



## Syllabus: Certificate in Digital Poster & Banner Design (CDPB)

- **Duration:** 2 Months
- **Eligibility:** 10th Pass / Creative Mindset

### Evaluation Scheme

- **Full Marks:** 200
- **Theory Paper:** 100 Marks
- **Practical/Project Works:** 80 Marks
- **Internal Assessment/Viva voce:** 20 Marks

### Course Syllabus

This program provides students with the creative principles and technical software skills needed to produce professional-grade posters, social media banners, and commercial advertisements.

#### Module 1: Principles of Design & Color Theory

- **Design Foundations:** Balance, Contrast, Emphasis, and White Space.
- **Color Psychology:** Choosing color palettes based on brand identity and emotional impact.
- **Typography:** Font selection, Kerning, Leading, and Visual Hierarchy in text.

#### Module 2: Layout Mastery & Canvas Setup

- **Dimensions & Resolution:** Setting up canvas for Web (72 DPI) vs. Print (300 DPI).
- **Bleed & Safe Zones:** Understanding margins for physical banner printing.
- **File Formats:** Working with PNG, JPEG, SVG, and high-quality PDF exports.

#### Module 3: Visual Elements & Branding

- **Vector vs. Raster:** Using the right assets for logos and photography.
- **Masking & Background Removal:** Professional techniques for isolating subjects.
- **Branding:** Creating consistent visual elements like logos, taglines, and brand marks.

#### Module 4: Platform-Specific Design

- **Social Media Design:** Creating high-engagement posts for Facebook, Instagram, and LinkedIn.
- **Banner Ads:** Designing web headers, YouTube thumbnails, and Google Display Ads.
- **Large Format Print:** Basics of designing Flex banners, Hoardings, and Roll-up stands.

## Module 5: Final Capstone Project (The Brand Campaign)

- **Project Task:** Students will create a "Promotional Campaign" for a hypothetical event or business.
- **Requirements:** Design one high-resolution Event Poster, one Social Media Carousel, and one Outdoor Flex Banner.
- **Submission:** Presentation of a digital portfolio and a Viva voce on the design choices and software techniques utilized.

*This syllabus is a property of Axomtech Skill Education Council.*

