



SIR SYED COLLEGE, TALIPARAMBA

ADD-ON COURSE CURRICULUM

Department of Journalism

ADD-ON COURSES: 2025-2026

SSC25BMC01-

MASTERING PHOTOSHOP FOR GRAPHIC DESIGN

Duration- 30 hours

Aim

To provide students with a comprehensive understanding of graphic design fundamentals, color theory, typography, and digital design tools to create effective visual communications for print and digital media.

Learning Outcome

By the end of this course, students will have developed fundamental design skills, understood core design principles and elements, gained comprehensive proficiency in Adobe Photoshop, and created professional design projects suitable for real-world applications.

Syllabus

Module 1: Fundamentals of Graphic Design

Introduction to Graphic Design: Definition, career opportunities. Principles of Design: Balance, contrast, emphasis, movement, pattern, rhythm, unity. Elements of Design: Line, shape, form, space, color, value, texture. Visual Hierarchy and Composition: Rule of thirds, grid systems. Applications of Design: Branding, advertising, web and print media. **(Hours: Theory 4 hours)**

Module 2: Fundamentals & Tools

Interface & Basic Operations: Opening and interface navigation, importing images in Photoshop, creating projects and main tools overview. Selection & Object Manipulation: Photoshop Basic Selection Tool, Photoshop Advanced Selection, color selection techniques, Lasso Tool and Marquee Tool, Quick Remove Tool and object removal, Crop Tool techniques. Layer Management: Layer Panel and Alignment, Layer Style and Adjustment Layer, Layer Mask techniques, organising and linking layers. **(Hours: Practical 8 hours)**

Module 3: Design & Enhancement

Shape & Text Tools: Shape Tool fundamentals, custom shape using Pen Tool, Text Tool basics, warp text and custom style. Photo Editing & Retouching: Remove blemishes and skin smoothening, eye editing and remove eye bags, lip color enhancement, dodge and burn effects, Photoshop Liquify tool. Color & Effects: Color grading and color correction, blend modes and blend mode files, remove background with blend mode, smart filters and Filter Gallery. **(Hours: Practical 8 hours)**

Module 4: Advanced Techniques & Projects

Advanced Features: Photoshop Advanced Preferences, advanced selection methods, professional workflow techniques, Photoshop speed tips and shortcuts. Project Work: Photoshop Poster project, photo retouching project file, creative design project. saving and export techniques. **(Hours: Practical 10 hours)**

Practical Focus:

- **Poster Creation** - Layout design, typography integration, and visual hierarchy.
- **Brochure Layout** - Designing multi-page documents, incorporating text and images
- **Social Media Graphics** - Designing for various digital platforms

Duration: 30 Hours | **Format:** Hands-on Practical Sessions | **Mode of Delivery:** Hybrid

Reference

1. "The Elements of Typographic Style" by Robert Bringhurst
2. "The Non-Designer's Design Book" by Robin Williams
3. "Adobe Photoshop Classroom in a Book" by Adobe Creative Team

Course Designed By:

VH Nishad (HOD, Assistant Professor, Department of Journalism)

Muhammed Niyas O, (Assistant Professor, Department of Journalism (Multimedia))

Muhammed Ladeed KP, (Assistant Professor, Department of Journalism.)

Course Coordinator: Muhammed Niyas O, Assistant Professor, Department of Journalism (Multimedia)

Student Intake: 15

Course Fee: ₹500

Assessment and Pass Criteria

Total Marks: 50

Assessment Type	Marks	Pass Criteria
Internal Assessment	10 Marks	5 Marks (50% minimum)
Theory Examination	20 Marks	10 Marks (50% minimum)
Practical Examination	20 Marks	10 Marks (50% minimum)

Additional Requirements:

- **Attendance Percentage:** Minimum 75% required
- **Assignment Submission:** On-time submission of all assignments

Pass Criteria:

- Students must achieve minimum 50% marks in each assessment component
- Overall pass mark: 25/50 (50% of total marks)
- Maintain minimum 75% attendance throughout the course

Certification:

Certificate will be awarded upon successful completion of all pass criteria requirements

DEPARTMENT OF
JOURNALISM



SIR SYED COLLEGE,
TALIPARAMBA



15 Seats



Course fee:
500



Hybrid
Online + Offline



Duration

Offers

Add-on course on

Mastering Photoshop for

Graphic Designing



Photosh



For Registration

+91 9747 247478

+91 8086 436006

Limited seats (15) — First-come, first-registered basis

Add-on Course 2025–2026