

Web D School's Visual Design Mastery (VDM) isn't just about mastering design—it's about staying ahead with cutting-edge AI tools that are transforming the industry.

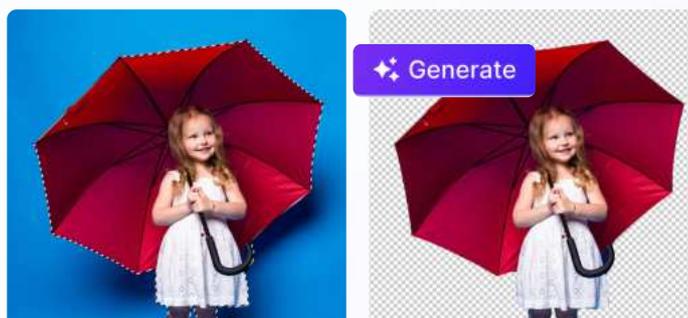
AI-Powered Graphic Design

Automate repetitive tasks, generate unique compositions, and enhance creativity with AI-assisted tools.



AI in UI Design

Utilize AI-driven prototyping, predictive design elements, and intelligent layouts to streamline your workflow.



AI in Motion Graphics

Leverage AI-assisted animation, automated keyframing, and smart effects to bring your visuals to life effortlessly.

AI-Enhanced Image Editing

Remove backgrounds, upscale images, and retouch like a pro with AI-driven enhancements.

1 Course - Multiple Career Paths



Design companies

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



Publishing

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



Big corporates

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



Satellite television

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



Edtech Industry

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



Film industry

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



Digital Marketing companies

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



Advertisement Industry

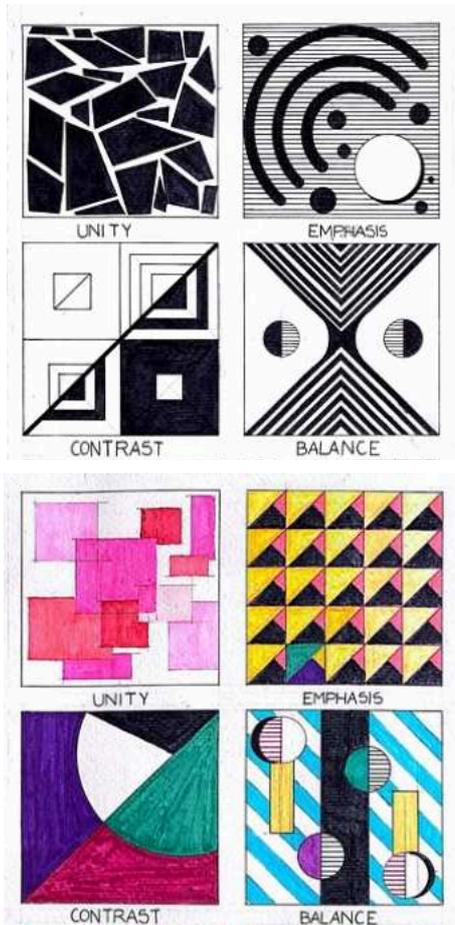
The advertisement industry needs designers to create catchy, innovative, and actionable designs that attract, inform & inspire people.



YouTube & Freelance

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

VISUAL DESIGN MODULES



MODULE 1 Fundamentals of Visual Design

Principles of Design (Balance, Contrast, Hierarchy, etc.)

Elements of Design (Line, Shape, Color, Texture, etc.)

Composition & Layout Techniques

Understanding Grids & White Space

MODULE 2 Design Thinking Process

Introduction to the Design Thinking Process

User-Centered Problem Solving

Ideation Techniques & Brainstorming

Case Studies of Successful Design Thinking Approaches

MODULE 3 Visual Literacy & Perception

Understanding How People See & Interpret Designs

Semiotics & Symbolism in Design

Storytelling Through Visuals

Visual Trends & Cultural Influences

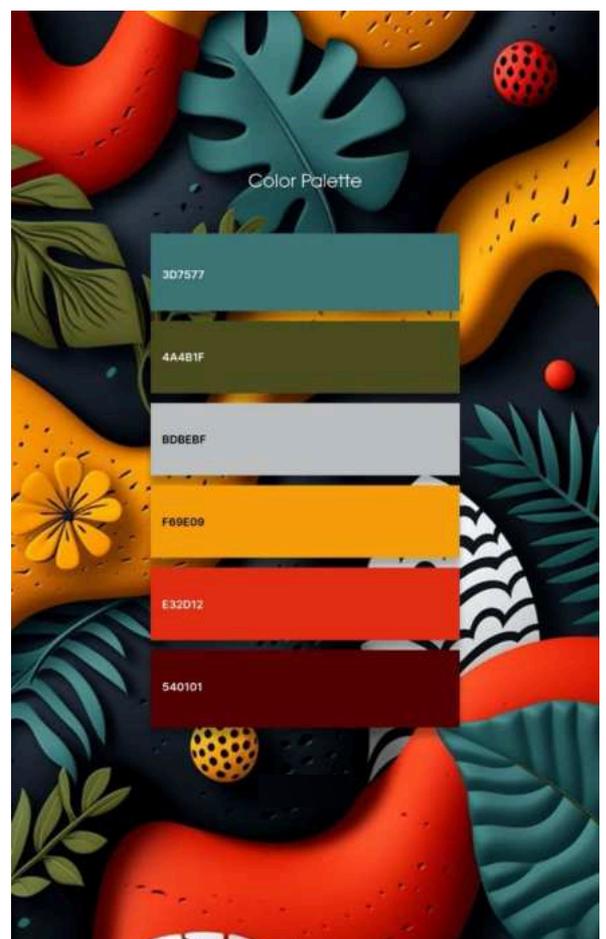
MODULE 4 Color Theory & Typography

Color Harmonies & Branding

Color Psychology in UI & Graphic Design

Typography & Readability

Font Pairing & Expressive Typography



MODULE 5 Sketching & Storyboarding

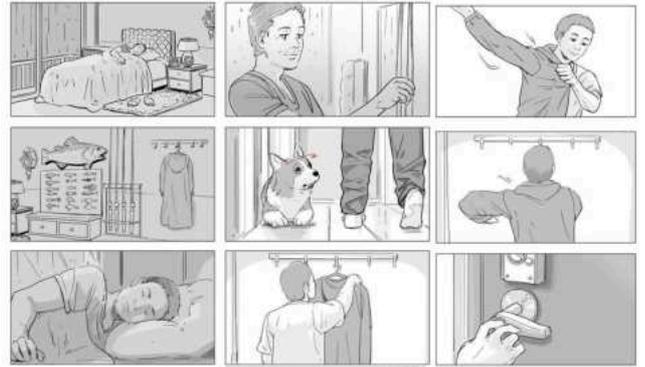
Basic Drawing Techniques

Ideation & Concept Sketching

Character & Object Sketching

Storyboarding & Motion Sketching

Sketching for Branding & Illustration



MODULE 6 Creative Product Photography

Camera & Lens Settings

Lighting & Composition

Product Photography Techniques

Photography with Properties

MODULE 7 Generative AI for Designers

AI Tools & Prompt Engineering

Generative AI in Graphic Design

AI for Branding & Marketing

Introduction to AI in Design (Firefly, Midjourney, ChatGPT)



Portrait of futuristic cyborg

No style ▾

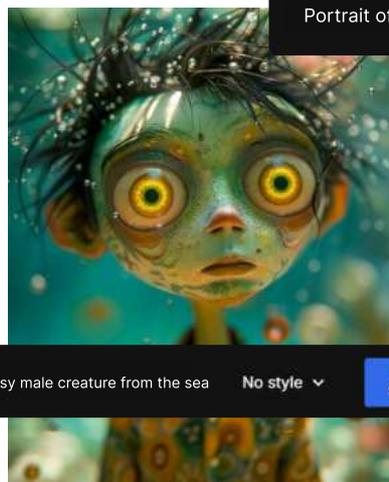
 Generate



Portrait of fantasy male creature from the sea

No style ▾

 Generate



GRAPHIC DESIGN MODULES

MODULE 1 Adobe Photoshop (Image Editing & Digital Compositing)

Understanding the Interface & Workspace

Essential Keyboard Shortcuts

Image Editing & Retouching

Selection Tools & Layer Masking

Layer Management & Blending Modes

Smart Objects for Non-Destructive Editing

Adjustment Layers & Filters

Generative Fill & AI-Assisted Editing (AI)

Neural Filters for Advanced Retouching (AI)

Automating Workflows with Actions (AI)

Advanced Compositing FireFly Generative Tool (AI)

Digital Painting (Using a Graphic Tablet)

Basics of using a Graphic Tablet

Understanding Pressure Sensitivity

Layering, blending, and shading in digital art

Advanced Coloring Techniques



MODULE 2 Adobe Illustrator (Vector Graphics & Logo Design)

Understanding Vector vs. Raster Graphics

Illustrator Interface & Navigation

Sketching & Converting to Vector

Creating Scalable Icons & Symbols

Corporate Branding & Mockups

Vector Object Editing & Flat Character Design

Creating Isometric & 3D Illustrations

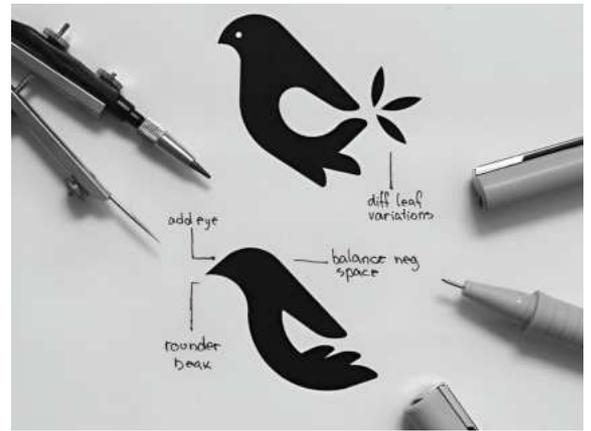
Designing Infographics & Charts

Typography Retype (AI)

Generative Recolor & AI-Powered Vectorization (AI)

Custom Brushes & Effects for Digital Art (AI)

Exporting for Print, Web & Animation



MODULE 3 Adobe Lightroom (Photo Enhancement & Color Grading)

Lightroom Interface & Navigation

Importing & Organizing Images Efficiently

Exposure, Contrast & Color Adjustments

Using Presets & Custom Color Profiles

Skin Retouching & Detail Enhancement

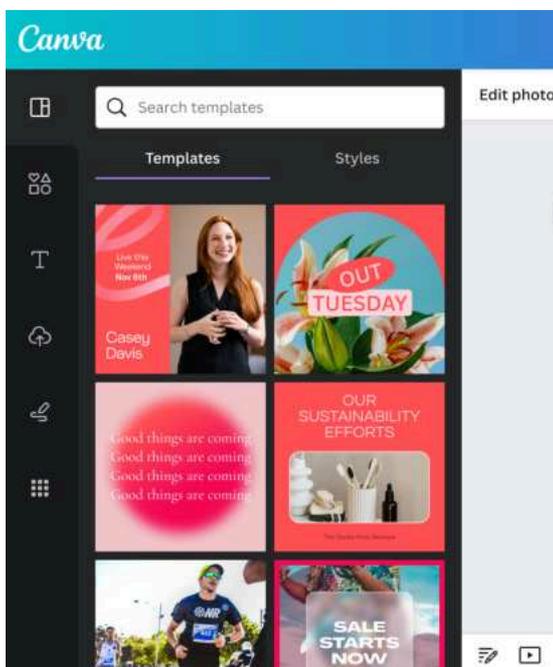
AI-Powered Auto Adjustments (AI)

Batch Editing & Syncing Edits Across Images (AI)



MODULE 4 Adobe InDesign (Layout & Print Design)

Introduction to Layout & Publishing
Setting Up Documents for Print & Digital
Understanding Grids, Margins & Bleeds
Designing Brochures, Magazines & Book Covers
Interactive PDFs & ePubublishing
Data Merge for Bulk Publishing (AI)
AI-Assisted Layout Adjustments (AI)
Exporting for Web & Print



MODULE 5 Canva (Quick & Effective Visual Design)

Interface & Online Features
Creating & Customizing Templates
Social Media & Marketing Design
Designing Instagram Posts, Ads & Banners
Customizing Presentations & Business Cards
AI Features & Productivity Hacks
AI Text-to-Image & Background Removal
Collaborating & Exporting Designs Efficiently



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

AI-Powered Projects



Product ads- AI

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



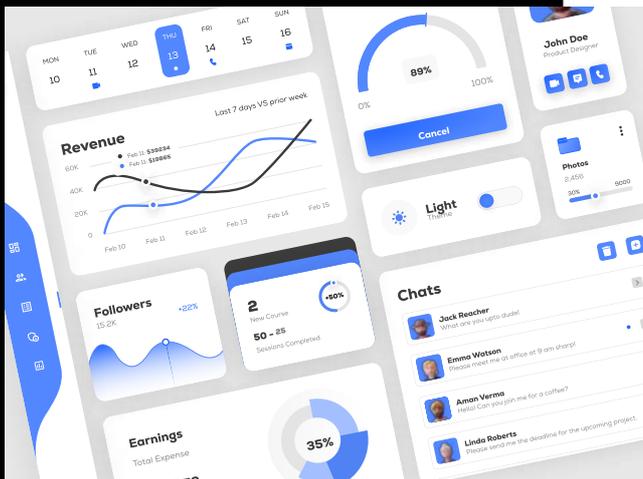
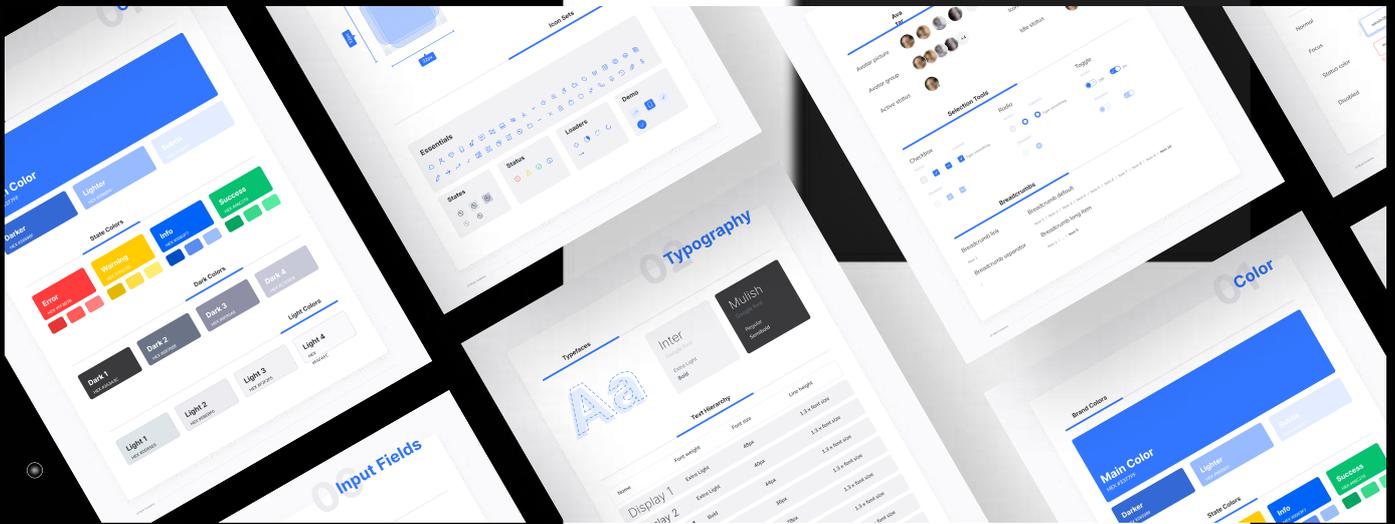
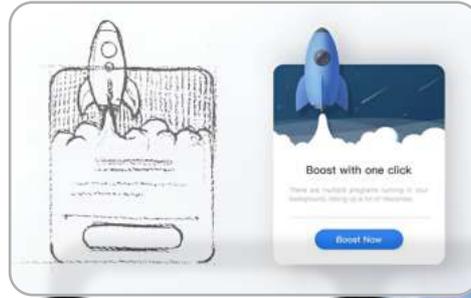
3D Illustrations

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.



MODULE 3 Figma - UI Design Mastery

Basic Tools & Features

Introduction to Figma & Interface Navigation

Working with Files, Pages & Artboards

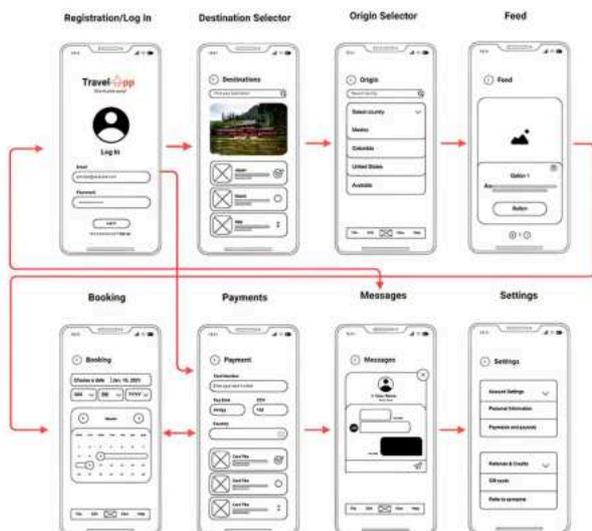
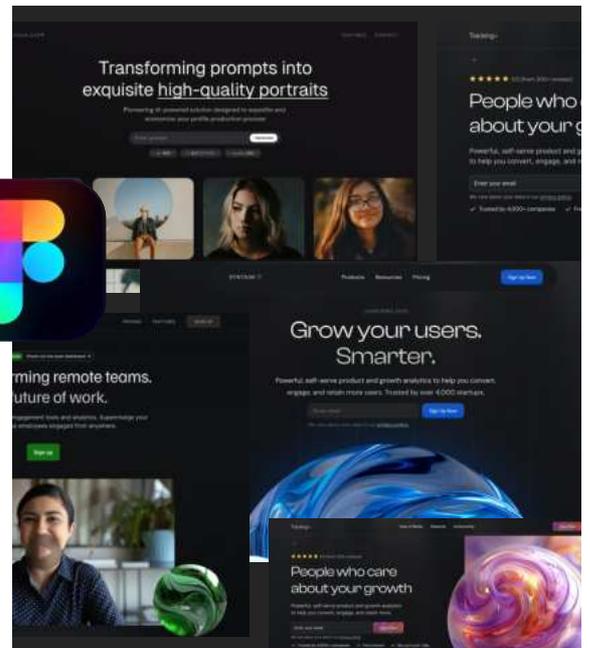
Understanding Frames, Shapes & Grids

Using the Pen Tool & Boolean Operations

Layers, Groups & Auto Layout Basics

Creating Responsive Designs with Auto Layout

Smart Components & Variants for Reusability



Prototyping & Interactions

Creating Clickable Prototypes

Adding Hover, Tap & Scroll Interactions

Smart Animate for Microinteractions

Best Practices for Usability Testing with Prototypes

Prototypes

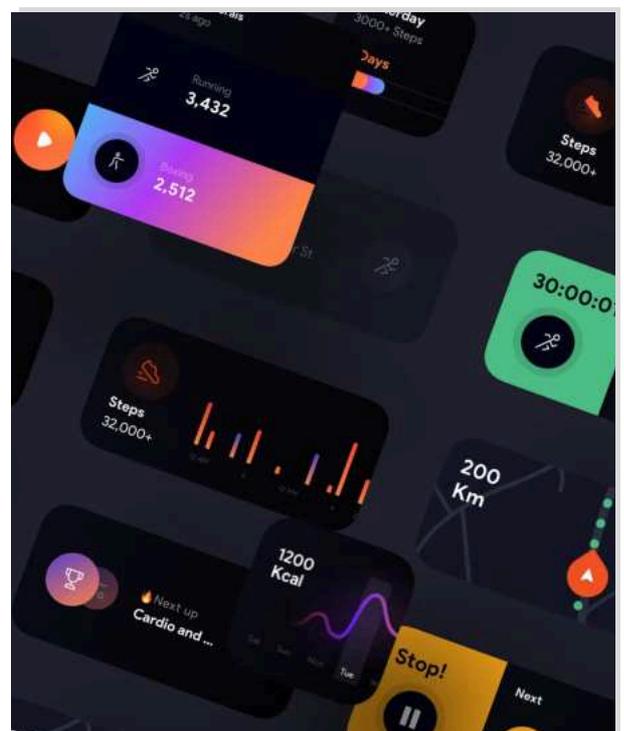
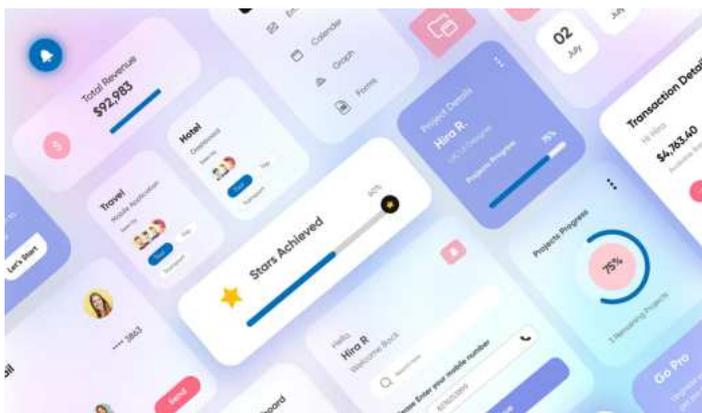
Testing & Sharing Prototypes

Design Systems & Component Libraries

Setting Up a Design System in Figma

Using Components, Variants & Shared Styles

Managing Icons, Typography & Color Systems



Collaboration & Handoff for Developers

Real-Time Collaboration & Commenting Features

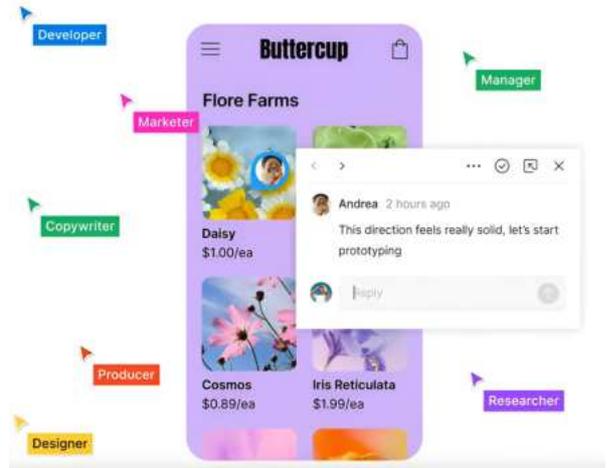
Working with Teams & Shared Libraries

Version History & File Organization

Preparing Design Assets for Web & Mobile

Generating CSS & Code Snippets for Developers

Exporting SVG, PNG, JPG & PDF Files



AI & Automation in UI/UX Design

AI-Powered Design Features in Figma

Using AI Plugins for Quick UI Generation

Automating Repetitive Tasks with Plugins

AI-Generated UX Writing & Microcopy

AI-Powered Usability Testing & Accessibility

Improvements

Overview of other industry-relevant tools

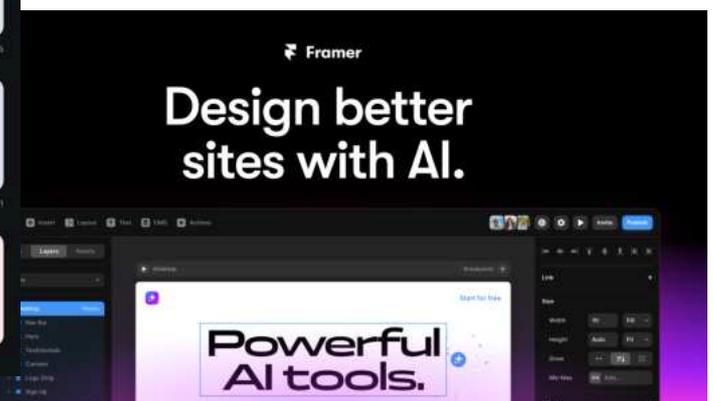
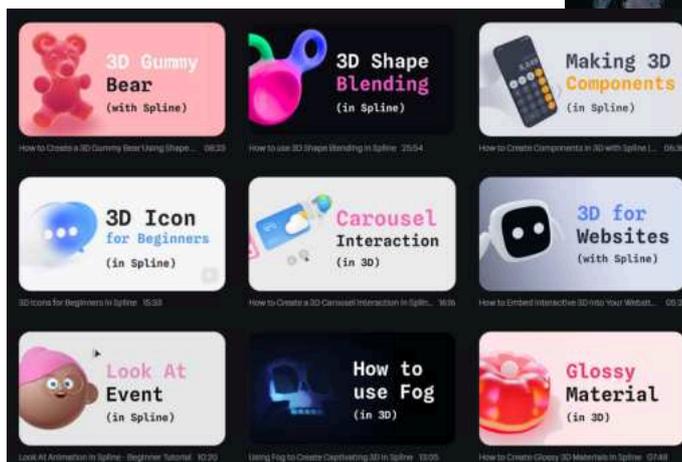
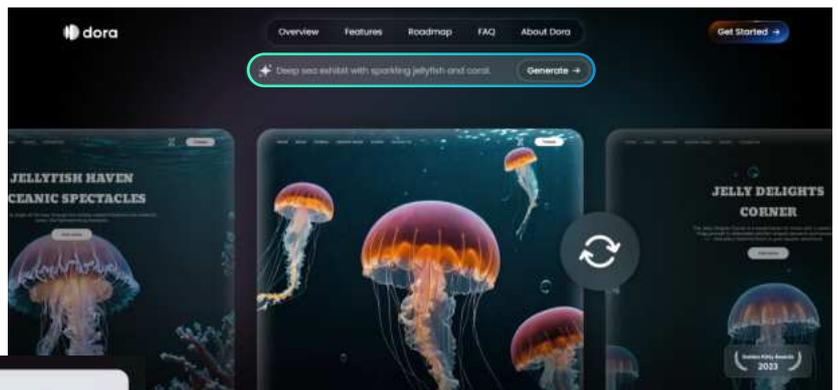
Sketch

Framer

Spline (3D)

DoraAI (AI)

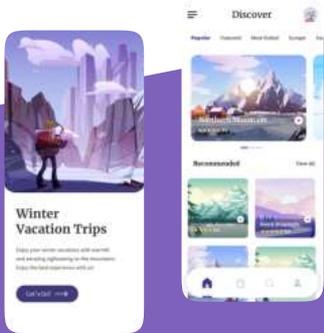
Adobe Aero (AR)



UI DESIGN PROJECTS

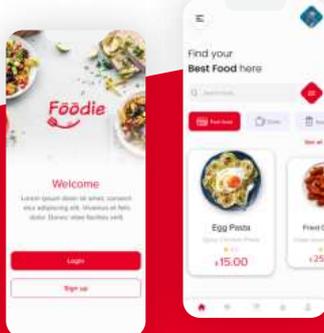
Travel & Navigation

Craft experiences by mastering in Travel & Navigation apps that are user friendly and attractive.



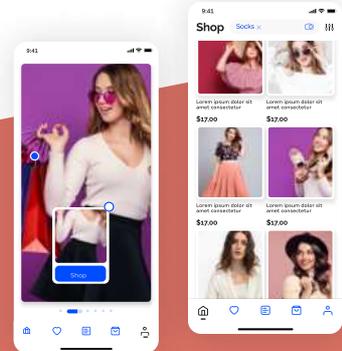
Food & Drink

Learn how to craft innovative Food & Drink industry specific Apps that stand out from competitor apps.



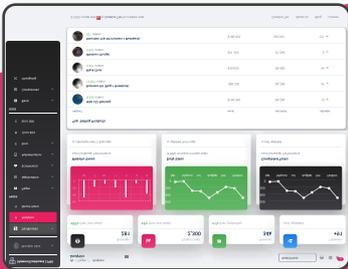
E-commerce

Learn how to create Online shopping, Product browsing, secure payments.



Productivity CRMs

Forget confused notes & disorganized spreadsheets & discover how to use Productive CRMs.



Social Networking

Learn to create social networking applications that spark engagement and encourage virtual communities.



Finance

Learn how to create Financial transactions, budgeting and investment management app.



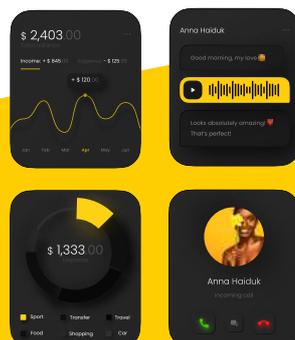
Utilities

Working on products with specific tasks or functionalities like calculator and weather apps.



Watch Interface

Learn how to use small screens, natural movements, and designs for Wearable UI designing module.



VR Design

Learn how to build advanced Apple Vision Pro applications that mix virtual happiness and reality.



MODULE 1 Motion Graphics Foundations

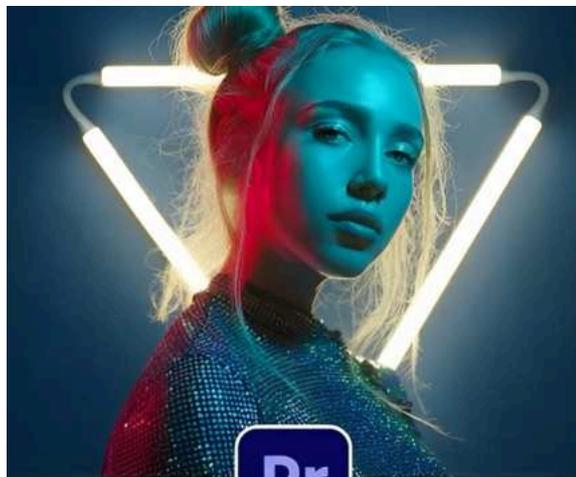
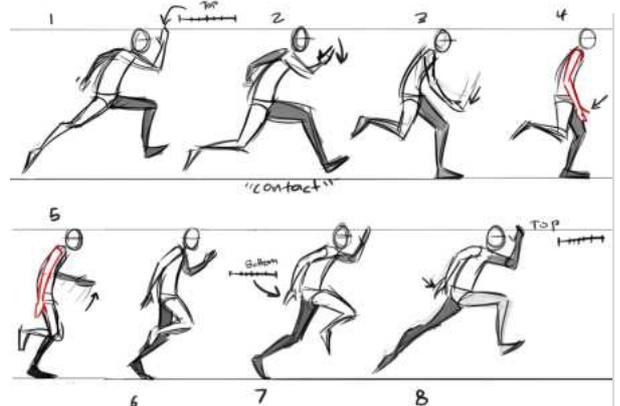
Introduction to Motion Graphics

Core Principles of Animation

Motion Graphics for Branding & Marketing

UI Motion & Showreels

Advanced Motion Techniques & AI Automation



MODULE 2 Adobe Premiere Pro (Professional Video Editing)

Understanding the Interface & Workflow

Trimming, Cutting & Arranging Clips

Adding Transitions & Effects

Multi-Camera Editing for Interviews & Podcasts

Using Lumetri Color for Professional Grading

Applying LUTs for Cinematic Looks

Syncing Audio & Voice Overs

Best Export Settings for YouTube, Instagram & Web

Understanding Codecs & Compression



MODULE 3 Adobe After Effects (Motion Graphics & VFX)

Interface & Essential Panels

Working with Keyframes & Animation Basics

Understanding Layers & Composition

Animating Text & Graphics

Logo Animation & Branding

Motion Tracking & Stabilization

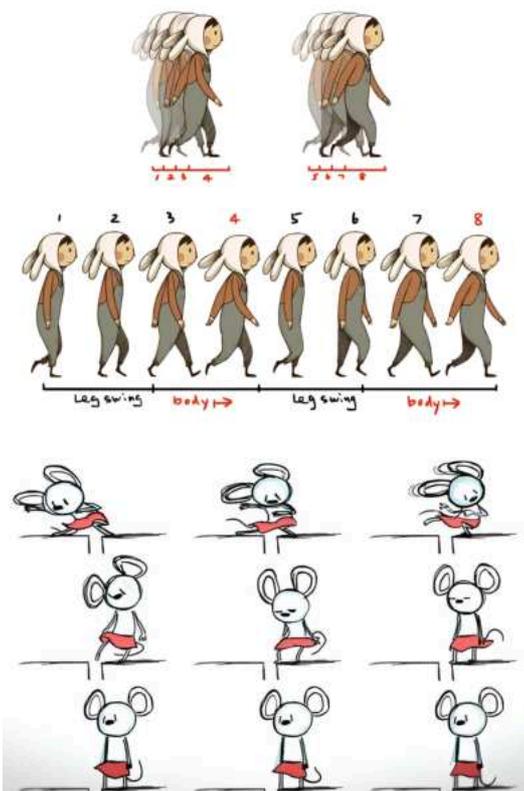
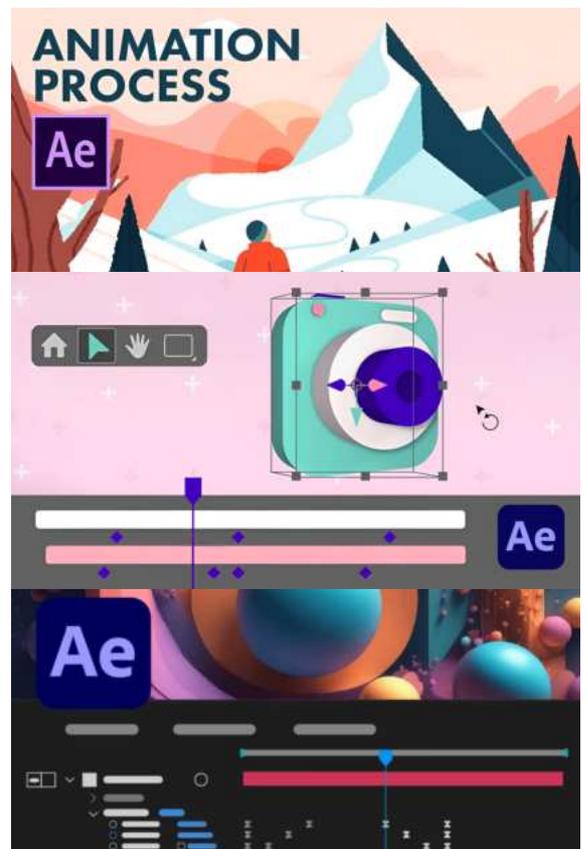
Creating Lower Thirds & Title Animations

Removing Green Screen & Chroma Keying

3D Motion Graphics & Camera Work

Rendering with Adobe Media Encoder

Using Alpha Channels for Transparent Animations



MODULE 4 Adobe Animate CC (Real-Time Animation)

Overview of Adobe Animate and its applications

Working with shapes, colors, and gradients

Keyframes and Tweening

Working with Symbols

Rigging characters

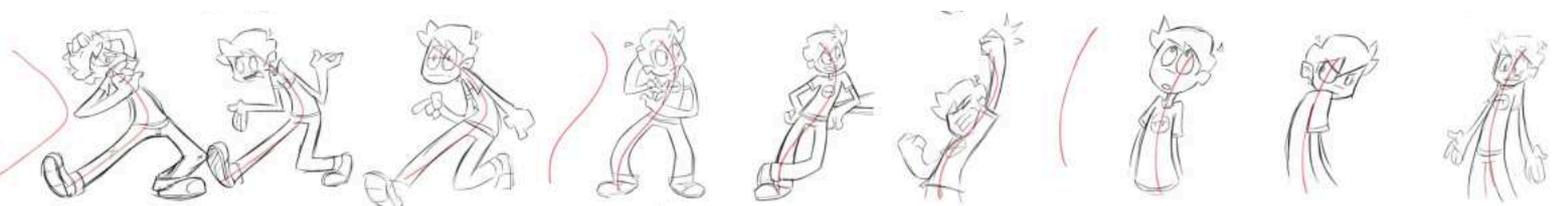
Lip-syncing and facial expressions

Animating characters for motion graphics

Working with Sound and Video

Applying learned techniques in a hands-on project

Storyboarding and scene transitions





Become a Freelancer / Entrepreneur

solid portfolio

eting

ch for projects?

n tips

work completion guidelines

y entrepreneurial mindset



 Logo & Brand Identity

 Marketing materials & Print design

 Social Media Content & Graphics

 Promo videos & Short films

 YouTube Videos

 Animated Explainer Videos



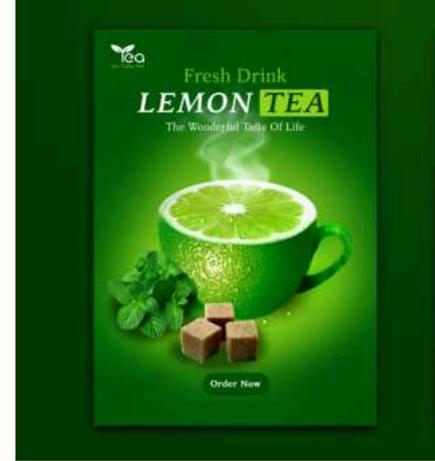
Kinetic Typography animation

Learn how to bring words to life using dynamic text animations that enhance storytelling.



Corporate Video Production

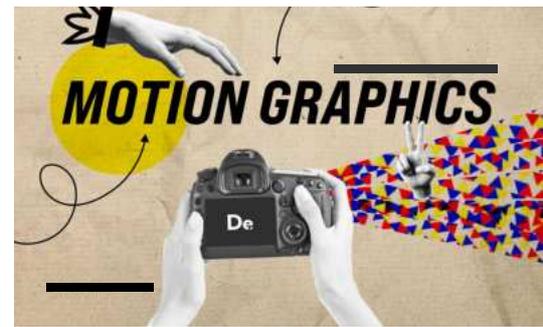
Learn to create video content for businesses, from planning and filming to editing and post-production.



Product Ad

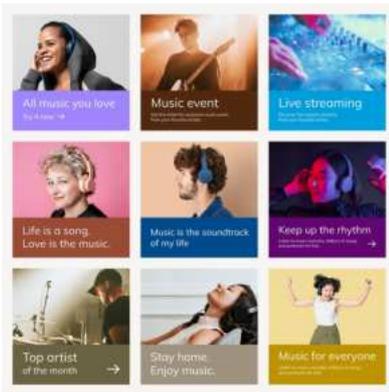
Use our shooting equipment & green matte studio to create stunning Product ads.

MOTION GRAPHIC PROJECTS



Portfolio Showreel

Create a stunning portfolio video that showcases your best work and leaves a lasting impression.



Social Media Ads

Explore how to create attention-grabbing ads for different platforms to maximize reach.



Infographic video

Learn to visualize complex data and information through engaging animated infographic videos.

Feature	Package 1 Graphic Design	Package 2 Adv. Graphic Design	Package 3 Visual Design Mastery
We cover	Graphic Design	Graphic & UI Design	Graphic & UI Design & Video Editing & Motion Graphics
Tools	7+ Tools	14+ Tools	18+ Tools
Duration	3 months	5 months	7 months
Sessions	40 sessions	60 sessions	90 sessions
Hands-on Projects	6+ Projects	15+ Projects	21+ Projects
UI Design Tools	✗ Not included	✓ Figma, Adobe XD, Sketch, Framer	✓ All UI tools + Spline, DoraAI, Adobe Aero
Motion Graphics & Animation	✗ Not included	✗ Not included	✓ Premiere Pro, After Effects, Character Animator
AI Tools for Design	✓ AI tools for GD (Firefly, Midjourney)	✓ AI tools for GD & UI (DoraAI, Spline)	✓ AI tools for GD, UI & Motion (Runway ML)
Future Career	✓ Entry-Level Design Jobs	✓ Mid-Level UI & Design Jobs	✓ Advanced Creative Career Paths
Certification	✓ Graphic Design Certificate	✓ GD & UI Certificate	✓ Visual Design Mastery Certificate
Industries	Advertising, Branding, Print Media	Tech, Startups, UI/UX Agencies	Media, Gaming, Film, Tech, Digital Marketing
Salary Growth	Moderate	High	Very High
Long-Term Career Stability	Stable	Growing	Future-Proof
Creative Agency Opportunities	Advertising & Print Agencies	Digital & UI/UX Agencies	Motion, Gaming & AR/VR Studios
Market Demand	High	Very High	Extremely High

WebDians working @ Top MNCs & Start ups



Rohith
System Engineer
TCS TATA CONSULTANCY SERVICES



Surender
Visual Designer
ZOH0



Boopathy
Motion Graphic Artist
kissflow



Akash
Digital Marketer
roofandfloor



Advaita
UX Researcher
xyzem



Anandh
Graphic Designer
HABITAT GROUP



Ibrahim
Full-Stack Developer
upstream



Vignesh
Sr. Digital Engineer
RAPIDQUBE



Boomika Vasan
UX UI Designer
Search Technology



Balaji
Marketing Executive
Krishworks



Dakshata
Design Engineer
Fanam Digital



Harshara Moorthi
Video Editor
தனதுதனது



Nishanth
UX UI Designer
APTIPRO



Saraswathi
UX UI Designer
b3 Technologies



Mohammed Khaleel
WordPress Developer
KlickNET



Shajini
SEO Analyst
AATMIA



Ishay
UX UI Designer
BTREE



Swetha
UX Researcher
Anicca Data Science Solutions



Balasubramanian
Front-end Developer
Onething



Shyam Sundar
Design Engineer
APPLIED MATERIALS



Nivetha
Visual Designer
Duffl Digital



Jagan Nivas
Visual Designer
TECH THULASII



Varshnavi
Social Media Manager
Le Intelligensia



Soundarya
Graphic Designer
[Logo]



You're Next!

Our Webdian Says...

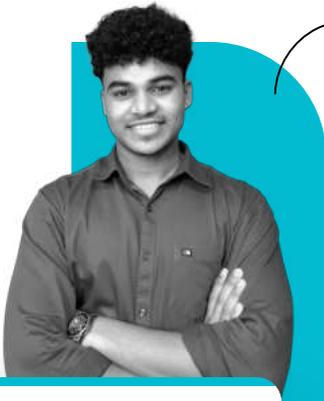


After completing the VDM course, I started freelancing as a Graphic Designer and Motion Graphic Artist. The knowledge I gained here helped me attract clients and earn money online.

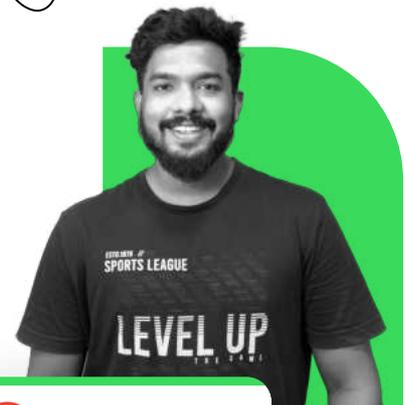
The VDM course covered everything—Graphic Design, UI Design, and Motion Graphics—all in one structured program. Now, I confidently create social media designs, websites, and animated videos. Thank you, Web D School!



Unlike other courses, VDM focuses on practical learning. The course included live projects, hands-on assignments, and one-on-one mentorship, which helped me gain confidence. Today, I work as a Visual Designer at Giggo India Pvt. Ltd!



Web D School's VDM course changed my life! I entered with no design experience, and now I have a strong portfolio in Graphic Design, UI Design, and Motion Graphics. The training was hands-on, and the mentors guided me every step of the way.



Our Course Highlights...

01

More practical
& Project-based
training

02

Recorded Session
Videos for future
reference

03

The Knowledge
Hub - Exclusive
learning portal

04

Web D Careers
- Exclusive Job
Portal

05

Value added
workshops on
trending topics

06

Interview guidance
& Placement
support

07

Webinars &
Seminars by
Industry Experts

08

Weekly assessments
& monthly
evaluations

09

Unlimited Lab
Hours with
Expert guidance

10

Soft Skills &
communication
training

11

In-house Library
with valuable
collections

12

Project
presentation
classes

13

Student-centric
approach - Events
& contests

14

Highly skilled &
Friendly
trainers

15

Doubt-Clearance
Sessions &
Master classes

16

Career
onboarding
Guidance



**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.

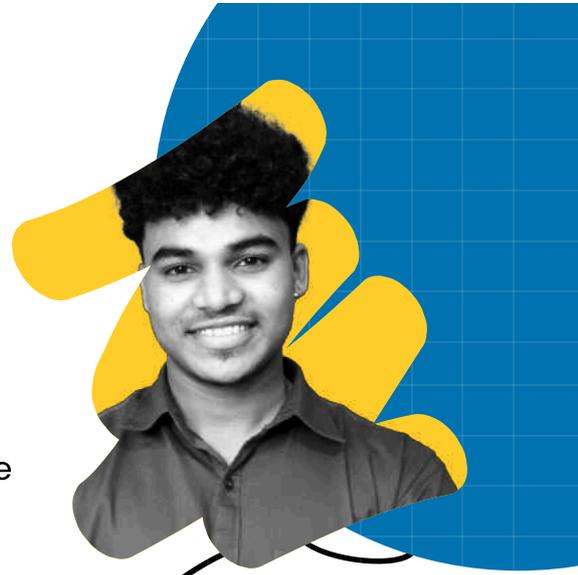


**Personalised
Learning Path**

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

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