

FRISKY DESIGN ACADEMY

Curriculum Guide — Professional Graphic Design Program

A 6-month, live-online, studio-style program that takes you from design fundamentals to a full client-ready portfolio — taught by working designers, built around real brand, packaging and e-commerce projects.

6 Months

Live Online

Founding Batch 01

Only 20 Seats

PROGRAM OVERVIEW

Most courses teach software. We teach design thinking.

Frisky Design Academy is built like a working studio, not a classroom. Every module ends in a real, portfolio-ready deliverable, reviewed by a mentor the way a client brief would be — so by graduation you have a body of work, not just a certificate.

- ✓ **Live Online Classes** — real-time sessions, not pre-recorded video
- ✓ **Weekly Assignments** — applied practice after every session
- ✓ **Real Client Projects** — brief-based work modeled on live studio jobs
- ✓ **Personal Mentor Feedback** — 1:1 critique on every submission
- ✓ **Portfolio Reviews** — structured checkpoints across the program
- ✓ **Certificate** — awarded on successful completion
- ✓ **Internship Opportunity*** — pathway into studio project work

6

SKILL MODULES

8–10

PORTFOLIO PROJECTS

6

MONTHS, LIVE ONLINE

20

SEATS, FOUNDING BATCH

YOUR 6-MONTH JOURNEY

MONTH 1 Design Thinking	MONTH 2 Illustrator & Photoshop	MONTH 3 Brand Identity	MONTH 4 Packaging & Marketing	MONTH 5 AI + E-commerce	MONTH 6 Portfolio + Career
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01

MONTH 1

Design Foundations

Every strong designer starts with the same fundamentals. Month 1 builds the visual and conceptual vocabulary that every later module — branding, packaging, e-commerce — depends on.

DESIGN THINKING

- **The design process** — empathize, define, ideate, prototype, critique
- Framing a creative brief and identifying the real problem behind a request
- Building a critique habit: giving and receiving structured feedback

TYPOGRAPHY

- Type anatomy and classification (serif, sans, slab, display)
- Font pairing, hierarchy, kerning, tracking and leading
- Readability vs. legibility across print and screen

COLOR THEORY

- Color psychology and how palettes shape brand perception
- The color wheel: complementary, analogous and triadic harmonies
- Building accessible, high-contrast color systems

LAYOUT & VISUAL HIERARCHY

- Grid systems, alignment, whitespace and balance
- Guiding the eye with scale, contrast and emphasis
- Composing layouts that read correctly at a glance

CHECKPOINT

Foundations Portfolio Exercise

A set of typography, color and layout studies that become the visual "sketchbook" referenced throughout the rest of the program.

02

MONTH 2

Adobe Mastery

Month 2 turns concepts into fluency with the tools working studios actually use daily — with an emphasis on professional, client-ready workflow, not just button-pushing.

ILLUSTRATOR

- Vector fundamentals: anchor points, pen tool, shape building
- Constructing scalable logos and icon systems
- Setting up artboards for multi-format delivery

PHOTOSHOP

- Non-destructive editing with layers, masks and adjustment layers
- Photo retouching and compositing for product and lifestyle imagery
- Building realistic packaging and product mockups

FIGMA

- UI fundamentals, components and auto-layout
- Collaborative design workflows and version control
- Prototyping and developer-ready handoff

PROFESSIONAL WORKFLOW

- File organization and naming conventions used in real studios
- Preparing client-ready exports across formats and resolutions
- Version control and revision-tracking habits

CHECKPOINT

Tool Fluency Sprint

A rapid-fire recreation and remix of a real ad, label and UI screen — one deliverable per tool — to prove production speed and accuracy.

Branding & Logo Design

This is where the program shifts from exercises to strategy: building a brand from research through to a documented, presentation-ready identity system — your first full portfolio piece.

BRAND STRATEGY

- Positioning, brand voice and personality development
- Competitor audits and target audience research
- Translating a business brief into a creative direction

LOGO DESIGN

- Concept development: from sketch to vector
- Logo types — wordmark, lettermark, symbol, combination mark
- Scalability and legibility testing across sizes and applications

BRAND IDENTITY SYSTEMS

- Color palette and typography systems for a brand
- Supporting iconography, pattern and texture systems
- Designing for consistency across every touchpoint

BRAND GUIDELINES

- Building a usage manual: clear space, minimum size, misuse rules
- Documenting the system so any team can apply it consistently

PORTFOLIO DELIVERABLE — PROJECT 01

Brand Identity System

A complete identity — logo, color and type system, and a documented brand guideline — presented as a client-ready case study.

Packaging & Marketing Design

Month 4 extends the brand system built in Month 3 onto shelf and screen — packaging, labels, and a full marketing campaign across print and social.

PACKAGING DESIGN

- Dieline structure and common packaging formats (box, pouch, bottle)
- Designing for shelf impact and stand-out
- Realistic packaging mockup rendering

LABEL DESIGN

- FMCG label hierarchy and regulatory/nutritional layout conventions
- Print-ready preparation: bleed, CMYK, dielines

SOCIAL MEDIA DESIGN

- Platform-specific templates and campaign systems
- Content calendars, carousel and story formats
- Designing a cohesive multi-post launch campaign

PRINT DESIGN

- Business cards, brochures and signage
- Print production basics: paper stock, finishes, file prep

PORTFOLIO DELIVERABLES — PROJECTS 02–04

Packaging Design · Social Media Campaign · Product Advertisement

Three linked deliverables extending one brand across shelf, screen and ad placement — the core of a real marketing rollout.

E-commerce & AI

One of the fastest-growing areas of design work: building listing images and A+ content that convert, and using AI tools responsibly to speed up production without losing quality.

AMAZON LISTING DESIGN

- Hero image conventions and mobile-first thumbnail design
- Infographic design built to answer shopper questions at a glance

A+ CONTENT

- Enhanced brand content modules and comparison charts
- Storytelling layouts that build trust across a full scroll

PRODUCT VISUALIZATION

- 3D-style mockups and lifestyle compositing
- Realistic shadow, lighting and reflection techniques

AI TOOLS FOR DESIGNERS

- AI image generation for concepting and moodboarding
- Background removal, upscaling and asset clean-up
- Prompt-crafting for production-ready assets, used responsibly alongside original design work

PORTFOLIO DELIVERABLE — PROJECT 05

Amazon Listing Design

A full listing image set — hero shot, infographics and A+ content — built to convert a scrolling shopper.

Portfolio & Career

The final month turns six months of work into a career asset — a live portfolio site, a curated case-study presentation, and the practical groundwork to start earning as a designer.

BEHANCE & PORTFOLIO CURATION

- Writing project case studies that explain process, not just output
- Sequencing a portfolio for maximum first impression
- Designing and building a personal portfolio website

RESUME & LINKEDIN

- Design-specific resume structure
- LinkedIn profile and headline optimization
- Outreach templates for studios and recruiters

FREELANCING

- Pricing, proposals and scoping client work
- Client communication and contract basics
- Working platforms and finding first clients

INTERVIEW PREPARATION

- Mock interviews and defending creative decisions
- Common studio and agency interview prompts

PORTFOLIO DELIVERABLES — PROJECTS 06-08

Landing Page • Portfolio Website • Final Capstone Project

A self-directed capstone brief, presented alongside a live portfolio website — the centerpiece of your graduation review.

WHAT YOU'LL BUILD

A portfolio of real, shippable work.

Eight linked projects, one per core skill area, assembled across the six months into a single, cohesive portfolio.

Brand Identity

01

Logo, color and type system for a full brand launch.

Packaging Design

02

Shelf-ready packaging built on the Month 3 brand system.

Social Media Campaign

03

A multi-post launch campaign across platforms.

Product Advertisement

04

A print or digital ad built around one core message.

Amazon Listing

05

Hero image, infographics and A+ content for one product.

Landing Page

06

A conversion-focused single page for a product or service.

Portfolio Website

07

Your own live site presenting all eight projects.

Final Capstone Project

08

A self-directed brief pulling every skill together.

STUDENT OUTCOME

By graduation, you'll have

Everything below is built during the program itself — not promised for "later." You graduate with the assets, not just the training.

8–10 Portfolio Projects	Months 1–6
Professional Brand Identity	Month 3
Packaging Design	Month 4
Marketing Campaign	Month 4
E-commerce Assets	Month 5
Portfolio Website	Month 6
Certificate	On completion
Career Guidance	Month 6

Build the portfolio that gets you hired.

Applications for Founding Batch 01 are now open.

Only 20 Seats

ADMISSIONS

Founding Batch 01

Applications are reviewed on a rolling basis. Seats are limited to keep mentor feedback personal — apply early to secure your place.

FORMAT

Live Online

DURATION

6 Months

COHORT

Founding Batch 01

SEATS

Limited to 20

HOW TO APPLY

friskydesigns.com/apply.html

QUESTIONS

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Frisky Design Academy

Learn branding, packaging, social media, AI and real client workflows inside a working design studio.