

Next-Gen Graphic Design and Web Development

Connecting The Digital Social World



Learn from the Leader



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Industry Insight

The graphic and web design industry is undergoing a major transformation with advancements in AI-driven automation, no-code/low-code development, and immersive digital experiences. Businesses are increasingly prioritizing visually compelling, user-friendly, and high-performance websites and digital content to enhance brand identity and user engagement. AI-powered design tools, Web3, Progressive Web Apps (PWAs), and motion graphics are shaping the future of digital experiences, while responsive and accessible design has become a necessity for global businesses. The future of this industry lies in AI-assisted design, real-time collaboration, and cross-platform development, making it an essential field for innovation and digital transformation.

India is Poised to Become a Global Hub for Graphic & Web Design

The growth of India's digital design and development industry is driven by:
A Highly Skilled Workforce in UI/UX, branding, motion graphics, and full-stack development

Booming Digital Economy with rising demand for e-commerce, SaaS, and fintech solutions

Cost-Effective Design & Development Services attracting startups and global enterprises

Government Initiatives & Startup Ecosystem Support fostering digital business growth

Growing Demand for AI, AR/VR, and Web3 Technologies in creative and digital industries

Advantages of the Graphic & Web Design Industry in India

World-Class Designers & Developers working with global brands and tech giants

Adoption of AI & Automation in web design, UI/UX, and content creation

Global Outsourcing Hub for website development, branding, and SaaS solutions

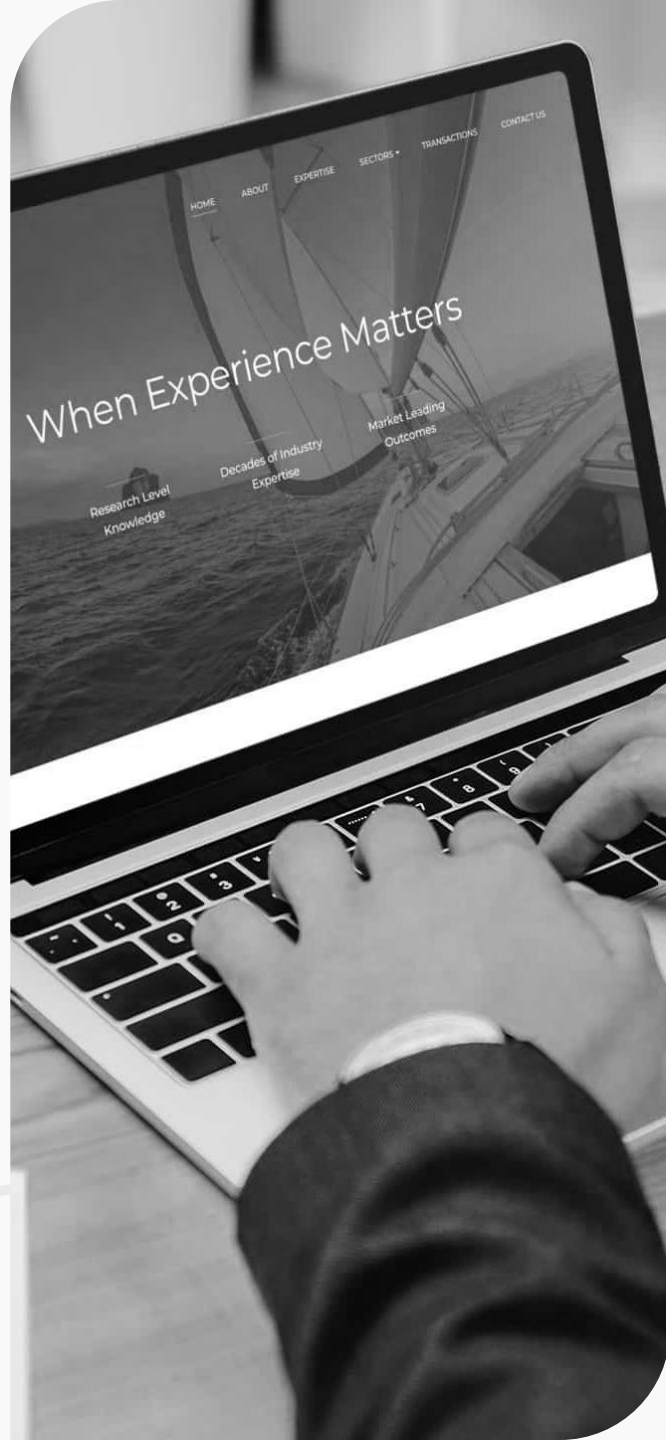
Strong IT & Digital Ecosystem driving AI-based personalization and cloud integration

Expanding Demand Across Industries including e-commerce, fintech, gaming, and marketing



About

The Next-Gen Graphic Design and Web Development program is a career-oriented course that combines creative design with practical web development skills. Covering visual communication, branding, UI principles, AI-powered content creation, and responsive website development, the program bridges design and technology. Students build real-world projects, interactive prototypes, and fully functional websites while developing a professional portfolio. By completion, learners are prepared for roles in graphic design, web design, UI design, and front-end development across digital platforms and creative industries.



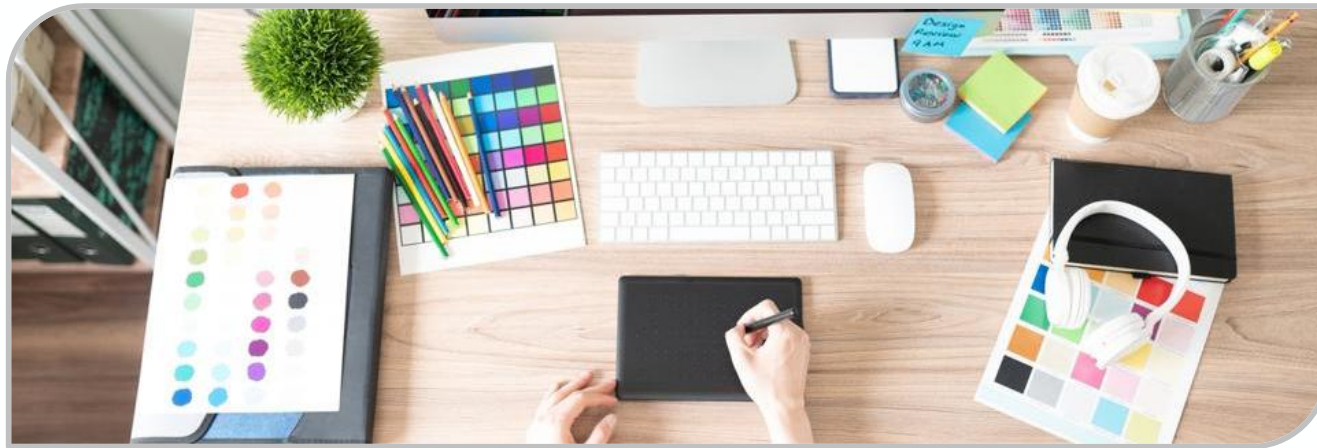
Course Highlight:

- Job-oriented, industry centric curriculum
- Hands-on practical training using latest tools and software
- Certified faculty
- Exposure to industry interaction and workshops
- Placement assistance
- Access to **Pro Connect**, a platform to showcase your portfolio

Course Duration : 296 Hours

Delivery Pattern :
2 Hours, 3days / week

Course Content



Graphic and Visual Design

Duration: 170 hrs

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Web Design & Development

Duration: 126 hrs



Course Structure

Term 1: Graphic and Visual Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundation of Visual Design & Communication	Conceptual	3	6	0	6	0
Color and Light Magic	Conceptual	4	8	0	8	0
Copyright and Design Ethics	Conceptual	2	4	0	4	0
Typography Techniques	Conceptual	3	6	2	8	4
Principles of Design in UI/UX	Conceptual	2	4	0	4	0
Digital Design	Adobe Photoshop CC	14	28	6	34	10
Creative Vector Illustrations	Adobe Illustrator CC	10	20	6	26	4
Digital and Interactive Publishing	Adobe InDesign CC	9	18	12	30	4
Gen Ai Powered Social Media Content Creation	Adobe Express	3	6	2	8	0
Product Visualization and Branding	Adobe Dimensions	4	8	4	12	0
Design Thinking Process	Conceptual	2	4	0	4	0
Ai Art Innovator	Gen Ai tools	6	12	4	16	10
Wireframing and Collaboration	Pencil PROJECT	2	4	2	6	4
Portfolio Powerhouse	NA	1	2	2	4	20
Total		65	130	40	170	56



Course Structure

Term 2: Web Design and Development

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Concepts of Web Design and Development	Conceptual	1	2	0	2	0
UI Design & App Screens in Figma	Figma	6	12	4	16	4
Interactive Prototyping with Figma	Figma	7	14	2	16	6
Foundations of Modern Web Design	HTML5 CSS3	8	16	4	20	4
Responsive Web Development with Bootstrap	Bootstrap	6	12	4	16	4
Dynamic Web Interactions	JavaScript	6	12	4	16	4
Website Designing with WordPress	WordPress, XAMPP	3	6	2	8	4
Intro to SEO and Digital Marketing Concepts	Conceptual	4	8	0	8	4
AI tools for UI/UX Designers	ChatGPT, Flux Playground, Coolers	2	4	2	6	4
Website Project	NA	2	4	12	16	4
Career Launchpad	LinkedIn, Upwork (freemium)	1	2	0	2	10
Total		46	92	34	126	48

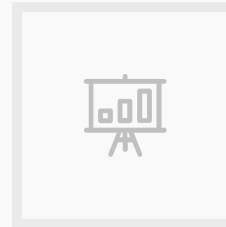


Summary



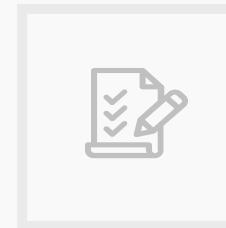
Total Hours

296 hours



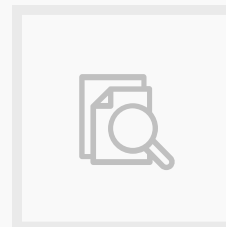
Total Terms

2



Software's Covered

Adobe Photoshop CC | Adobe Illustrator CC | Adobe InDesign CC | Adobe Express | Adobe Dimensions | Gen Ai Tools | Pencil Project | Figma | HTML5 | CSS3 | Bootstrap | JavaScript | WordPress | XAMPP



Course Code

RD10011-DCC-NGGDWD

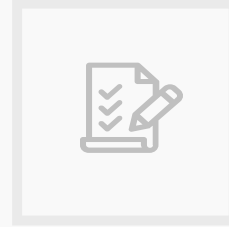


Course Outcome

Students of this program will emerge as versatile digital creators, equipped to seamlessly blend artistic innovation with technical precision in graphic design and web development. Students will master foundational design principles—including color theory, typography, and visual storytelling—to craft compelling brand identities, social media campaigns, and interactive publications. They will leverage AI tools to automate workflows, enhance creativity, and generate dynamic assets for both print and digital platforms. On the technical front, learners will gain proficiency in building responsive, user-centric websites using modern coding practices (HTML5, CSS3, JavaScript) and frameworks like Bootstrap, while integrating content management systems (CMS) and server-side scripting (PHP) for scalable solutions. The course emphasizes UI/UX prototyping, usability testing, and SEO-driven design to optimize digital experiences for engagement and accessibility.

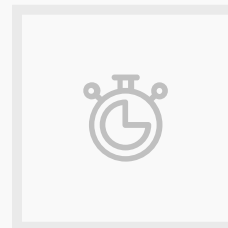


Career Opportunities



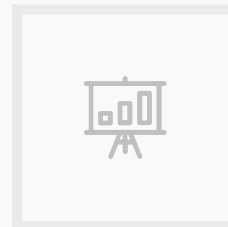
- Graphic Designer
- UI/UX Designer
- Front-End Developer
- WordPress Developer
- Web Designer
- AI-Enhanced Designer
- Web Analytics Consultant

Eligibility



Eligibility Criteria:

10th



Certification: DCC-Next-Gen Graphic Design and Web Development

Certificate Type: Certificate of Accomplishment

Reason To Believe



Industry-Relevant Curriculum

Designed with cutting-edge tools and technologies like Gen AI, ensuring students are industry-ready.



Diverse Career Opportunities

Graduates can explore roles in Animation, VFX, Gaming, UI/UX, Graphic Design, Digital Content creation and more, offering flexibility and growth.



Practical Hands-On Industry Exposure & Training

Real-world projects, live assignments, and immersive learning experiences bridge the gap between theory and application.



Industry Exposure & Placement Assistance

Get access to workshops, mentorship from industry leaders, and placement support through our vast recruiter network.



Pro Connect

With a legacy of excellence, Arena Animation equips students with the skills, exposure, and expertise to thrive in the fast-evolving creative and digital industries.

Brand Engagement



Industry Collaboration and Expert masterclass

Regular masterclasses and guest lectures from top industry professionals across animation, VFX, gaming, and design.



Immersive Experience Booths

Presenting student work at Comic-Con, industry expos, and recruitment summits.



On Ground engagement and Events

Creative Minds events where students showcase their projects to industry leaders.



Student centric Engagements

Internships & Industry Projects – Real-world learning opportunities with top brands and studios across all courses



Campus Workshops & Walk-Ins

Hands-on training sessions for prospective students to experience the program before enrolling.

Thanks!

Reach out to us for any queries at:

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