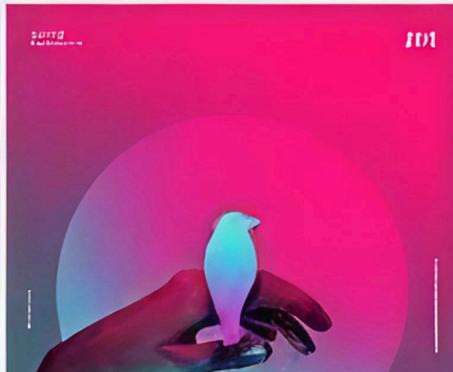
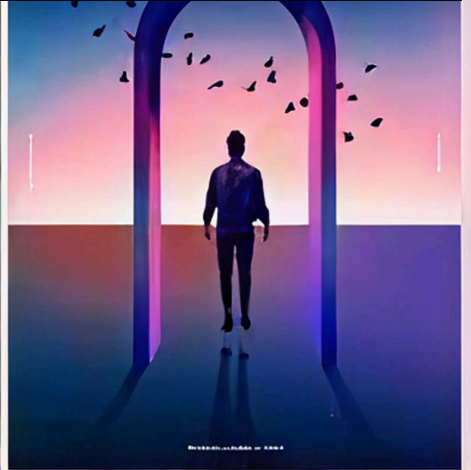
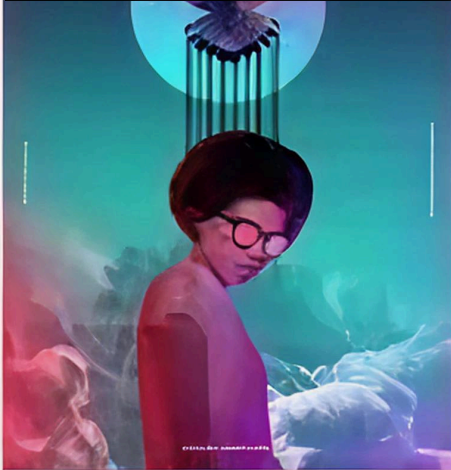
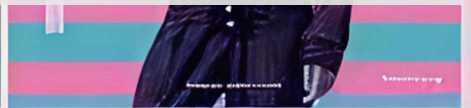
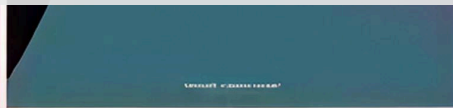
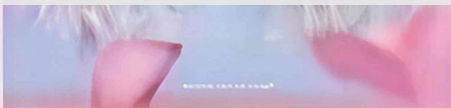


# Visual Design Mastery



AI POWERED LEARNING



# How ViSA Builds Career Ready Creators?

FOUR PILLARS . ONE TRANSFORMATION



## SPARK CREATIVE THINKING

Think Differently. Solve Creatively.

- ✓ Spot Problems
- ✓ Break Patterns
- ✓ Bold Ideas

Stand out creatively



## VINCI STUDIO

Train Inside a Real Working Studio

- ✓ Work on brand projects
- ✓ Feedback from creative leads
- ✓ Studio-level workflows

Work Smart & Fast



## CREATOR ECONOMY MINDSET

Earn in Multiple Ways.

- ✓ High Paying Jobs
- ✓ Freelance Gigs
- ✓ Own Brand

Career Freedom



## IN-CLASS PROJECTS

Build as you Learn.

- ✓ Hands-On
- ✓ Mentor Guided
- ✓ Pro Portfolio

Graduate Job-Ready

**SPARK Thinking + Skill Mastery + Creator Mindset + Real Projects  
= Industry-Ready Creators!**

# ABOUT VIDEO SUPERSTARS ACADEMY

Video Superstars Academy (ViSA) is Chennai's next-generation creative education hub, built for aspiring designers, editors, and creators who want to turn raw talent into industry-ready mastery. We are not just a training institute—we are a **creative transformation ecosystem**.

At Video Superstars Academy, we believe that...

Anyone can learn tools, but only a few learn to think like creators.

That's why our philosophy is simple yet powerful: **"Make Work Simple"**.

## Part of Web D School's Proven Legacy

With world-class trainers, industry-relevant curriculum, studio-grade infrastructure, and 6,000+ success stories from the Web D School legacy, ViSA is built for one purpose: **To transform students into confident creators**

**11+ Years**

Industry Experience

**6000+**

Students Trained

**200+**

Hiring Partners

*Every ViSA program is built on the SPARK Framework, helping students develop creative vision and strategic thinking. In an AI-driven world, this clarity and decision-making mindset is what truly sets ViSA graduates apart.*

— **Harshavardhan**, SPARK Framework Founder



# ABOUT NEXT-GEN VISUAL DESIGN MASTERY WITH AI

Next-Gen Visual Design Mastery with AI is a future-focused program that trains you to think, design, and create across **UI design, graphic design, video editing, and motion graphics** using modern creative workflows. The course goes beyond software training and builds **strong visual thinking, creative decision-making, and design clarity** using ViSA's SPARK Framework.

## Visual Design Tools



Photoshop



Illustrator



Indesign



Canva



Premiere Pro



After Effects



Figma



Adobe XD



Framer



Notion

## AI-Powered Design Tools



Firefly



MidJourney



ChatGPT



Gemini



Veed.io



Perplexity



UiZard



Visily



Lovable



Relume

# Vinci Studio - Train Inside a Studio Environment.

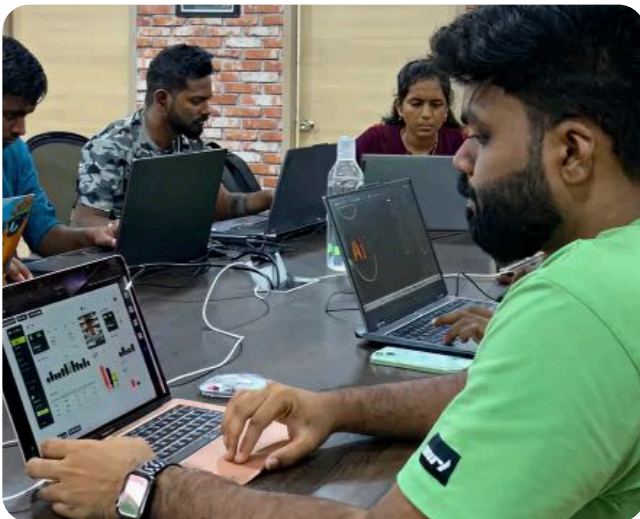
Vinci Studio is **not a classroom. It's a working studio.**

This is where students **transition into professionals** through **real projects.**

## Junior Apprentice

### • Day 1 – All Students

- Studio-style briefs with real brand constraints.
- SPARK applied on every project.
- Feedback from Creative Leads, not just tutors.



## Studio Intern

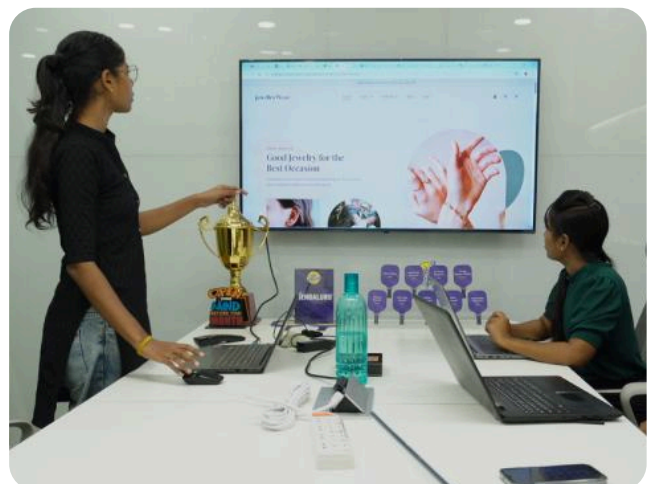
### • Merit-Based · Top 10–15%

- Live projects for actual MaxEdge brands.
- Work published under the Vinci Studio name.

## Studio Trainee

### • Invitation Only · <5%

- The transition from student to professional is complete.
- Paid production role alongside senior creative staff.




This is where learning becomes **real work.**

Most stop at learning. **A few enter the studio.**

# If AI Can Execute your **Job Faster,** Why should **anyone hire you?**



## The **SPARK** Framework Master **Second-Layer** Thinking

 Intent - set goal

 Adapt from outside world

 Spot Hidden Problems

 Reconstruct strategically

 Probe Assumptions

 Keep Evolving

**SPARK** Framework belongs to **Vinci Studio**  
created by **Harshavardhan(Founder)** & is taught  
exclusively at **Video Superstars Academy**

# 1 Course - Multiple Career Paths



## Design companies

Design companies offer diverse design services, such as graphic design, UI design, web design, and fashion design.



## Publishing

Publishing companies need designers to create book covers, layouts, brochures, and digital content.



## Big corporates

Designers work with product teams to create logos, advertising campaigns, websites, social media profiles, and more.



## Satellite television

Satellite television companies need designers to create titles, program ads, and other visual content.



## Edtech Industry

The Edtech industry needs designers to create video content, infographics, promotional ads etc.



## Film industry

The film industry needs designers to create motion posters, title animations, and visual editing.



## Digital Marketing companies

Designers create social media ads, infographics, email templates, websites, landing pages, and other digital assets.



## Advertisement Industry

The advertisement industry needs designers to create catchy, innovative, and actionable designs that attract, inform & inspire people.



## YouTube & Freelance

Finally, you can create a niche for yourself by becoming a designer cum video editor in the Youtube and freelance space.

# CURRICULUM - WHAT YOU WILL LEARN?

## Visual Design Foundations & Creative Thinking

- Principles of Visual Communication
- ViSA Design Approach & SPARK Framework
- Color Psychology & Emotional Mapping
- Typography Hierarchy & Font Pairing
- Visual Hierarchy (Rule of Thirds, Golden Ratio)
- Composition, Layout Grids & Negative Space
- Trend Analysis (Minimalism, Brutalism, Maximalism)
- Ethical Visual Research & Moodboard Creation
- AI for Color Palettes (ChatGPT, Colors)
- AI Trend Research & Creative Reference Libraries

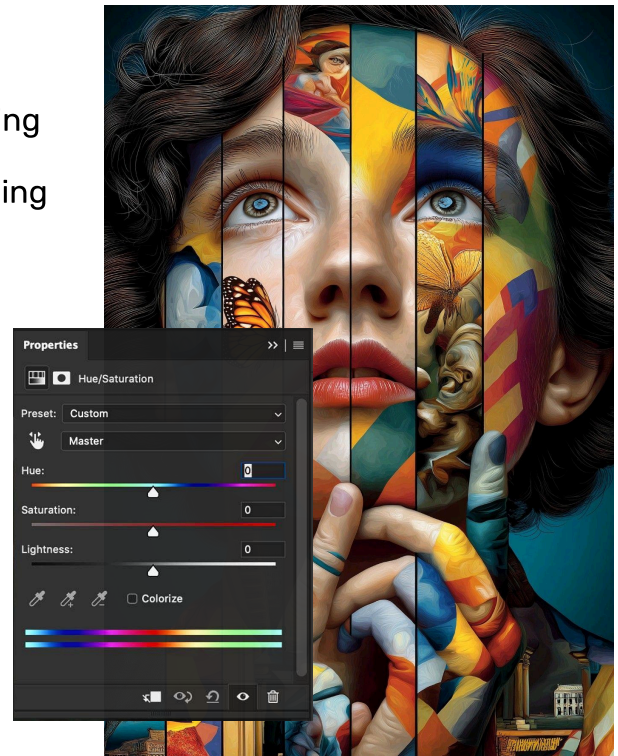


## Raster Graphics & Photo Manipulation (Photoshop)

- Interface, Workspace & Document Setup
- Raster vs Vector Fundamentals
- File Formats, Artboards & Resolution
- Selection Tools (Quick Select, Magic Wand, Pen Tool)
- Layer Masking, Clipping Masks & Blending Modes
- Adjustment Layers & Filters (Non-Destructive Editing)
- Smart Objects & Smart Filters
- Generative Fill & AI-Assisted Editing (AI)
- Neural Filters for Retouching (AI)
- Content-Aware Tools & Cleanup Workflow

## Advanced Photoshop

- Advanced Photo Compositing & Scene Blending
- Lighting, Shadows, Reflections & Color Matching
- Color Correction, Curves, Levels & Grading
- LUT Creation & Consistent Visual Styles
- Ad Visual Design & Scroll-Stopping Layouts
- E-commerce Mockups & Lifestyle Imagery
- Platform-Specific Social Media Design
- Photoshop Motion (GIFs, Frame Animation)
- Exporting for Web, Ads & Social Media



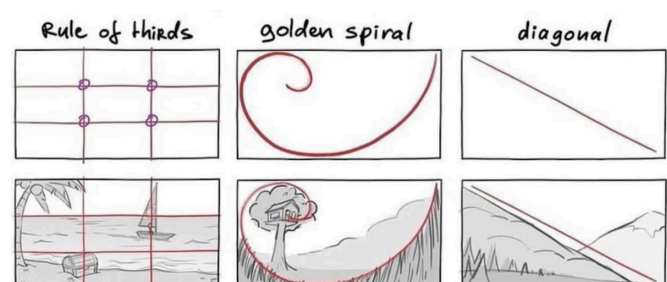
## Project Workshop

Product Retouching | Portrait Enhancement | Background Manipulation  
Deliverable: 3 Retouched Images



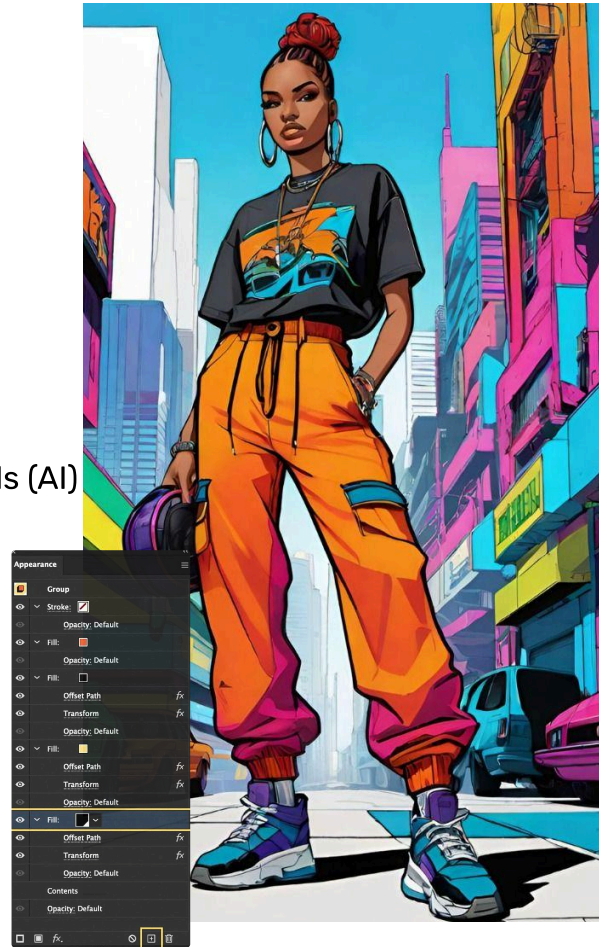
## Product Photography Fundamentals

- Lighting Principles (Natural & Artificial)
- Product Shot Composition
- Phone/Camera Settings for Designers
- DIY Budget-Friendly Setups
- Lifestyle vs Clean Product Shots
- Shooting for Post-Production Needs



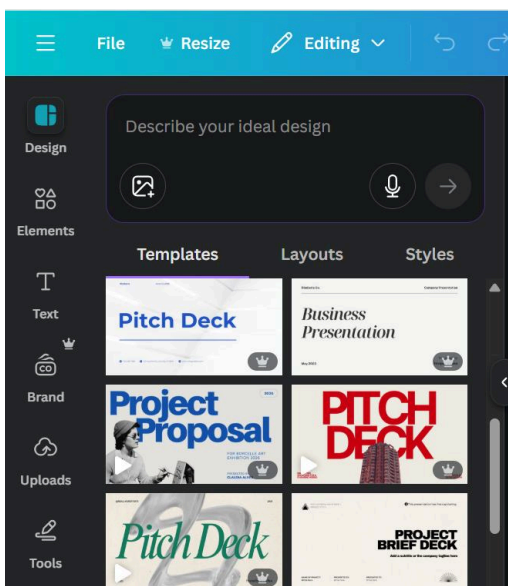
## Vector Graphics & Brand Identity (Illustrator)

- Interface, Artboards & Vector Basics
- Paths, Anchor Points & Pen Tool Mastery
- Shape Builder, Pathfinder & Geometric Design
- Icon Design & Vector Illustration
- Typography Tools, Warp & Type on Path
- Color Systems, Swatches, Gradients & Patterns
- AI Retype, AI Generative Recolor & Vector AI Tools (AI)
- Logo Design Workflow (Sketch → Vector)
- Logo Variations (Stacked, Horizontal, Icon-Only)
- Brand Personality, Tone & Positioning
- Brand Guidelines: Color, Type, Spacing
- Print-Ready File Preparation & Mockups
- Firefly for Brand Variations (AI)



### Project Workshop

- End-to-End Social Media Campaign (Includes composites, retouch, AI Tools).
- Deliverable: Campaign-Ready Visual Set



## Canva for Rapid Design & Client Presentations

- Templates for Branding & Social Media
- Customizing Layouts, Fonts & Color Systems
- Brand Kits, Style Guides & Asset Libraries
- Quick Mockup Creation for Clients
- Carousel Posts, Stories & Reels Thumbnails
- AI Tools inside Canva (Text to Image)

## Adobe InDesign for Layouts & Publishing

- Interface, Panels & Workspace Setup
- Document Setup (Margins, Bleed, Columns)
- Image Placement, Linking & Preflight
- Grid Systems & Multi-Page Layout Design
- Designing Brochures, Magazines & Booklets
- Tables, Infographics & Layout Composition
- Packaging Files for Printers
- Automation with Styles, Libraries & Templates



## Project Workshop

Complete Brand Identity | Business Card + Letterhead + Social Media Profile |  
Magazines | Brochures | Brand Guidelines.  
Deliverable: Client-Ready Brand Package

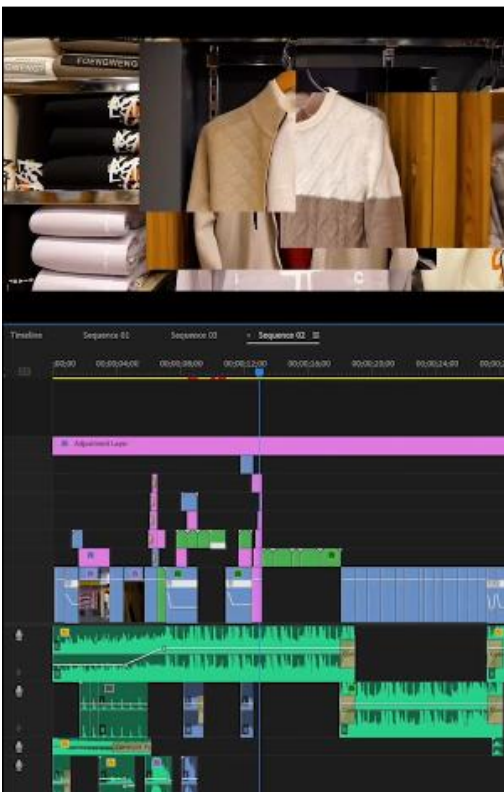


## Generative AI & Quick Design Tools

- Prompt Engineering (Subject, Style, Mood, Details)
- Text-to-Image Generation (Midjourney)
- AI Concept Variations & Style Consistency
- AI Mockups & Ideation Workflows
- Firefly: Generative Fill, Expand, Text Effects (AI)
- Illustrator Vector Generation (AI)
- Strategic Use: AI vs Manual Design
- Canva for Branding, Social Media & Quick Outputs
- Client Presentation Mockups (Fast Workflow)
- Export Optimization for Platforms

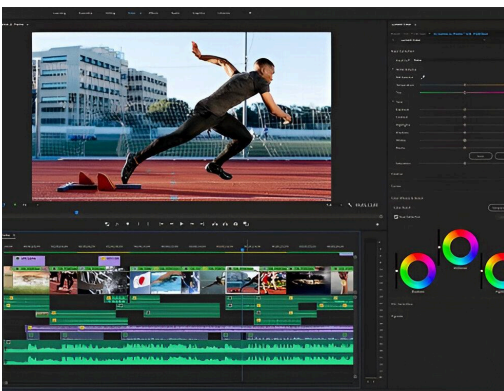
## Creator Economy & Freelancing Mastery

- Multiple Income Streams
- Freelancing Setup & Pricing Models
- Portfolio Pitching & Client Communication
- Content Creation for Personal Branding
- Time & Project Management
- Scaling to Agency Level



## Video Editing (Premiere Pro)

- Interface, Panels & Timeline Setup
- Sequence Settings & Media Management
- Efficient Editing & Keyboard Shortcuts
- Cuts, Transitions & Speed Ramping
- Chroma Keying, Nesting & Multicam Editing
- Storytelling Through Editing
- Emotional Pacing & Rhythm
- Text Layers, Lower Thirds & Motion Templates
- Masking & Video Effects
- Color Correction & LUT Grading



## Project Workshop

- Brand Video (30–60 Seconds)
- Cuts + Text + Color Grade + Audio
- Deliverable: Polished Video Ad

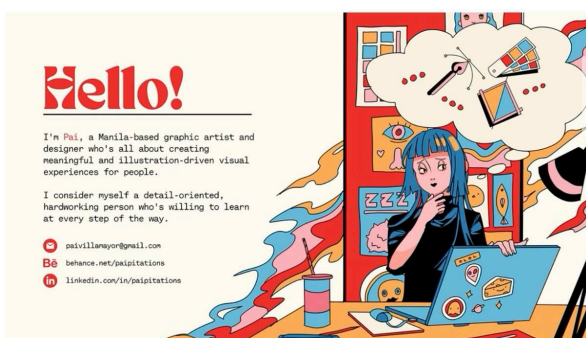
## Motion Graphics & Animation (After Effects)

- Interface, Compositions & Layer Controls
- Keyframing Basics & Advanced Animation
- Principles of Animation (12)
- Motion Psychology & Emotion Through Movement
- Masking, Shape Layers & Trim Paths
- Icon & Vector Animation (from Illustrator)
- Kinetic Typography & Text Presets
- Motion Tracking & Stabilization
- 3D Camera Tracking & Integration
- Animated Infographics & Social Media Motion
- Puppet Pin, Character Rigging & Animation
- Rendering, Output Settings & Optimization



### Project Workshop

Complete Motion Graphics Portfolio Project | Self branding & portfolio content  
 Deliverable: Professional Motion Graphics Reel



### Professional Workflow & Portfolio Development

- Selecting Best Work for Portfolio
- Behance, Dribbble & Personal Website Setup
- PDF Portfolio Layout & Export
- Editing a Video Portfolio Reel
- Video Resume Creation Basics
- Job Interview Preparation
- 90-Day Career Launch Strategy





### Branding

Learn how to create a strong, positive perception of a company.



### Ad/Movie Poster

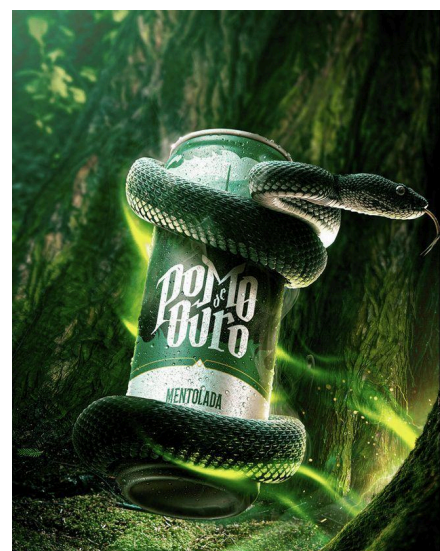
Learn how to create stunning movie posters for popular movies using your creativity and style.



### Flat Character

Creating customized flat characters and illustrations attracts industries.

# GRAPHIC DESIGN PROJECTS



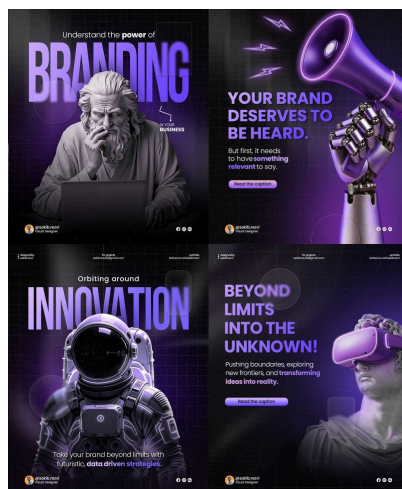
### Product ads- AI

Learn to shoot pictures with a product & create an advertisement using designing & AI tools.



### 3D Illustrations

A 3D illustration is one of the biggest design trends that must be added to your portfolio.



### Social Media Ads

Learn how to create ads for various social media platforms in various ratios.



### Image Compositing

Learn to combine visual elements from separate sources into single images.



### Magazine Layouts

Learn how to representation of the content that encompasses the entire publication.



### Vlogs

Making vlogs might help you build your own brand on YouTube.

# MOTION GRAPHIC PROJECTS



### Motion Posters

Learn how to make movie promos using the motion graphic technique.



### Motion Graphic Portfolio

Learn how to craft professional motion graphics portfolio that stands out in interview.

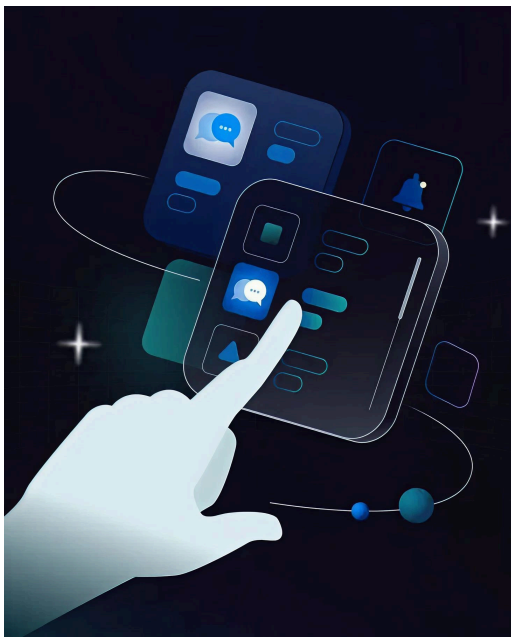
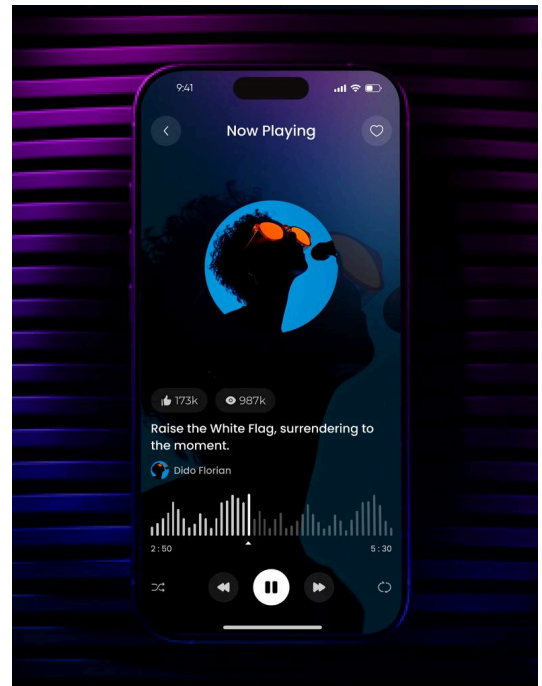


### Corporate Video Production

Learn to create video content for businesses, from planning and filming to editing and post-production.

## Strong Foundation to Digital Product Design

- What is UI/UX? Digital Product Thinking
- User Interface vs User Experience
- Physical Product Design Overview
- Mobile vs Web Interface Patterns
- User Goals vs Business Goals
- Understanding Modern App Ecosystems
- Evaluating Popular Apps (Spotify, Paytm, Zomato)
- Introduction to ViSA SPARK Framework
- Purpose-Driven Design Approach
- Problem-Solving Mindset for Designers



## UX Fundamentals & Design Thinking

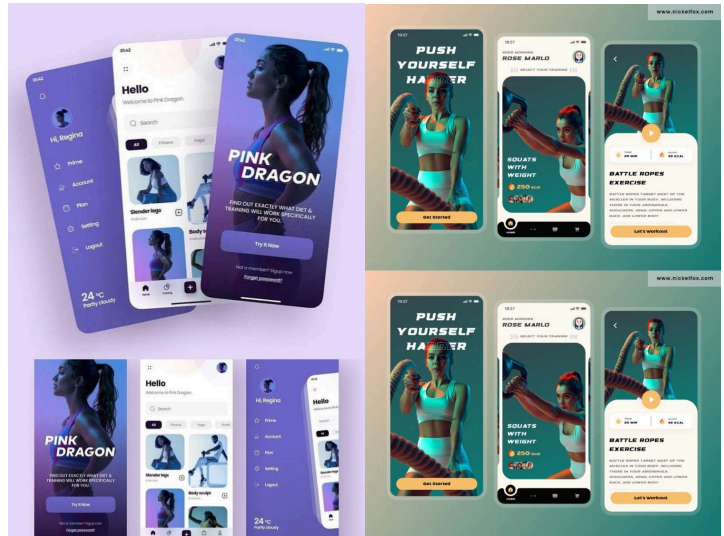
- UX vs UI vs CX vs BX
- Human-Centered Design Principles
- Accessibility Fundamentals (WCAG Basics)
- Empathy Mapping & Task Thinking
- Identifying Friction Points
- “Invisible UX” Principles
- Problem Framing using SPARK
- Decision-Making in UX Design

### Project Workshop

- Identify UX wins (good patterns, usability strengths, visual clarity)
- Identify UX fails (friction points, confusing actions, poor hierarchy)
- Deliverable: Wins vs Fails Analysis Report. Solution for one major fail.

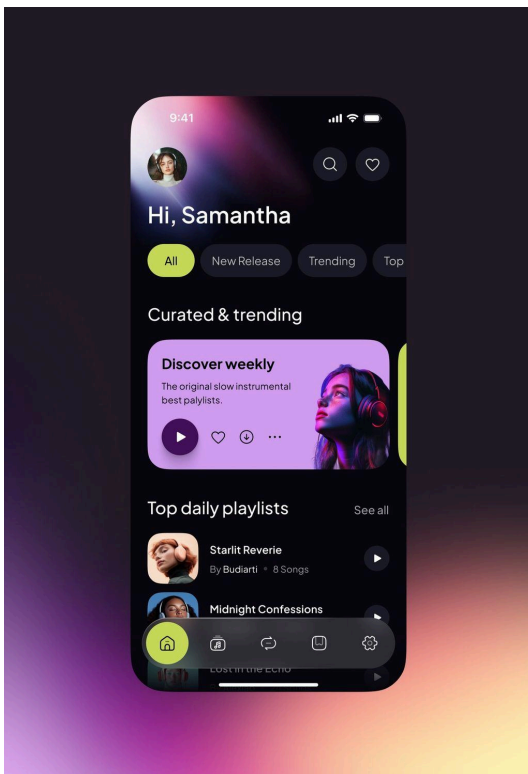
## Figma – Complete Interface Design

- Frames, Grids & Layout Structure
- Components & Variants
- Auto Layout Essentials
- Design Tokens (Color, Type, Spacing)
- Creating Mobile & Web Screens
- Figma Libraries & Style Consistency
- Figma Slides for Presentations
- Figma Make for Quick Assets



## Project Workshop

Mobile App Home Screen UI. Design a modern home screen. Create components and variants. Build mobile + tablet versions  
Deliverable: Responsive Home Screen UI (2 Breakpoints)

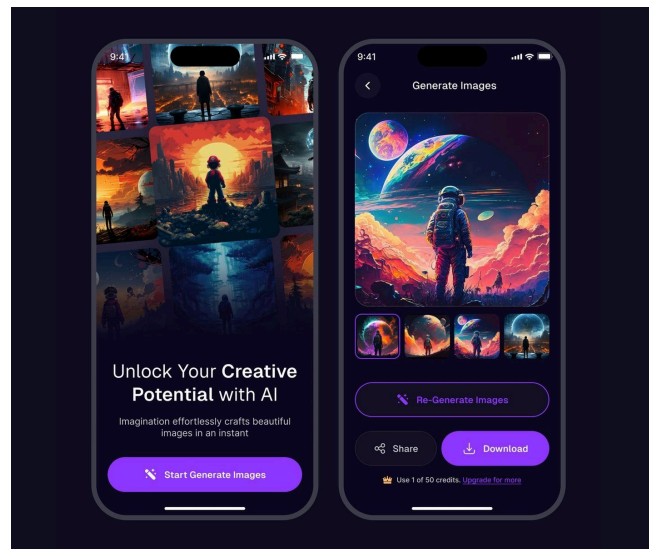


## Advanced Figma with AI

- Nested Auto Layouts & Complex Grids
- Responsive Components (Min/Max Constraints)
- Interactive Components & States
- Advanced Prototyping (Smart Animate, Motion)
- Variables & Conditional Logic
- Figma AI for Layouts & Content
- Plugin Workflows (Magician, Diagram)
- Figma Site – One-Click Web Publishing
- Dev Mode Best Practices
- Design Efficiency Hacks (AI-Driven)

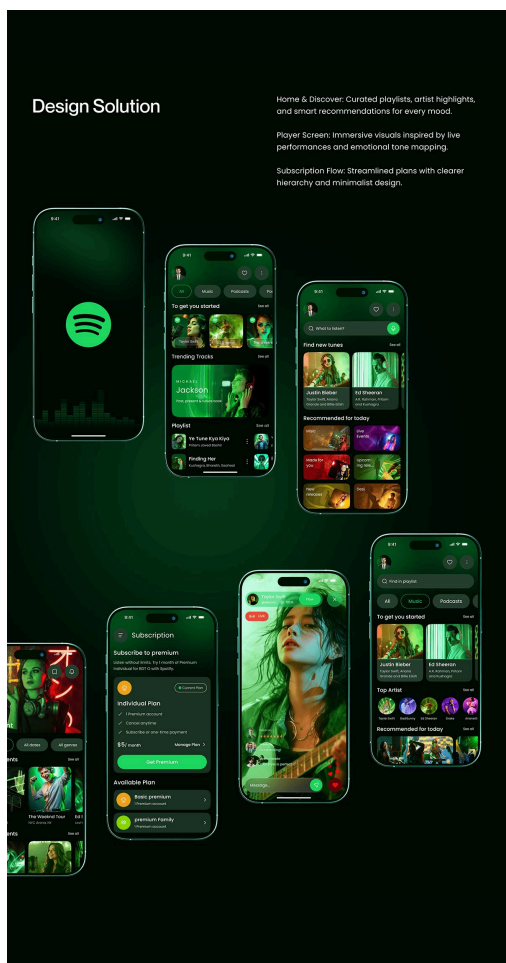
## Enhancing Design Through AI

- Prompt Engineering for Designers
- Midjourney for UI Concepts
- ChatGPT for UX Writing & Flows
- AI Wireframing Tools
- AI Color Generation & Visual Styles
- AI Illustration Tools
- Rapid Concept Exploration
- AI Generated UI Variants
- AI for Competitive Analysis
- 10x Faster Design Workflows



## Framer, Notion & Adobe XD

- Framer Basics for Interactive Websites
- Publishing Live UI
- Motion Effects & Scroll Interactions
- Notion for Documentation & Portfolios
- Organizing Design Systems in Notion
- Adobe XD for Vector UI Layouts
- XD Interaction Tools
- Cross-Tool Collaboration (Figma → Framer)
- Export, Assets & Handoff
- Multi-Tool Workflow Planning



## Project Workshop

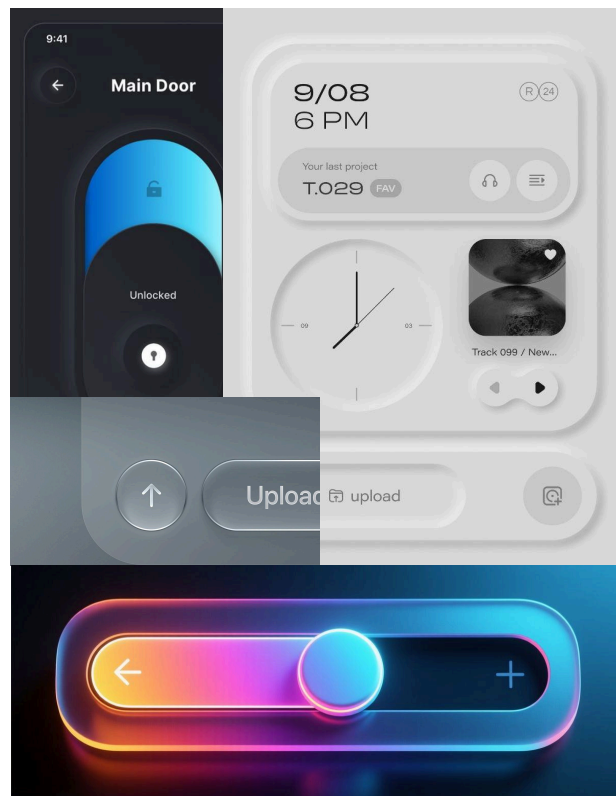
Build Portfolio web page in Framer.

Publish your page live

Deliverable: Live Framer Website Link.

## Modern UI Trends

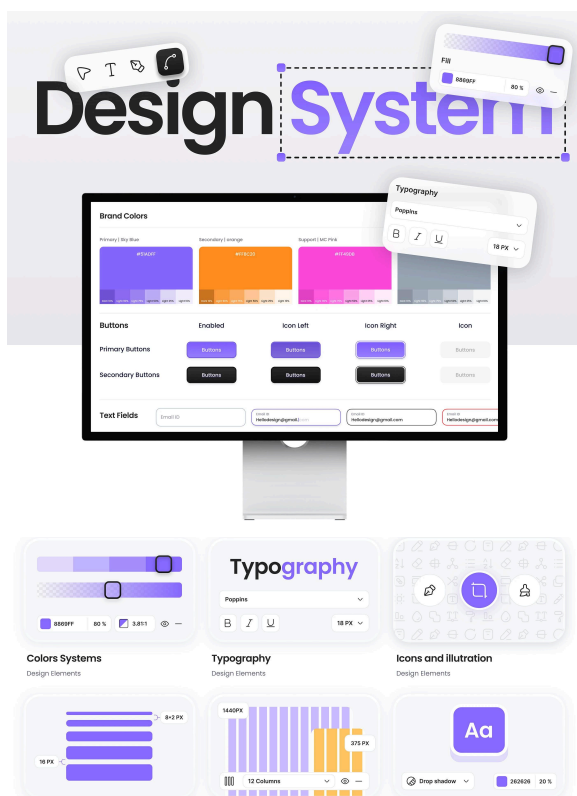
- Glassmorphism, Neumorphism, Brutalism
- Minimal & Clean UI
- Dark Mode UI Standards
- 3D UI Elements & Micro-Animations
- AI-Driven Design Style Trends
- Motion-First Interfaces
- Spatial & AR/VR UI Basics
- Voice UI Principles
- Accessibility in Modern UI
- Mobile-First Trend Patterns



## Project Workshop

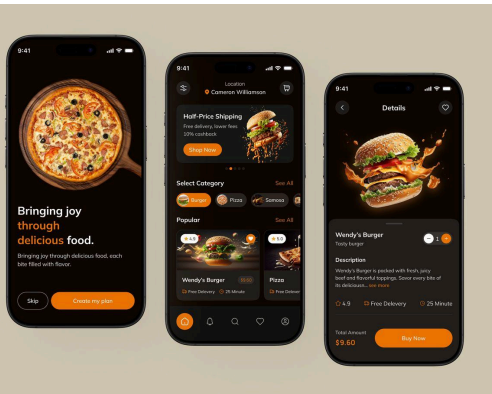
Trend-Based UI Redesign. Select an existing app screen. Apply a modern UI style (Glassmorphism / Neumorphism / Brutalism / Minimal UI / Dark Mode)

Deliverable: Trend-Based UI Redesign + Interactive Prototype



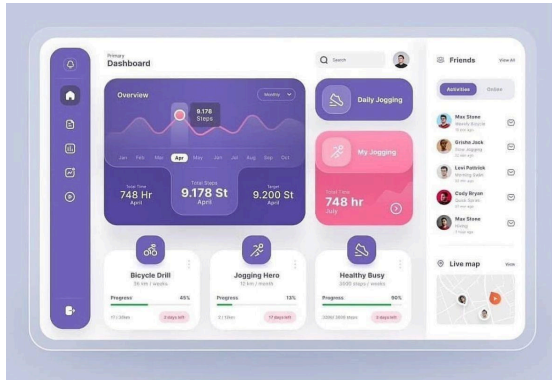
## Design System & Responsive Design

- Design System Structure
- Atomic Design Methodology
- Scalable Component Libraries
- Color/Type Tokens & Spacing Rules
- Apple HIG Guidelines
- Google Material 3 Guidelines
- Responsive Breakpoints
- Layout Grids for Web & App
- Global Navigation Patterns
- Developer Handoff & Documentation



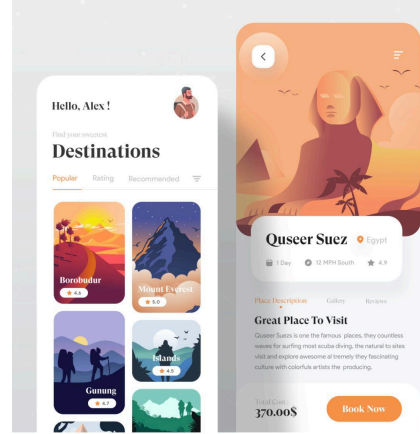
## Food & Drink

Learn how to craft innovative Food & Drink industry specific Apps that stand out from competitor apps.



## Productivity CRMs

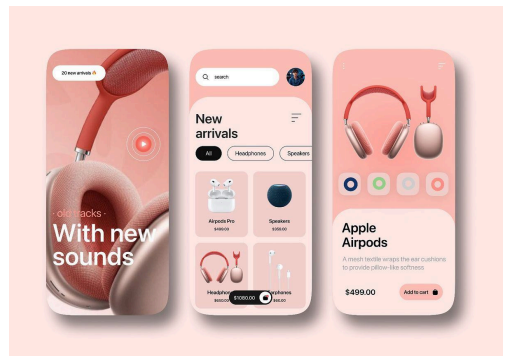
Forget confused notes and disorganized spreadsheets and discover how to use Productive CRMs.



## Travel & Navigation

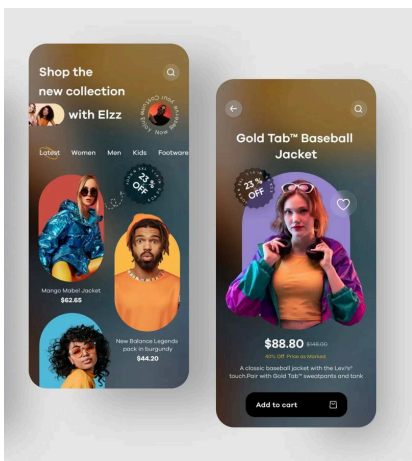
Chart journeys, craft experiences by mastering in Travel & Navigation apps that are user friendly and attractive.

# UX UI DESIGN PROJECTS



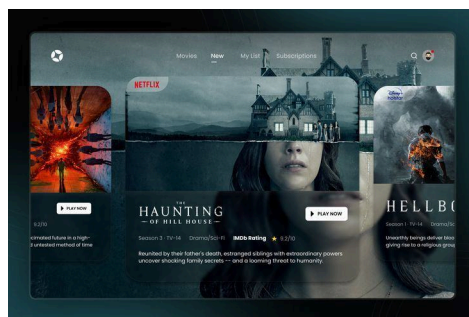
## Shopping

Learn how to create Online shopping, Product browsing, secure payments.



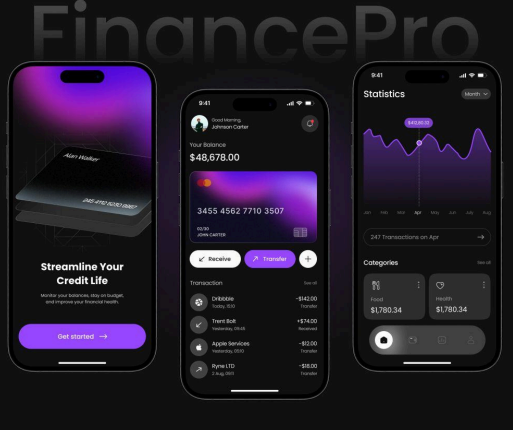
## Social Networking

Learn to create social networking applications that unite people, spark engagement and encourage virtual communities.



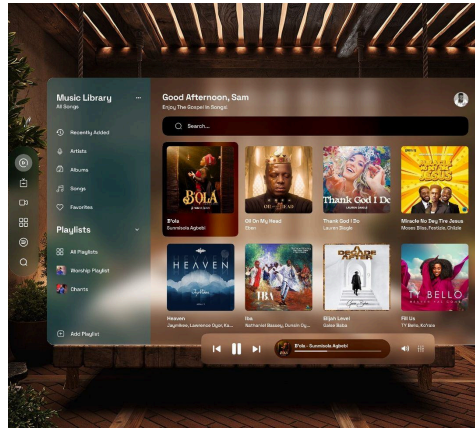
## Entertainment & OTT Platforms

Learn how to create trending and up to date Entertainment & OTT Platforms targeting respective audiences.



## Finance

Learn how to create Financial transactions, budgeting and investment management app.



## Apple Vision Pro

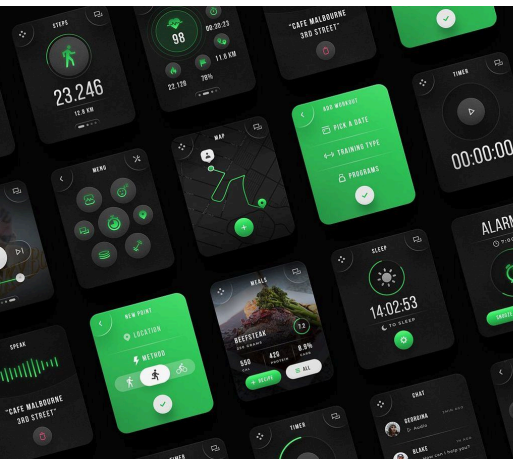
Learn how to build advanced Apple Vision Pro applications that mix virtual happiness and reality.



## Business Networking

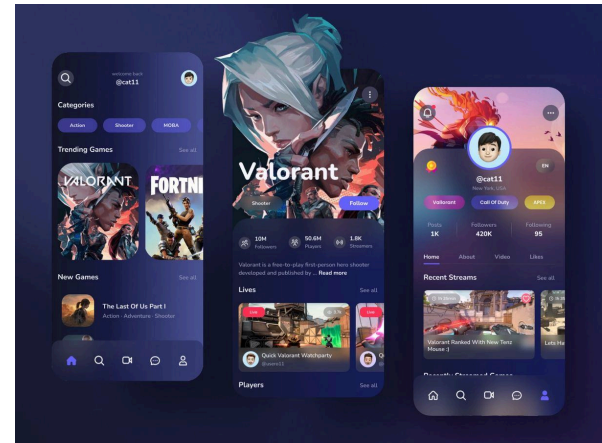
Professional networking, communication and business collaboration.

# UX UI DESIGN PROJECTS



## Wearable UI

Learn how to use small screens, natural movements, and designs for moving bodies with the Wearable UI designing module.



## Gaming

Learn how to develop your inner genius by creating compelling and eye catching gaming applications.



## Utilities

Working on products with specific tasks or functionalities.

# Start Your **Success Journey** with Video Superstars Academy...



# Superstars working @ Top MNCs & Start ups

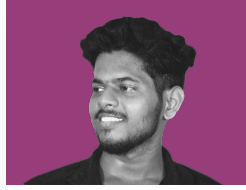
The following placements represent outcomes from Web D School's 11+ year training ecosystem, which forms the academic foundation of ViSA.



Rohith  
System Engineer



Surender  
Visual Designer



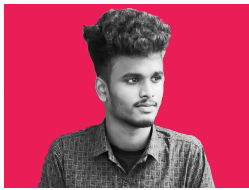
Boopathy  
Motion Graphic Artist



Akash  
Digital Marketer



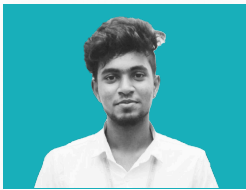
Advaita  
UX Researcher



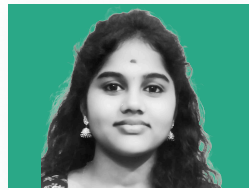
Anandh  
Graphic Designer



Ibrahim  
Full-Stack Developer



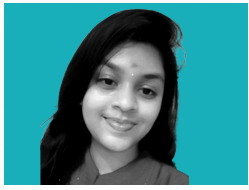
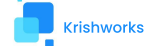
Vignesh  
Sr. Digital Engineer



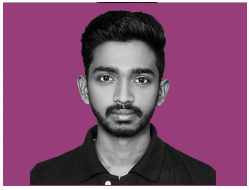
Boomika Vasan  
UX UI Designer



Balaji  
Marketing Executive



Dakshata  
Design Engineer



Harshara Moorthi  
Video Editor



Nishanth  
UX UI Designer



Saraswathi  
UX UI Designer



Mohammed Khaleel  
WordPress Developer



Shajini  
SEO Analyst



Ishay  
UX UI Designer



Swathi  
UX Researcher



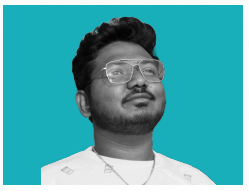
Balasubramanian  
Front-end Developer



Shyam Sundar  
Design Engineer



Nivetha  
Visual Designer



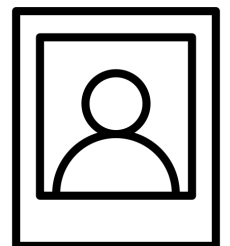
Jayan Nivas  
Visual Designer



Vaishnavi  
Social Media Manager



Soundarya  
Graphic Designer



You're Next!

# Superstars working @ Top MNCs & Start up companies

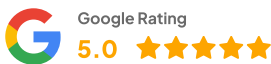


# Our Superstars

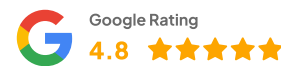
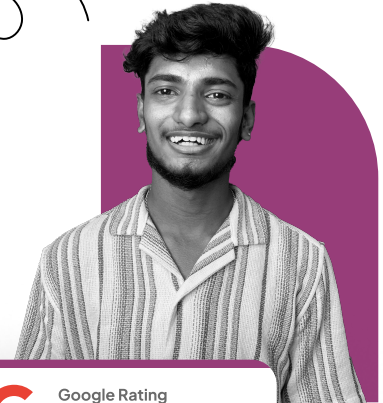
## Says...



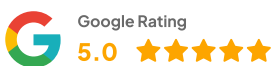
*I joined this course with zero design background. ViSA helped me understand visual thinking before tools. Today, I confidently design UI screens, brand creatives, videos, and motion graphics with clarity and purpose.*



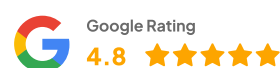
*Learning UI design, graphic design, and motion together changed how I think visually. AI tools like Firefly and ChatGPT helped me generate ideas faster, but the real value was learning why a design works.*



*The project workshops felt like real studio work. We designed interfaces, branding systems, reels, and motion graphics — not just practice files. My portfolio looked professional and interview-ready.*



*This course made me multi-skilled. I now design social media creatives, UI screens, edit videos, and animate content. I even landed freelance work before finishing the course.*



# Our Course **Highlights**



## **SPARK Framework Advantage**

Learn to think creatively with clarity.



## **AI-Integrated Learning**

Master AI tools for 10× faster creativity.



## **Comprehensive Tool Mastery**

Master professional tools from basics to Pro!



## **Industry-Level Projects**

Every module includes real time projects.



## **Portfolio-Focused Curriculum**

complete design + motion + AI-powered portfolio.



## **Creator Economy Training**

Learn freelancing, pricing, content creation & earning opportunities.



## **Expert Mentorship**

We guide you with real-world workflows & feedback.



## **Placement Assistance**

Get support with interviews, resume building & hiring.



## **Studio-Grade Learning Environment**

Professional systems & a creative infrastructure.





**Aishwarya**

is here by awarded the certificate of achievement for  
the successful completion of

**Visual Design Mastery**

over a duration of **7 months**

\_\_\_\_\_  
Issue Date

\_\_\_\_\_  
Center Head

**Course** :

**Duration** :

**Lumpsum Fees** :

(or)

**Installment Fees** :

**Down Payment** :

**Balance** :



**VIDEO SUPERSTARS**

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— VISIT US —

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