

One Year

**Diploma in Graphic Designing**

**Learn** the  
**Art & Craft** of  
**Graphic Designing**

**From**

**SSPM'S Mahila Mahavidyalaya  
&**

**ToonOne  
Animation Studio**

**Since 2006**

- **Certificate Course in Graphic Designing**
- **Diploma Course in Graphic Designing**
- **Advance Diploma Course in Graphic Designing**

**First Professional Diploma Course from  
Rashtrasant Tukadoji Maharaj  
Nagpur University**



**Professional Diploma**

**Binoy Shankar**

*Animator/Graphic Designer/Film maker / Educator  
and Founder of Toonone Animation Studio Nagpur.*

Over Twenty years of experience in field of  
Animation, Film making, Advertising and  
Graphic Designing.



**(Director and founder of ToonOne Animation Studio)**

“Every child is an artist, the problem is staying as an artist when you grow up”

– Pablo Picasso

Exciting Announcement! **Mahila Mahavidyalaya Nandanvan & Toonone Animation Studio Present:** Diploma in Graphic Designing Certified by Nagpur University

**Unlock Your Creative Potential:** Embark on a journey of creativity and innovation with our ground breaking Diploma in Graphic Designing course, certified by **Nagpur University**. This marks the first-ever certification of its kind by Nagpur University to an esteemed organization.

**Course Overview:** Experience professional-level training in all aspects of graphic designing within the dynamic production environment of Toonone Animation Studio, renowned for their expertise in animation and graphic design for over 18 years. Our one-year diploma course offers comprehensive training to hone your skills and unleash your creativity in the field of graphic design.

#### **Key Highlights:**

- Dive deep into the world of graphic designing with hands-on training and mentorship from industry experts.
- Immerse yourself in a professional production environment at Toonone Animation Studio, gaining practical experience and industry insights.
- Avail 100% education loan assistance for eligible students, ensuring accessibility to quality education.
- Secure your career with guaranteed placement opportunities through our exclusive campus placement drive upon successful course completion.

**Limited Seats Available** - Enroll Now! Hurry! Only 30 seats sanctioned by the University. Don't miss this opportunity to kick start your career in graphic design with us.

For more details and admissions, contact us at **9923164366 / 9823065031**.

Join us at Mahila Mahavidyalaya Nandanvan and Toonone Animation Studio, where creativity knows no bounds, and success is within reach!

# Diploma in Graphic Designing Course

**Duration: 12 Months**

Diploma offers right blend of theory and practical to launch a career in field of Graphic Designing

## Module-I Adobe Photoshop

Software- Adobe Photoshop for Image Editing and BG

## Module-II Adobe Illustrator

Software- Adobe Illustrator for Vector Graphics and commercial Art work

## Module-III CorelDraw

Software- CorelDraw for Vector Graphics and commercial Art work for printing

## Module-IV Adobe InDesign

Software- Adobe InDesign for Layouts & Digital Publication

## Module-V Adobe Animate

Software- Adobe Animate for 2D Animation



## Module-VI Adobe DreamWeaver

Software- Adobe DreamWeaver for Web Designing

## Module-VII Adobe PremierPro

Software- Adobe PremierPro for Professional Film Editing

## Module-VIII Adobe AfterEffect

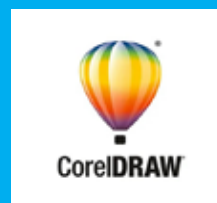
Software- Adobe AfterEffect for Motional Graphic & VFX



## Module-IX Drawings

**Drawing :** Foundation course based on Drawing on Right side of the Brain techniques(Free hand mirror image drawing/Free hand reverse drawing/ Signature Assignment/ Free hand negative space and positive space Assignment/ Nature study/ Stick figure Drawing/ figure Drawing with shapes.

24 Still life drawing sessions/ Learn the art of pencil Rendering/ Introduction to Perspective Drawing/ One Point, Two Point Three Point to Perspective Drawing assignment/ Learn the art of Animation Layout Designing/ Live model Drawings/ Study of Male Anatomy/ Male figure Drawings/ Study of Female Anatomy/ Female figure Drawings/ Learn the art of drawing characters/ Sessions of live sketches.



## Module-X Fundamentals of Graphic Design

Introduction to concept of Graphic Designing / Fundamental of Advertising /Introduction to Print Media.



## Module-XI Soft Skills

Tips on communication skills/ Tips how to face interview/Classes on Spoken English/Classes on Personality Development.





**Animate CC** is widely used to create engaging projects integrating video, sound, graphics, and animation. You can create original content in Animate CC or import assets from other Adobe applications such as Photoshop or Illustrator.



**Adobe DreamWeaver** is a software application that allows you to create and develop Web sites. Dreamweaver is considered WYSIWYG (What You See Is What You Get), meaning that when you format your Web page, you see the results of the formatting instead of the mark-ups that are used for formatting.







**Adobe AfterEffect** is a digital visual effects, motion graphics, and compositing application developed by Adobe Systems and used in the post-production process of film making, video games and television production. Among other things, After Effects can be used for keying, tracking, compositing, and animation. It also functions as a very basic non-linear editor, audio editor, and media transcoder.



**CorelDRAW** is a vector graphics editor developed and marketed by Corel Corporation. It is also the name of the Corel graphics suite, which includes the bitmap-image editor Corel Photo-Paint as well as other graphics-related programs (see below).





**Adobe Photoshop** is a critical tool for designers, web developers, graphic artists, photographers, and creative professionals. It is widely used for image editing, retouching, creating image compositions, website mockups, and adding affects. Digital or scanned images can be edited for use online or in-print.



**Adobe Illustrator** is the industry standard design app that lets you capture your creative vision with shapes, color, effects, and typography. Work across desktop and mobile devices and quickly create beautiful designs that can go anywhere—print, web and apps, video and animations, and more.





**Adobe InDesign** is a program used by creative professionals to design printed or electronic publications. Much like its predecessors, Quark Express and PageMaker, InDesign offers an interface that allows you to easily template and develop an application from the ground up.



# Career in Graphic Designing

## Introduction to Graphic Design

“Have you heard the wise words of a renowned Japanese designer who once proclaimed that design isn’t just for philosophy but for life itself? Steve Jobs echoed a similar sentiment, asserting that design encompasses not only aesthetics and sensations but also functionality.

Graphic Design represents the art and process of melding text and visuals in mediums like advertisements, magazines, and books, employing elements of typography, photography, and illustration. It’s often referred to as communication design and can manifest in physical or digital formats, encompassing images, words, and graphics. Its applications span commercial, educational, cultural, and political realms.

The myriad applications of graphic design can be broadly categorized into several domains. Corporate design entails crafting logos and branding, while editorial design involves the layout of magazines and newspapers. Wayfinding or environmental design aids in navigation and spatial organization. It also plays a pivotal role in advertising, web development, communication design, book cover design, product packaging, and signage creation.”

## Graphic Designer, his/her work profile and responsibilities

A designer adeptly melds illustrations, photographs, and typography to convey an idea, requiring strong communication skills to persuade and market their creations effectively. These graphic designers conceptualize visual ideas that both captivate and educate, fostering innovation and producing commendable design output.

Designers harness their comprehensive artistic expertise and technical proficiency to craft captivating visual elements across various sectors, serving diverse industries, clients, and organizations. Whether manifested in physical or digital form, the reader exercises control over the pace and sequence of their engagement. In the realm of books, content precedes design, while in magazines, design involves merging yet-to-be-created written and visual content.

# Current Opportunities in the Graphic Design Job Market

In today's dynamic job market, Graphic Design offers a plethora of opportunities for creative individuals. The demand for graphic designers is continually on the rise as businesses recognize the power of visual communication in captivating audiences and conveying messages effectively. From web design and branding to social media marketing and user interface/user experience (UI/UX) design, the scope of graphic design has expanded exponentially.

One of the most exciting aspects of this field is its adaptability to emerging technologies. With the digital transformation sweeping across industries, graphic designers are needed to create engaging online content, interactive websites, mobile app interfaces, and even virtual reality experiences.

Remote work has become increasingly prevalent, allowing designers to collaborate with clients and agencies from around the world. Freelancing and gig-based opportunities have also proliferated, providing designers with the flexibility to choose projects that align with their interests and expertise.

Moreover, the fusion of technology and design has given rise to roles such as motion graphics designers, 3D illustrators, and augmented reality creators. These positions offer a cutting-edge approach to visual storytelling and engagement.

In summary, the Graphic Design job market is thriving, offering a diverse array of opportunities that cater to various interests and skill sets. Whether you're passionate about branding, digital design, or the latest technological innovations, this field provides a canvas for creative minds to flourish and make a meaningful impact in today's visually-driven world.

## Placements

**We are committed to ensuring the successful campus placement of all our students, matching them with opportunities that align with their skill sets upon course completion. Our dedication extends to newcomers, as we offer comprehensive soft skills training to equip them for interviews and assessments, all under the guidance of seasoned professionals.**

**We are proud to collaborate with an extensive network of over twenty-nine esteemed media-based companies across India, facilitating our students' placements. This number continues to grow each month, showcasing our commitment to expanding opportunities and connections in the industry."**

# About ToonOne Animation Studio

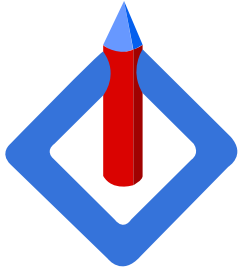


The foundation of Toonone Animation Studio was established by GIPL, an IT Solution-Based company founded in 2002. Our mission was to create original animation content for the rapidly expanding domestic and international markets. We take pride in being the exclusive animation studio in Nagpur that produces animated series for renowned national-level broadcasting channels such as Sony, Pogo, and Discovery Kids.

Since our inception, we have successfully crafted three animated feature films: 'ABHIMANYU' (105 minutes), 'LAXMIBAI OF JHANSI' (45 minutes), and 'SHAKUNTALA' (50 minutes). These films are currently available as home videos and are slated for release in the domestic market in the near future.

In addition to our film projects, we have collaborated with esteemed clients like VICCO Laboratories, Plasto, and Hadriam, creating compelling advertisements. Furthermore, we specialize in producing corporate videos and presentations for notable companies such as Reliance Power, Mahindra & Mahindra, IndoEduNext, VNIIT, and Jayka Group of companies. Our strong affiliations with prominent production houses like ZEE Tele Films and Sony India reflect our commitment to developing top-notch animation content for the Indian market.





## **Mahila Mahavidyalaya**

!52,Nandanvan  
Near NMC Skating rink,  
Nagpur-440024.

Contact: 9923164366

## **ToonOne Animation Studio**

Plot No.6C, Nawab Layout,  
Near Basket ball Ground,  
Tilak Nagar,  
P.O. Dharampeth,  
Nagpur-440010.

Contact: 9823065031

[www.toonone.in](http://www.toonone.in)

**Total Course Fees : Rs 90,000/-**

**Note : Limited Seats, 30 students per year.**