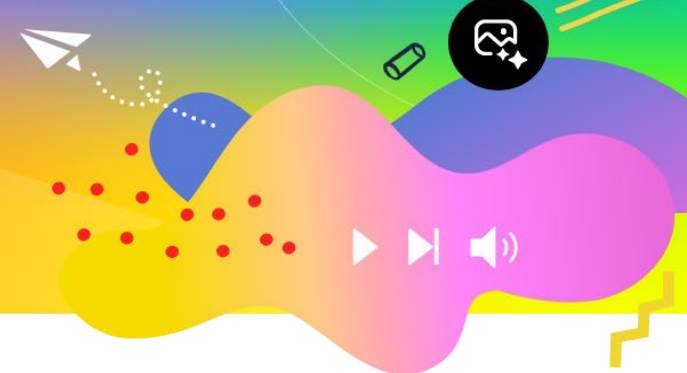# Graphics Designer Associate

Adobe is committed to the idea that students need digital and creative skills to succeed in the careers of the future. Our creative apps and educational resources empower learners to think creatively, communicate their ideas effectively, and develop essential skills. These skills will help the learner to:

1. Confidently create digital materials to support a project and deepen their understanding of any topic.
2. Communicate with impact and tell their stories in a digital context.
3. Understand how essential creative skills can help set them up for success in the future.

Who This Course Is For

This course is for anyone who wants to learn how to create stunning visuals using Adobe Express including:

- Individuals lacking previous design exposure
- Business proprietors and entrepreneurs aiming to craft their marketing materials independently
- Social media administrators striving to produce captivating visuals for their platforms
- Students and educators aspiring to generate visually enticing presentations and assignments
- Anyone keen on mastering the creation of attractive visuals for personal or business purposes

Requirements : To take this course, you'll need a computer with an internet connection, and Adobe Premium License.

Course Structure

S. No	Module Name	Topics	Learning Outcomes	Duration	Useful li
1.	Introduction to the Job role and career progression	Introduction and Orientation	Description of the job-role and its requirements Know more about career progressions both horizontal and vertical.	04:00	
2.	Principles of Graphic Design and User Experience	Principles of Graphics Design	Understand of theme for graphics like for graphic, digital, print, game etc. Understand about elements of design, design & culture, Illustration art, etc. Understand the Design specification based on job brief (dimensions, operating platforms, etc.) More about print advertising and campaigns, social media designs, newsletter and magazine designs, etc.	06:00	

S. No	Module Name	Topics	Learning Outcomes	Duration	Useful links
3.	Introducing Adobe Express to create beautiful graphics	3.1 Getting Started with Adobe Express	Learn to create custom templates that will allow you to stay on top of your content marketing using Adobe Express	06:00	
		3.2 Adobe Express: Home page and Features	Explore the homepage and familiarize with various featured tools such as All in one editor, Pre-defined graphics elements, templates, Photoshop Express, Image and video editing, working with PDFs, creating graphics including infographics, posters, presentations, flyers, logos, Stock images in Media, Drawing tools, Animate with audio, and many other.		
		3.3 Using 'Quick Actions' in Adobe Express	Learn to remove background of an image, resize and crop images, convert to JPEG and PNG images, etc.		
		3.4 More on Adobe Express	Learn to use Adobe Express built-in design tools Learn how to use custom fonts and animations Learn how to organize and store all your brand assets for quick and easy use Learn how to download and share your designs		
4	Exploring the power of Generative AI in Adobe Express	4.1 AI and Generative AI	Get introduced to the 'Generative AI' technology and understand the buzz around it.	06:00	https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:4ce090a7-0eb0-4b5a-9f11-09f1ad4198cc?category=media&tab=photos
		4.2 Generative AI Tools (Adobe Firefly, Adobe Express)	Familiarize with generative AI image editing tools such as Adobe Firefly, and its instance within Adobe Express for image generation and editing.		https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:9d1a51e2-6d01-463f-818c-e554549dd9e6?category=media&tab=photos
		4.3 Generative AI features in Adobe Express	Discover features such as Text to Image, Generative Fill, Text Effects of Adobe Express		
		4.4 Generative AI Prompts	Understand what Prompts are and how to write precise prompts		
		4.5 Text effects using Generative AI in Adobe Express	Explore text effects of Generative AI and customize the pre-defined styles and learn to apply styles and textures to text using prompts		

		4.6 Image effects in Generative AI	Review AI images available in Adobe Express and edit the prompts to add new components to an existing image or generate a new image. Discover various features of text to image in Adobe express and learn to apply styles, content types and adding details to prompts to create high quality images		
		4.7 Generative fill feature of Adobe Express	Discover generative fill feature of Adobe Express, brush sizes, accurate prompt to get the desired result		
		2.5 Edit the scene using Generative fill	Demonstrate the understanding of the tool by altering the scene. 1. Use your imagination and create your own impression of the famous painting by 'Starry Night' by Van Gogh. Examples: add a space shuttle flying amidst the starry night backdrop. 2. Use adobe stock images of a park scene or import their own and alter the scene using your imagination and Generative fill.		
5	Creating Stunning Visual Designs, Presentations and Reports	5.1 Knowing Various Templates in Adobe Express	Explore various Adobe Templates such as flyers, posters, brochures, infographics, etc. for YouTube, Instagram and Facebook.	10:00	
		5.2 Various graphical features of adobe express	Walkthrough various features available in Adobe Express to design a graphic such as Templates, Media, Text, Elements, grids, download as PDF, PNG, JPEG, etc., collaborate and share your designs.		
		5.3 Designing Media post, Newsletters with Express	Explore featured documents template, choose a social media post/story template to design a media post for Instagram, Twitter or Facebook, using Adobe Express Explore featured documents template, choose a newsletter template to write an article using Abode Express.		https://new.express.adobe.com/des ign/template/urn:aaid:s c:VA6C2:0c 7ec83f-d31b-5270-aa5c0a56c8cd03ce?cate gory=text&taskI D=newsletter
		5.4 Working with Word Overlays	Use Adobe Express to create their own one-word overlay graphic.		
		5.5 Making LOGOS, Business cards, animated email signatures, Billboards with Express	Explore various features of Adobe Express to design logos, business cards, email signatures, product-based marketing collaterals such as billboards, Banners, brochures, etc.		
6	Animations and Video Storytelling with Adobe Express	6.1 Video Quick actions using Adobe express: trim, resize, merge, crop, caption videos	Explore various video editing tools on Adobe express under Video Quick actions to spruce up recorded videos	10:00	
		6.2 Animate from audio using Express	Choose a character and animate using voice over and learn to merge the character in videos		
		6.3 Adding Voice Over and Music to a Video	Explore ways to add voice over or music to the videos. Demonstrate skills to merge voice over with a background music.		
		6.4 Play with Video Templates	Explore various video templates and free adobe stock videos that can be used for creating their projects. Create videos for YouTube and vimeo.		

		6.5 Creating storytelling videos using Express: Step-by-Step guide to creating impressive videos	Demonstrate the key skills of problem solving, critical thinking, creativity and collaboration while creating a video story from scratch.		
7	Designing blogs, digital portfolios and webpages	7.1 Digital Portfolios, Web-banners and Webpages in Adobe Express	Create meaningful digital portfolios and share with your peers, teachers, experts, college applications, internship application and more. The students understand the importance of representing the creative achievements online, then design and produce their own digital portfolio in a web page created with Adobe Express.	10:00	https://www.youtube.com/watch?v=D0VaWIP_I0I
		7.2 Create fun templates with Generative AI	Design templates or backgrounds for your portfolios and webpages with Generative AI "Text to Template" tool. Play around with existing templates by altering the prompts and canvas sizes.		https://www.youtube.com/playlist?list=PLB7pbNktGmfRpUCM9Qtwvg7uN8_4XOD9w
		7.3 Schedule and Connect with the World	Connect your Adobe Express account with various social media channels for the ease of publishing your work.		
		7.4 Design beautiful webpages for business	Work in cohesion with the step-by-step guide to create your own webpage.		