

BANGLADESH TECHNICAL EDUCATION BOARD, DHAKA



SYLLABUS FOR NATIONAL SKILL STANDARD BASIC (360 HOURS)

ON

GRAPHIC DESIGN AND OUTSOURCING

Total Duration: 360 hours

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Course Name: Graphic Design

Introduction:

Bangladesh is a country having an area of about 147570 square kilometers. It is burdened with about 150 million people. So Bangladesh is a densely populated country. As such population problem is by far, a burning question of Bangladesh.

Over-population adversely affects the economic development and progress of a country. It creates problems of foods, communication, education, housing, health, sanitation, employment etc. But now-a-days over-population is not our curse; also it is a main resource of our country. If we can provide training of our unskilled people through technical (vocational) courses, we may convert them into skilled workers and solve the unemployment problem and earn foreign currency also.

Bangladesh Technical Education Board is authorized by parliament of our country to introduce, control and develop technical (vocational) curriculum.

In this regard BTEB has approved a short course on Graphics Design. The syllabus is prepared as per present need in the job markets.

Objectives :

After Completion of the course the students will be able to :

1. Acquire the basic concepts and skills on Graphic Design.
2. Develop skill on Designing and Developing Graphical Design.
3. Apply the Combination of various standard Graphic Design software.
4. Develop skill on practical print media & entry idea electronic media.
5. Solve the problems on design related activities.
6. Acquire the concepts of business and communicative English.
7. Earn money through freelance marketplaces.

Course Outline:

Name of Course	Duration of Course		Entry Qualification
Graphic Design and Outsourcing	Total 360 hrs	6 months Course: 3 days per week, Per day 5 hrs or 3 months Course: 6 Days per week, Per day 5 hrs.	Minimum S.S.C/Equivalent/ pass or Appeared
	Theory= 60 hrs.	Theory = 1 hr, per lesson	
	Practical= 240 hrs.	Practice = 4 hrs. per practice	
	Communicative English= 60 hrs	Total = 5 hrs, per day	

Unit / Module	Class	Hour
1. Fundamentals of Graphic Design	02	10
2. Adobe Photoshop	18	90
3. Adobe Illustrator	18	90
4. Corel Draw	09	45
5. Basic Communicative English	12	60
6. Graphic Design Projects Estimation	05	25
7. Internet, E-mail & Outsourcing	08	40
Total	72	360

List of Competencies:

Basic Competencies:

a) Receive and respond, Participate and Lead to workplace communication:

1. Work with others, Team Environment and Lead Small Teams:
2. Demonstrate work values, practice career professionalism and Develop & Practice Negotiation skills.
3. Practice housekeeping procedures. Occupational health and safety procedure and Solve problems related to work Activities:
4. Use Mathematical Concepts & Techniques and Use Relevant Technologies:
5. Personal Manners

B) Efficiently communicate in English

1. Speak in English with confidence.
2. Communicate with target persons effectively.
3. Understand the speech of English users.
4. Achieve better professional performance

Common Competencies:

After completion of this course the trainee will be able to complete the following:

1. Understand basic concept of Graphics Design.
2. Acquire basic knowledge on Text, Image & creative design techniques.
3. Able to draw freehand drawing techniques.
4. Access E-mail, Browse Internet, upload & download files.
5. Able to Print Text, Image & Photo in different way (paper, tracing paper, reverse print etc.)

Core Competencies:

After completion of this course the trainee will be able to complete the following:

1. Creative designing using various Design tools.
2. Be a skillful Professional Graphic Designer.

Contents:**a) (i) Basic Competencies - 30 hours**

Period	Topics	Hours
1. Receive and Respond, Participate and Lead to workplace communication:		
1	a) Explain & follow routinely speaking & messages in a workplace.	1
2	b) Follow routinely Speaking & message.	1
3	c) Perform work duties following written notices.	1
2. Work with others, Team Environment and Lead small teams:		
4	a) Develop effective workplace relationship.	1
5	b) Contribute to work group activities.	1
3. Demonstrate work values, practice career professionalism and Develop & Practice Negotiation skills		
6	a) Define the purpose of works.	2
7	b) Apply work values/ethics.	1
8	c) Deal with ethical problems.	1
9	d) Maintain integrity of conduct in the workplace.	1
4. Practice housekeeping procedures, Occupational health and safety procedure and Solve problems related to work Activities:		
10	a) Sort and remove unnecessary items.	1
11	b) Arrange items.	1
12	c) Maintain work areas, Tools and Equipment.	1
13	d) Follow standardizes work process and procedures.	1
14	e) Perform work spontaneously.	1
15	a. Use Mathematical Concepts & Techniques and Use Relevant Technologies:	3

5. Personal Manner:		
16	a) Show good Manner.	2
17	b) Respect honorable person (Sir, Senior, Trainees).	2
18	c) Cooperate & Thinking to each and other about practical works.	2
19	d) Maintain sequence in practical works.	2
20	e) Own Responsibility & Duties of practical works.	2
21	f) Observation of all practical works.	2

Topic		Hour
1. Fundamentals of Graphic Design		5
		Theory
1.1. Follow OSH practices		1
1.1.1. Safe work practices are observed according to workplace procedures		
1.1.2. OSH hazards and incidents are reported to appropriate personnel.		
1.2. Graphic Design Fundamentals		2
1.2.1. Types of Graphics		
1.2.2. Various Usages of Graphics		
1.2.3. Usage of Colours in Graphics		
1.3. Principles of Graphic Design		2
1.3.1. Basic rules of composition		
1.3.2. Basic rules of using colours		

Topic		Hour	
2. Adobe Photoshop		90	
		Theory	Practical
2.1. Introduction to Photoshop		1	4
2.1.1. Familiarization with the Photoshop Environment			
2.1.2. The Menu bar, Option bar and Status bar			
2.1.3. Toolbox overview			
2.1.4. Panels in Photoshop			
2.1.5. The Canvas			
2.1.6. Creating and Saving a Photoshop document			
2.1.7. Image Sources and File Types			
2.2. Working with layer		1	4
2.2.1. Creating a new Layer			
2.2.2. Using Layer group			
2.2.3. Layer management			

2.3. Separate Images from Background	1	4
2.3.1. using magic wand tools		
2.3.2. using lasso tools		
2.3.3. using pen tools		
2.4. Image Editing	1	5
2.4.1. Transform		
2.4.2. Transparency		
2.4.3. Gradients		
2.4.4. Strokes		
2.4.5. Crop		
2.5. Blending option	1	5
2.5.1. Drop Shadow		
2.5.2. Inner Shadow		
2.5.3. Inner Glow		
2.5.4. Outer Glow		
2.5.5. Bevel and Emboss		
2.5.6. Satin		
2.5.7. Colour Overlay		
2.5.8. Gradient Overlay		
2.5.9. Pattern Overlay		
2.5.10. Stroke		
2.6. Image Adjustment	1	5
2.6.1. Brightness/Contrast adjustment		
2.6.2. Levels adjustment		
2.6.3. hue and saturation		
2.6.4. Exposures		
2.6.5. Apply the Colour Balance adjustment		
2.6.6. High dynamic range images		
2.6.7. Match, replace, and mix colours		
2.6.8. Convert a colour image to black and white		
2.6.9. Curves adjustment		
2.6.10. Photo Filter		
2.6.11. Blur		
2.6.12. Invert		
2.6.13. Posterize		
2.6.14. Threshold		
2.6.15. Gradient Map		
2.6.16. Variations		

2.6.17. De-saturation		
2.6.18. Dodge or burn image areas		
2.7. Image Retouching	1	8
2.7.1. Healing brush tool		
2.7.2. Spot Healing		
2.7.3. Patch Tool		
2.7.4. Clone Stamp Tool		
2.8. Using Text in Photoshop	1	8
2.8.1. Horizontal Type Tool		
2.8.2. Vertical Type Tool		
2.8.3. Horizontal Type Mask Tool		
2.8.4. Vertical Type Mask Tool		
2.9. Using Filters in Photoshop	1	8
2.9.1. The Filter Library		
2.9.2. Types of Filters		
2.9.3. Usage of Various Types of Filters		
2.9.4. Plug ins		
2.10. Practical Project	0	30
2.10.1. Remove Background / unwanted content		
2.10.2. Create Clipping Mask		
2.10.3. Compose Image		
2.10.4. Crop and straighten Image		
2.10.5. Improve lighting and color		
2.10.6. Create Photo Frame		
2.10.7. Re-touch and correct strained Image		
2.10.8. Convert Black & White Image onto Color Image		
2.10.9. Add creative effects		
2.10.10. Use Filters to create Illusion		
2.10.11. Social media banner design		
2.10.12. UI/UX template design		
Topic	Hour	
3. Adobe Illustrator	90	
	Theory	Practical
3.1. Introduction to Adobe Illustrator	1	4
3.1.1. Familiarization with the Illustrator Environment		
3.1.2. The Menu bar, Option bar and Status bar		
3.1.3. Toolbox overview		
3.1.4. Panels and Library in Illustrator		

3.1.5. The Art-board		
3.1.6. Creating and Saving a document		
3.1.7. Image Sources and File Types		
3.1.8. Rulers, grids, guides, and crop marks		
3.1.9. Customizing the Workspace		
3.1.10. Using multiple Art-boards		
3.2. Drawing basics	1	4
3.2.1. Drawing shapes		
3.2.2. Drawing lines		
3.3. Transforming and combining objects	1	4
3.3.1. Selecting objects		
3.3.2. Transforming objects		
3.3.3. Combining objects		
3.3.4. Creating layers		
3.4. Working with Color & Paths	1	4
3.4.1. Selecting color		
3.4.2. Using Swatches		
3.4.3. Managing swatches		
3.4.4. Understanding points and paths		
3.4.5. Drawing with the Pen tool		
3.4.6. Drawing with the Pencil tool		
3.4.7. Editing paths		
3.5. Creating and formatting text	1	4
3.5.1. Selecting Text		
3.5.2. Character formatting		
3.5.3. Paragraph formatting		
3.5.4. Character and paragraph styles		
3.6. Painting with fills, strokes and Using symbols	1	5
3.6.1. Painting methods		
3.6.2. Creating and using gradients		
3.6.3. Working with Live Paint groups		
3.6.4. Understanding pixel-aligned paths		
3.6.5. Working with Symbols		
3.6.6. Symbolism tools and sets		
3.7. Creating Web graphics	1	5
3.7.1. Pixel perfect		
3.7.2. Utilizing slices and image maps		
3.7.3. Utilizing SVG		

3.7.4. Creating animations		
3.8. Using Color tools	1	4
3.8.1. Color Groups		
3.8.2. The Kuler panel		
3.8.3. Pantone Plus libraries		
3.8.4. Color adjustments		
3.9. Painting tools	1	4
3.9.1. Creating and using brushes		
3.9.2. Creating and using patterns		
3.9.3. Transparency and blending modes		
3.9.4. Creating and using meshes		
3.10. Working with Images	1	4
3.10.1. Using Image Trace		
3.10.2. Perspective drawing		
3.11. Type styles & effects	1	4
3.11.1. Creating type on a path		
3.11.2. Scaling and rotating type		
3.11.3. Working with fonts		
3.11.4. Working with effects		
3.11.5. Exploring Stylize effects		
3.11.6. Creating and applying graphic styles		
3.12. Printing	1	2
3.12.1. Setting up documents for printing		
3.12.2. Preparing artwork for printing		
3.12.3. Printing transparent artwork		
3.12.4. Overprinting, trapping, and presets		
3.13. Practical Projects	0	30
3.13.1. Business card		
3.13.2. ID card		
3.13.3. Letterhead		
3.13.4. Logo/ Monogram		
3.13.5. Cash memo/ Invoice		
3.13.6. Form Design		
3.13.7. Money Receipt		
3.13.8. Banner		
3.13.9. Flyer / leaflet		
3.13.10. Brochure		
3.13.11. Invitation Card		

3.13.12. Envelop Design		
3.13.13. Folder Design		
3.13.14. Poster Design		
3.13.15. Complex Logo		
3.13.16. Vector Tracing		
3.13.17. Book Cover Design		
3.13.18. Calendar Design		
3.13.19. Magazine Design		
Topic	Hour	
4. Corel Draw	45	
	Theory	Practical
4.1. Introduction to Corel Draw Graphic Suite X4 4.1.1. CorelDraw Graphics Suite X6 4.1.2. CorelDraw Graphic Suite X6's Interface 4.1.3. Opening and Saving Files 4.1.4. To Open a Drawing 4.1.5. To Save a Drawing 4.1.6. Controlling Documents and Pages 4.1.7. Zooming and Viewing 4.1.8. Essential Object Commands	1	4
4.2. Working with Views 4.2.1. To choose a viewing mode 4.2.2. To save a view 4.2.3. Zooming and Panning 4.2.4. To insert an image file		
4.3. Drawing Objects 4.3.1. Working with lines, outlines and brush strokes 4.3.2. Formatting Lines and Outlines 4.3.3. Closing multiple line segments 4.3.4. Applying Brush Stroke 4.3.5. Spraying objects along a line 4.3.6. Drawing flow and dimension lines 4.3.7. Drawing Shapes	1	4
4.4. Working with Object Tools 4.4.1. Basic Shape Creation Drawing with Line Tools. 4.4.2. Selecting Objects 4.4.3. Cutting, Shaping, and Managing and Arranging Objects 4.4.4. Sizing and Scaling an object Rotating and mirroring an object 4.4.5. Changing the order of an object 4.4.6. Grouping and combining objects 4.4.7. Cloning Object 4.4.8. Corel Power Trace X6		

4.5. Filling Object 4.5.1. Apply uniform fill 4.5.2. Applying fountain fill 4.5.3. Applying mesh fill 4.5.4. Working with fills 4.5.5. Working with Color 4.5.6. Managing color for display input, and output 4.5.7. Applying lenses	1	4
4.6. Organizing Objects and Applying Effects 4.6.1. Envelope and Distortion Effects 4.6.2. Shaping objects using envelopes 4.6.3. The Power of Blends and Contours 4.6.4. Applying Lens and Transparency Effects 4.6.5. Drawing and Power Clips 4.6.6. Creating Depth with Perspective Effects 4.6.7. Extruding Vector Objects 4.6.8. Applying Drop Shadows 4.6.9. Applying Bitmap Extrude to Objects 4.6.10. Manipulating 3D Models		
4.7. Working with Styles between Draw and Paint 4.7.1. Working with graphic, text, and color styles 4.8. Working with Text 4.8.1. Adding and Selecting text 4.8.2. Changing appearance of text 4.8.3. Moving text 4.8.4. Formatting paragraph text 4.8.5. What the Font	1	4
4.9. Exporting and Saving Files as PDF 4.9.1. Exporting file 4.9.2. Saving file as PDF format 4.10. Printing 4.10.1. Merge printing 4.10.2. Artwork to Photo-Paint 4.10.3. Batch Printing 4.10.4. Converting Vectors to Bitmaps 4.10.5. Previewing print job 4.10.6. Converting Bitmaps to Printing your work 4.10.7. Vectors with Corel Trace	0	5
4.11. Modifying and Repairing images with Photo-Paint 4.11.1. Applying Creative Effects to Images 4.11.2. Repairing Damaged Photos 4.11.3. Creating a Photo-Montage 4.11.4. Removing Unwanted 4.11.5. Backgrounds from Images 4.11.6. Cloning Areas of One 4.11.7. Image to Another	0	5

4.12. Isolating Parts of an Image for Special Effects 4.12.1. Creating & Manipulating Masks 4.12.2. Creating & Manipulating Objects 4.12.3. Selecting Areas of Similar 4.12.4. Color within an Image 4.12.5. Replacing Colors in an Image 4.12.6. Replacing Colors in an Image 4.12.7. Applying Creative Effects to Objects & Masks		
4.13. Transferring Artwork between Draw and Paint 4.13.1. Importing Photo-Paint 4.13.2. Images to CorelDraw 4.13.3. Importing CorelDraw 4.13.4. Artwork to Photo-Paint 4.13.5. Converting Vectors to Bitmaps 4.13.6. Converting Bitmaps to 4.13.7. Vectors with Corel Trace 4.13.8. Exporting from Photo-Paint	0	5
4.14. Project Works	0	10
4.14.1. Classic Logo Design		
4.14.2. Floral Logo Design		
4.14.3. Brochure Design		
4.14.4. Designing Social Media Icon		
4.14.5. Banner Ad Design		
4.14.6. Typography Graphic Design		
4.14.7. Wallpaper with Corel Draw		
4.14.8. Heart Chocolate Box with Corel Draw		
4.14.9. New Year Wallpaper with Corel Draw		
4.14.10. CD Cover Design		

Topic	Hour
5. Basic Communicative English (Practical)	30
5.1.1. Speaking English – Getting Information & Finding one's way	1
5.1.2. Speaking English – About Tools and Equipment	1
5.1.3. Speaking English – About meeting someone & participating in class.	1
5.1.4. Speaking English – Daily Activities & Asking About Activities	1
5.1.5. Speaking English – Evening Activities and about theoretical contents.	1

5.1.6.	Speaking English – Meeting at the Train station & Asking Question at the Train station.	1
5.1.7.	Speaking English – Meeting at the Airport & Getting information at the Airport's	1
5.1.8.	Speaking English – About different type of Measuring Tools and Cutting Tools	1
5.1.9.	Speaking English – Getting to the Hotel & Asking direction.	1
5.1.10.	Speaking English – Asking about Buses & Travelling by bus.	1
5.1.11.	Speaking English - About Practical Class.	1
5.1.12.	Speaking English – Going by Taxi and Asking the time.	1
5.1.13.	Speaking English – Arriving early or late and Time and the calendar.	1
5.1.14.	Speaking English – Living in an Apartment.	1
5.1.15.	Speaking English – Using the Telephone.	1
5.1.16.	Speaking English – Getting help in stores and talking about shopping.	1
5.1.17.	Speaking English – Sending and Receiving Letters.	1
5.1.18.	Speaking English – Talking about the Weather & Trips and sightseeing.	1
5.1.19.	Speaking English – Talking about Eating & Dinner Conversation.	1
5.1.20.	Speaking English – About Machines and Materials.	1
5.1.21.	Speaking English – Common Health problem and Quitting & Finding Jobs.	1
5.1.22.	Speaking English – Office Details and Office Conversation.	1
5.1.23.	Speaking English – About Practical Job.	1
5.1.24.	Speaking English – On a specific situation & Public speaking.	1
5.1.25.	Speaking English – About Exchanging view with a Person & introducing oneself.	1
5.1.26.	Speaking English – Describing and Narrating events, place, Objects etc.	1
5.1.27.	Speaking English – About different type of computer, operating system, system and operating software, add remove software, DBM, Email and the Internet.	4
Topic		Hour
1. Graphic Design Projects Estimation		25
1.1. Design Cost		2
1.1.1.	Perform Job Assessment	
1.1.2.	Calculate required time (man Hour) to complete the design	
1.1.3.	Calculate the Design Cost	

1.2. Pre-Press Cost	4	
1.2.1. Identify the Required number of colours for the Design		
1.2.2. Select Pre-Press Media as required		
1.2.3. Calculate the Cost for Pre-Press activities calculated		
1.3. Printing Cost	4	
1.3.1. Identify the Media for printing		
1.3.2. Identify the type of printing machine/device		
1.3.3. Determine Size, number of colours and quantity requirements		
1.3.4. Specify the Lamination type as required		
1.3.5. Calculate the post-printing process (Cutting, Creasing, Binding etc.) cost		
1.3.6. Calculate total Printing cost for the job		
1.4. Practical Project	15	
1.4.1. Make a visit to a Design House/Printing Press		
1.4.2. Prepare a Budget for a Graphic Design Project		
Topic	Hour	
2. Internet, E-mail & Outsourcing	40	
	Theory	Practical
2.1. Internet Applications	0	2
2.1.1. Clear concept about Internet, E-mail message, E-mail account, Internet Explorer etc.		
2.1.2. Connect to the on line by using Dial up or broadband Internet Connection		
2.1.3. Browse and visit the reputed website all over the world.		
2.1.4. Use the search engine for searching Information on the web		
2.2. Set up Out Look for E-mail, check and respond to E-mail message	0	3
2.2.1. Create an E-mail account (of yahoo, outlook etc.) first time		
2.2.2. Set-up an E-mail account first time using outlook		
2.2.3. Compose, send, check and respond an E-mail message.		
2.2.4. Attach a file to an E-mail Message and open an attached file		
2.3. Manage and organize Mail box and E-mail Message.	0	5
2.3.1. Delete a message temporarily and permanently		
2.3.2. Clean up mail box by managing junk E-mail		
2.3.3. Move Messages to another folder		
2.4. Branding	0	6
2.4.1. Understanding about Branding		
2.4.2. What are the importance of Personal Branding		
2.4.3. Techniques to showcase freelancing profiles		
2.4.4. Social Media Marketing:		
o LinkedIn, Facebook, Twitter, Instagram		
2.5. Video Portfolio	0	3
2.5.1. Importance of a video portfolio for freelancing profiles		
2.5.2. Things to include in a Video Portfolio		

2.5.3. Platforms to create a video Portfolio 2.5.4. Best practices for a video portfolio: <ul style="list-style-type: none"> ○ Intro or Bio of yourself ○ Services you offer ○ Past Projects ○ Special offer for focused clients/ marketplace ○ Client's feedback ○ Conclusion 		
2.6. Introduction to Marketplaces 2.6.1. Upwork 2.6.2. Fiverr 2.6.3. Freelancer.com	0	3
2.7. Marketplace (Upwork) 2.7.1. Introduction 2.7.2. Rules and Regulation 2.7.3. Freelancer Programs: Eligibility & Perks 2.7.4. Upwork Community 2.7.5. Upwork agency 2.7.6. Best practices for creating a stunning profile: <ul style="list-style-type: none"> ○ Title ○ Skills ○ Overview ○ Portfolio, experience, certifications, education etc. 2.7.7. Tips for Job selection in Upwork 2.7.8. Submit a Proposal <ul style="list-style-type: none"> ○ Analyze client's requirements ○ Estimate price range and time duration for a job 	0	6
2.8. Marketplace (Fiverr) 2.8.1. Introduction to Fiverr (How it works, seller level system, payment method etc.) 2.8.2. Rules and Regulation 2.8.3. Fiverr Forum 2.8.4. Techniques for creating a great profile: <ul style="list-style-type: none"> ○ Title ○ Overview ○ Skills & other sections 2.8.5. Best practices for creating a stunning Fiverr GIG: <ul style="list-style-type: none"> ○ Title ○ Portfolio/Video portfolio ○ Gig description & packages ○ Tags ○ FAQs 	0	3
2.9. Fiverr Gig Review, Buyer Request & Custom Offers 2.9.1. Title 2.9.2. Gig video & Portfolio 2.9.3. Category selection	0	3

2.9.4. Description 2.9.5. Packages & Pricing 2.9.6. Tags 2.9.7. FAQs 2.9.8. Buyer requests: <ul style="list-style-type: none"> ○ Submit offers ○ What to write ○ Estimate price range and time duration ○ Replying to buyer's messages 2.9.9. Custom offers: <ul style="list-style-type: none"> ○ Create a custom offer ○ Estimate price range and time duration 		
2.10. Marketplace (Freelancer) 2.10.1. Introduction 2.10.2. Rules and Regulation 2.10.3. Freelancer Programs: Eligibility & Perks 2.10.4. Best practices for creating a stunning profile: <ul style="list-style-type: none"> ○ Title ○ Skills ○ Overview ○ Portfolio, experience, certifications, education etc. 2.10.5. Tips for Job selection in Freelancer 2.10.6. Submit a Proposal <ul style="list-style-type: none"> ○ Analyze client's requirements ○ Estimate price range and time duration for a job 	0	6

Entry Qualification:

Minimum S.S.C/Equivalent pass or Appeared

Employment opportunities:

1. Government Services,
2. Semi Government Services,
3. Corporation,
4. Private sectors,
5. NGO's
6. Abroad,
7. Self-employment.
8. Online Marketplaces

List of Tools (For number of trainees 20):

Sl. No.	Name of Tools and Tackles	Qty
01	Computer Unit	21
02	UPS	21
03	Internet Connection	Every PC
04	Software CD (Windows, Office, Adobe Collection, Corel Draw etc.)	2 Sets
05	Printer (Color/Laser)	2

Raw Materials (As per need):

Sl. No.	Items	Qty.
01	Offset Paper, Tracing Paper, Glossy Paper, Photo Paper	
02	Ink Cartage, Toner etc.	
03	Blank CD	
04	Pen Drive or Storage Device	
05	Film, PVC, Plate etc	

The End