

Academic Year (2025-26)

Subject - Digital Design

Class - XI

Syllabus

Digital Design

*Trade— Digital Design and
Development*

(VOCATIONAL STREAM)



PUNJAB SCHOOL EDUCATION BOARD

Content:

Unit	Unit Name	Session Name	Competencies Covered	Hours
Unit 1	Introduction to Visual Design	What is Design?	1.1	30
		Elements of Design	1.1,4.1	
		Graphic Design Principles	1.1,4.1	
		Colour Theory	1.2,4.1	
		Typography	1.2,4.1	
		Layout Design	1.2,4.1	
Unit 2	How to Create Visuals?	Visual Design Process	2.1,2.2	30
		Defining the Problem	2.1,2.2,4.1	
		Idea Generation for Visual Design	1.3,1.4	
		Creating Visual Forms	1.3	
Unit 3	Designing Brand Identity	Role of Visual Design in Branding	3.2	30
		Logo Design	1.1,1.2,1.3,1.4,3.2	
		Brand Guidelines	1.3,2.2,3.2,8.1,8.2	
Unit 4	Visual Brand Design	Social Media Design	1.1,1.2,1.3,1.4,3.2,14.2	30
		Graphics for Website and App	1.1,1.2,1.3,1.4,3.2,14.2	
		Email Newsletter	1.1,1.3,1.4,3.2,14.2	
		Data Visualisation	1.1,1.2,1.3,1.4,3.2,14.2	
Unit 5	Portfolio Design	Introduction to Portfolio Design	4.2	30
		Designing a Case Study	1.2,1.3,4.2,14.1	
		Creating a Digital Portfolio	1.3,4.2,14.1	

Curricular Goals and Competencies:

The curricular goals and competencies for digital design are as follows:

1. Curricular Goal 1: Develops visual sensitivity.

Competency 1.1: Develops an understanding of design principles and implements them to create visual compositions.

Competency 1.2: Reflects knowledge of color, type and layout in design artifacts.

Competency 1.3: Develops familiarity with digital design tools.

Competency 1.4: Experiments and explores ideas before finalising the design.

2. Curricular Goal 2: Develops skills to conduct user research and stakeholder consultation.

Competency 2.1: Exhibits understanding of user research methodologies to collect data and analyse it.

Competency 2.2: Identifies and evaluates stakeholder requirements with user needs to develop problem statements.

3. Curricular Goal 3: Understands the development process of a design strategy.

Competency 3.1: Conducts testing of design to identify gaps and evaluate the effectiveness of designs.

Competency 3.2: Strategically approaches brand identity development.

4. Curricular Goal 4: Effectively communicates design proficiency through portfolio development.

Competency 4.1: Develops professional design presentation skills.

Competency 4.2: Develops professional portfolio creation skills.

5. Curricular Goal 14: Demonstrates teamwork and presentation skills.

Competency 14.1: Demonstrates empathetic communication skills at visual and verbal levels.

Competency 14.2: Develops the attitude and skills of collaboration and teamwork.