

**JADAVPUR UNIVERSITY**  
**COMPUTER AIDED DESIGN CENTRE**  
**Kolkata - 700 032**

**Certificate course on**  
**DIGITAL GRAPHICS**  
**(with Generative AI)**

Digital Graphics is a dynamic field that blends creativity with technology, empowering designers to create stunning visuals, from traditional image-making to AI-generated content. With the rise of Generative AI, the industry is transforming, allowing designers to automate tasks, enhance creativity, and produce unique visual experiences faster than ever.

A Digital Graphics Specialist leverages both traditional design software and AI-powered tools to craft compelling visual concepts for branding, advertising, web design, and multimedia. Today's designers must integrate AI-assisted workflows, including AI-generated illustrations, intelligent typography, and automated design solutions to stay ahead in the evolving industry.

Digital Graphics spans multiple specializations, from print and web design to motion graphics, social media content, and AI-enhanced creativity. This field offers endless opportunities for individuals interested in visual storytelling, branding, and innovative media creation.

The CAD Centre, Jadavpur University is one of India's leading multimedia and animation institutes, located in the heart of Kolkata. It fosters an environment of creativity, innovation, and hands-on learning under the guidance of expert trainers who are certified and experienced in both traditional and AI-driven design techniques. The curriculum encourages students to integrate Generative AI with conventional design methods, ensuring they are well-equipped for the future of digital creativity.

**Course Duration:** 48 hrs. (3 days/week)

**Class Duration:** Theory Sessions: 2 hrs.; Practical Session: 2 hrs.

**Eligibility:** Higher Secondary passed/Equivalent. **(Candidates appearing for the Higher Secondary examination are also eligible to apply for this course.)**

**Course Fees:** Rs. 7,080 /- (18% GST included)

<b>Topics</b>	<b>No. Of Theory Classes</b>	<b>No. Of Practical Classes</b>	<b>Total No. Of Classes</b>
<b>Brief History &amp; Future Trends of AI in Design:</b> Concept of Digital Graphics, Overview of AI in design, setting up Photoshop, and basic tools for selections, layers, and masks.	1	1	2
<b>AI vs. Traditional Design - Finding the Balance:</b> Using Photoshop & AI tools for custom shapes, text warping, logo creation, and typography.	1	1	2
<b>Traditional &amp; AI in Branding &amp; Marketing:</b> Using AI for creating letterheads, visiting cards, and other branding materials.	1	1	2
<b>Traditional &amp; AI-Powered Image Editing:</b> Using Photoshop for layer styles, composites, adjustments and create unreal images & Editing Respectably.	1	1	2
<b>Traditional &amp; AI-Powered Color Matching &amp; Auto Color Grading:</b> Color Theory & Using tools for color editing, correction, and creating black & white effects.	1	1	2
<b>Traditional &amp; AI-Enhanced Filters:</b> Exploring AI-based filters and their applications in photo and graphic styling, brochure design.	1	1	2
<b>Print &amp; Social Media Design:</b> Using AI for social media promotion, advertisements.	1	1	2
<b>Vector Graphics:</b> Introduction to tools in Illustrator, including AI-assisted pen tools, grouping, and transformations.	1	1	2
<b>Customizing AI-Generated Art &amp; Ethical Use:</b> Using AI for greeting card design, cartoon creation, and custom illustrations.	1	1	2
<b>Product &amp; Package Design:</b> Leveraging AI for product and package design, including 3D modeling and prototyping.	1	1	2
<b>AI in Textile &amp; Print Design:</b> Using AI for T-shirt design, book cover illustration, and other print media.	1	1	2
<b>Building a Portfolio</b>	1	1	2
	<b>12</b>	<b>12</b>	<b>24</b>

**Examination:** *One theory test of 50 marks and one lab test of 50 marks at the end of the course.*