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04
WEEKS

**AI Graphic Designing
& Video Editing Course
2026**



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कौशल विकास और
उद्यमशीलता मंत्रालय
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CHAPTER - 1

INTRODUCTION TO GRAPHIC DESIGN (BASICS)

- What is graphic design? Purpose in social media & ads
- Understanding visual communication
- Design terms: Layout, typography, white space, contrast, CTA, hierarchy
- Color psychology basics
- Assignment: Recreate 1 simple Instagram post from a brand.

CHAPTER - 2

CANVA INTERFACE + TOOLS OVERVIEW

- Dashboard, templates, brand kit
- Layers, alignment, spacing
- Working with shapes, text, elements
- Type of Images
- Export/ file formats
- **Assignment:** Create a static post using only shapes + text

File exporting:

- JPG vs PNG
- PNG with transparent background
- PDF print vs PDF standard
- MP4 for videos

CHAPTER - 3

COLOR THEORY FOR SOCIAL MEDIA

- Picking brand colors
- 60-30-10 rule
- Using gradients
- Warm vs Cool palettes for emotions
- Canva color palettes tool
- **Assignment:** Create 3 color palettes for different industries (beauty, food, corporate)

CHAPTER - 4

TYPOGRAPHY & FONT PAIRING

- Serif vs Sans Serif
- How to choose fonts for social media
- Font psychology
- Canva recommended pairings
- Mistakes to avoid
- **Assignment:** Create 5 typography layouts for headings + subheadings.

CHAPTER - 5

COMPOSITION & LAYOUT TECHNIQUES

- Rule of thirds
- Visual hierarchy
- Balance and spacing
- Minimal vs Maximal design styles
- **Assignment:** Redesign a messy post into a clean, well-structured layout.

CHAPTER - 6

BRANDING ESSENTIALS

- Brand identity basics
- Logos, brand voice, brand colors
- Creating brand kits on Canva
- Maintaining consistency across posts
- **Assignment:** Build a mini-brand kit (colors, fonts, logos, style).

CHAPTER - 7

DESIGNING FOR INSTAGRAM: POSTS & CAROUSELS

- Dimensions, safe zones
- How to design high-retention carousels
- Seamless layouts
- CTA placements for social media
- **Assignment:** Create a 5-slide value carousel.

CHAPTER - 8

REELS & SHORT VIDEO CREATIVE BASICS

- Video editing on Canva
- Motion graphics basics
- Adding transitions, effects, and sound
- Hook frames, outro frames
- **Assignment:** Create a 10–12 sec Reel-style video.

CHAPTER - 9

FACEBOOK + INSTAGRAM AD CREATIVES

- Difference between organic & paid creatives
- Designing for performance: less text, clear CTA
- High-clickability elements
- Understanding ad sizes
- **Assignment:** Create 2 ad variations for the same product.

CHAPTER - 10

SOCIAL MEDIA TEMPLATES + BULK DESIGNING

- Creating reusable templates
- Smart guides & magic resizing
- **Assignment:** Create 3 reusable templates (post/story/reel cover).

CHAPTER - 11

AI CREATIVES (ADVANCED BASICS)

- AI Creatives Using ChatGPT, nano banana, Gemini
- Premium ad look
- **Assignment:** Create a product/poster creative with AI tools

CHAPTER - 12

YOUTUBE THUMBNAIL + IG THUMBNAILS

- Creating YT thumbnails
- Creating Reel Thumbnails

CHAPTER - 13

AI CREATIVES (ADVANCED BASICS)

- AI Creatives Using ChatGPT, nano banana, Gemini
- Premium ad look
- **Assignment:** Create a product/poster creative with AI tools

CHAPTER - 14

INTRODUCTION TO CAPCUT

- Learn the interface, timeline, preview window, and how to import footage. Get familiar with basic navigation.

CHAPTER - 15

ORGANIZING PROJECT FILES

- Create folders for clips, music, and images. Sort files, rename them, and prep your raw footage.

CHAPTER - 16

BASIC EDITING TOOLS

- Practice cutting, splitting, deleting, and adjusting clip length. Try basic speed changes.

CHAPTER - 17

AUDIO ESSENTIALS

- Add background music, balance audio, reduce noise, and sync edits to beats.

CHAPTER - 18

TEXT & TITLES

- Add text layers, lower thirds, titles, and captions. Adjust fonts, spacing, and simple animations.

CHAPTER - 19

TRANSITIONS

- Use cut transitions, smooth transitions, and speed-based transitions. Learn when to use them and
- when to keep it simple.

CHAPTER - 20

EFFECTS & FILTERS

- Try cinematic filters, color presets, and light motion effects. Keep everything subtle.

CHAPTER - 21

COLOR CORRECTION & GRADING

- Fix exposure, contrast, and saturation. Adjust white balance, match shots, and apply LUTs if needed.

CHAPTER - 22

MOTION & KEYFRAMING

- Use keyframes for zooms, pans, and rotation. Build smooth motion for reel-style edits.

CHAPTER - 23

SPEED RAMPING

- Create clean slow-mo and fast-mo. Build smooth ramps and sync them with music beats.

CHAPTER - 24

MASKING

- Use shape masks, create reveal transitions, and experiment with simple composite shots.

CHAPTER - 25

GREEN SCREEN (CHROMA KEY)

- Remove backgrounds, control spill, and add overlays or effects on top of your footage.

CHAPTER - 26

ADVANCED EFFECTS

- Use motion blur, camera shake, glitch, and light 3D or perspective effects.

CHAPTER - 27

REELS / SHORTS EDITING WORKFLOW

- Create a strong hook, sync to beats, highlight text, use fast cuts, and export in platform-ready settings.

CHAPTER - 28

CREATING VIDEOS USING AI

- Use ChatGPT or Google AI Studio to generate ideas. Write a quick script. Create storyboards or key
- frames. Use Flow to turn frames into moving clips. Export visuals and refine them inside CapCut or VN.

CHAPTER - 29

FINAL PROJECT + EXPORTING

- Create a full 20–30 second video using everything you've learned. Combine AI shots and manual edits,
- add color, effects, and text. Export in HD or 4K and optimize the file.



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