

PRINT PUBLISHING

- 1 Name : PRINT PUBLISHING
 2. Sector : **Information & Communication Technology (ICT)**
 3. Code : **ICT 219**
 4. Entry Qualification : SSC Passed & having completed the course on computer Fundamentals, MS Office, Internet & soft skills.

5. Terminal Competency: After completion of training, participants would be able to
- Create Designs and Brand material for Advertising & Promotions,
 - Design for Interactive learning systems for online.
 - Create rich visual print layouts.
 - Design visually appealing websites.

6. Duration : 300 hrs

7. Contents given below

Practical Competencies	Underpinning Knowledge(Theory)
<p>Print Design Basics Study Printing technology and uses</p> <p>Design Principles & Color Harmony Introduction to colors □ Primary and Secondary in both RGB & CMYK schemes/modes. Importance of each primary and secondary color. Proper Application of colors. Analyze colors applied in different print media. Visualize look and feel of a print or a web to apply colors</p> <p>Typography Study different fonts and typo issues with Web design</p> <p>Layout Design Study Designing standards, Print layout Design and creative visualization for intuitive layouts</p> <p>Computer Graphics Know the difference between Vector Graphics and Raster Graphics. Know the difference between Screen Graphics and Print Graphics. Understand the following formats :- .ai, .pdf, .eps, .svg, .svgz, .psd, .bmp, .gif, .jpg, .pcx, .pct, .png, .raw, .sct, .tga, .tiff, .vst.</p> <p>Digital Illustrations Use features of Corel draw to create artistic</p>	<p>Understanding the Print Industry, Printing technology and uses</p> <p>Understanding Design principles and color theory</p> <p>Understanding the use of various fonts and typo issues with Web design</p> <p>Understanding Designing standards, Print layout Design and creative visualization for intuitive layouts</p> <p>Understanding and using the computer and Operating System</p>

<p>characters and shapes. Creating Illustrations apply different color scheme and formats, Working with Palettes Digital Imaging Working with Images in Photoshop. Working with Palettes, i.e., layers palette, navigator palette, info palette, color palette, Swatches palette, Styles palette, History palette, Actions Palette, Tool preset palette, Channels Palette and Path Palette. Working with Layers. Photo editing. Image adjustment options – Labels, Auto labels, Auto contrasts, Curves, Color balance, Brightness / Contrast, Posterize , Variations. Preparing the file and work area. Creating different shapes. Creating three Dimensional effects using Layers. Working with the magic wand tool and lasso tool. Creating images using Symbol Sprayer Tool. Edit the images using options of Warp Tool. Using Dodge tool, Burn tool, Sponge Tool and Clone Stamp Tool. Editing Selections. Creating images and giving special effects using Filters. Using Layer Styles. Produce an image by mixing two or more different images using Layer Masking & Vector Masking. Print Technology & Print Publishing using Pagemaker Designing layouts for print, integrating media elements on print layouts and saving files for print compatibility</p>	<p>Understanding how images are formed, image file formats and their properties</p> <p>Creating Illustrations for visual media with good understanding of colors and formats</p> <p>Designing for different visual medium and create professional images especially for Print Advertising media</p> <p>Designing layouts for print, integrating media elements on print layouts and saving files for print compatibility</p>
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LIST OF TOOLS & EQUIPMENTS

- a) Hardware: Pentium IV PCs, (Multi media Enabled, and Windows XP), Scanner, Printer
- b) Software: MS word, Corel Draw12, Adobe Photoshop CS3 and Adobe PageMaker 7.0 and Adobe Dreamweaver