

8 Week

VISUAL DESIGN

MOTION

&

CGI PROGRAM

## COURSE OVERVIEW

This intensive 8-week program is designed to take students from strong visual foundations to advanced production-ready skills across Graphic Design, Branding, Video Editing, Motion Graphics, 3D/CGI, AI workflows, and Cinematography. The course follows a step-by-step, project-based approach, ensuring that every concept learned is applied to real-world creative outcomes.

By the end of the program, students will have a **professional showreel and portfolio suitable for agencies**, brands, and freelance opportunities.

PHASE 1  
THE VISUAL  
FOUNDATION

**Objective:**

Build a strong understanding of design principles and static visuals the core of all creative work.

# WEEK 1

GRAPHIC DESIGN  
FUNDAMENTALS

**Focus**

Understanding why designs work and how to execute them professionally.



## DAY 1-2

SOFTWARE ORIENTATION  
& DESIGN TOOLS

- Introduction to Adobe Photoshop (Raster-based design)
- Introduction to Adobe Illustrator (Vector-based design)
- Understanding when to use Raster vs Vector
- Layer management, grouping, and non-destructive editing
- Workspace setup for professional workflows
- Pen Tool mastery for precise shapes and paths
- Workspace setup for professional workflows



## DAY 3

COLOR THEORY &  
TYPOGRAPHY

- RGB vs CMYK: digital vs print usage
- Psychology of color and emotional impact
- Color harmony and contrast
- Typography fundamentals
- Font pairing techniques
- Understanding and applying the "Rule of Three" in font selection



## DAY 4

VISUAL  
HIERARCHY

- Guiding the viewer's eye using
  - Scale and proportion
  - Contrast and emphasis
  - Alignment and spacing
- Effective use of white space
- Creating clarity and readability in layouts



## DAY 5

COMPOSITION  
LAB

- Principles of balanced composition
- Rule of Thirds explained and applied
- Hands-on layout design exercise
- Peer review and instructor feedback



# WEEK 2

## BRANDING & IDENTITY SYSTEMS

### Focus

Creating a consistent and recognizable visual identity for a brand.



### DAY 1-2 | LOGO DESIGN PROCESS

- Understanding brand values and audience
- Brainstorming and concept development
- Offline sketching techniques (pen & paper)
- Logo styles explained
  - Wordmarks
  - Lettermarks
  - Symbols & Icon-based logos
- Vectorizing sketches using Illustrator



### DAY 3 | BRAND GUIDELINES (BRAND BIBLE)

- Importance of consistency in branding
- Creating brand rules and systems
- Defining
  - Primary & secondary color palettes
  - Typography usage
  - Logo spacing, sizing, and clear space
  - Do's and Don'ts of brand usage
- Understanding and applying the "Rule of Three" in font selection



### DAY 4 | MOCKUP MAGIC

- Introduction to Photoshop Smart Objects
- Applying designs to real-world mockups
- Mockups for
  - Business cards
  - Stationery
  - Mobile screens
  - Billboards and signage



### DAY 5 | PROJECT REVIEW

- Presentation of a complete mini brand identity
- Explaining design decisions
- Constructive critique and improvements



**Objective:**

Learn storytelling through motion, timing, and sound.

# WEEK 3

VIDEO EDITING  
& VFX ESSENTIALS

**Focus**

Editing rhythm, motion basics, and visual storytelling.

## DAY 1-2

ADOBE  
PREMIERE PRO BASICS

- Understanding the timeline
- Importing and organizing footage
- The art of "The Cut"
- J-cuts and L-cuts for smooth transitions
- Basic color correction and grading



## DAY 3

AFTER EFFECTS  
INTRODUCTION

- Interface and workflow overview
- Understanding compositions
- Keyframes and animation principles
- Basic motion graphics creation



## DAY 4

MOTION  
TRACKING & TEXT

- Tracking objects in video
- Attaching text and graphics to moving elements
- Real-world title animation practice





# RISHIKESH TOUR

Photography  
field trip with hands  
on training in

 Camera  Drone  360° Shooting

Next  
Gen | Design  
ners

# WEEK 4

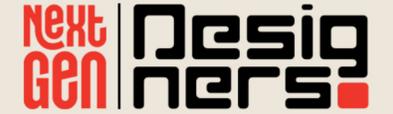
THE EDITING S-LOG  
(PRACTICE WEEK)

## The Challenge

Create a *30-second* high-energy  
Hype Reel for the brand developed  
in *Week 2*

### Focus

Speed, efficiency,  
and real-world editing workflow



## SKILLS Covered

Audio  
Syncing and  
Beat Matching

Smooth  
Transition  
Effects

Visual  
Pacing and  
Rhythm

Exporting for  
Different Platforms

Instagram Reels (9:16)    YouTube / Website (16:9)



**Objective:**

Introduce students to dimensional design and CGI production.

# WEEK 5

3D BASICS  
(BLENDER / CINEMA 4D)

**Focus**

Understanding form, depth, and realism.

## DAY 1-2 | 3D MODELING

- Navigating 3D space
- Primitive shapes to complex models
- Basic object transformations
- Understanding
  - Vertices
  - Edges
  - Faces



## DAY 3 | TEXTURING & SHADERS

- Material creation
- Realistic surface textures
- Creating metal, glass, plastic, and matte finishes



## DAY 4 | LIGHTING TECHNIQUES

- Importance of lighting in realism
- 3-point lighting setup
  - Key Light
  - Fill Light
  - Rim Light



## DAY 5 | RENDERING

- Understanding render engines
- Camera setup and framing
- Exporting high-quality still renders



# WEEK 6

CGI PRACTICE &  
INTEGRATION

**Focus**  
Combining motion,  
lighting, and realism

Next  
Gen | Design  
ners

**Project** | Product Reveal  
*Animation*

**Technical**  
*Concepts*

| Modeling a  
product (e.g., soda can, bottle, shoe)

| Basic physics  
(gravity and collisions)

| Simple animation  
and camera fly-through

| Introduction to  
particle systems

| Applying lighting  
and textures



# WEEK 7

## Focus

Using AI to enhance creativity and efficiency  
not replace skills



## THE AI-ENHANCED WORKFLOW

| Photoshop Generative Fill for environment expansion

| AI-based video upscaling and frame interpolation

| Style transfer using tools like Runway or Midjourney

| AI voiceovers and asset creation for faster workflows

| AI-assisted texture generation



PHASE 4  
PRODUCTION &  
**FINAL POLISH**

**Objective:**  
Bring cinematic thinking into real-world production and finalize a professional portfolio

# WEEK 8

CINEMATOGRAPHY  
& LIGHTING MASTERCLASS

**Focus**  
Understanding form, depth, and realism.



## DAY 1 | CAMERA FUNDAMENTALS

- Understanding camera gear
- Focal length and perspective
- Aperture, ISO, and exposure triangle



## DAY 2 | STUDIO LIGHTING (OFFLINE ADVANTAGE)

- Working with physical LED lights
- Diffusers and modifiers
- Creating mood and depth using light



## DAY 3 | SHOT PLANNING & STORYBOARDING

- Importance of pre-production
- Creating a professional shot list
  - Wide shots
  - Medium shots
  - Close-ups



## DAY 4-5 | FINAL PORTFOLIO & SHOWREEL REVIEW

- Compiling all 8 weeks of work
- Editing a professional showreel
- Portfolio presentation techniques
- Career guidance and next steps



# FINAL OUTCOME

By the end  
of this course  
students will



## BY THE END OF THIS COURSE, STUDENTS WILL

Understand professional  
design and production workflows

Have hands-on experience across  
design, video, CGI, and AI tools

Own a polished  
portfolio and showreel

Be ready for agency roles,  
freelance work, or advanced  
creative projects

