



Competency Based Learning Material (CBLM)

Graphic Design

Level-3

Module: Creating Mock Up and Print

Code: CBLM-ICT-GD-04-L3-EN-V1



National Skills Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh

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The CBLM on “Create mock-up and print” is developed based on NSDA approved Competency Standards and Competency Based Curriculum under Graphic Design Level-3 Occupation. It contains the information required to implement the Graphic Design Level-3 standard.

This document has been prepared by NSDA with the help of relevant experts, trainers/professionals.

All Government-Private-NGO training institutes in the country accredited by NSDA can use this CBLM to implement skill-based training of Graphic Design Level-3 course.

How to use this Competency Based Learning Material (CBLM)

The module, Creating Mock Up and Print contains training materials and activities for you to complete. These activities may be completed as part of structured classroom activities or you may be required you to work at your own pace. These activities will ask you to complete associated learning and practice activities in order to gain knowledge and skills you need to achieve the learning outcomes.

1. Review the **Learning Activity** page to understand the sequence of learning activities you will undergo. This page will serve as your road map towards the achievement of competence.
2. Read the **Information Sheets**. This will give you an understanding of the jobs or tasks you are going to learn how to do. Once you have finished reading the **Information Sheets** complete the questions in the **Self-Check**.
3. **Self-Checks** are found after each **Information Sheet**. **Self-Checks** are designed to help you know how you are progressing. If you are unable to answer the questions in the **Self-Check** you will need to re-read the relevant **Information Sheet**. Once you have completed all the questions check your answers by reading the relevant **Answer Keys** found at the end of this module.
4. Next move on to the **Job Sheets**. **Job Sheets** provide detailed information about *how to do the job* you are being trained in. Some **Job Sheets** will also have a series of **Activity Sheets**. These sheets have been designed to introduce you to the job step by step. This is where you will apply the new knowledge you gained by reading the Information Sheets. This is your opportunity to practise the job. You may need to practise the job or activity several times before you become competent.
5. Specification **sheets**, specifying the details of the job to be performed will be provided where appropriate.
6. A review of competency is provided on the last page to help remind if all the required assessment criteria have been met. This record is for your own information and guidance and is not an official record of competency

When working through this Module always be aware of your safety and the safety of others in the training room. Should you require assistance or clarification please consult your trainer or facilitator.

When you have satisfactorily completed all the Jobs and/or Activities outlined in this module, an assessment event will be scheduled to assess if you have achieved competency in the specified learning outcomes. You will then be ready to move onto the next Unit of Competency or Module

Approved by

---th Authority Meeting of NSDA

Held on -----

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Module Content

Unit Title: Create Mock Up and Print

Unit Code: OU- ICT-GD-04-L3-V1

Module Title: Creating Mock Up and Print

Module Description: This module covers the knowledge, skills and attitude required to create mock up and print. This covers competencies on preparing the work environment, creating mock up and printing draft.

Nominal Duration: 40 Hours

Learning Outcomes:

Upon completion of this module the trainees must be able to:

1. Prepare the work environment
2. Create mock up
3. Print draft

Assessment Criteria:

1. Design details of the graphic design project are reviewed to identify preference setting requirements.
2. View magnification is set for ease of working with the graphics application.
3. Product shots are collected/taken.
4. A separate layer is prepared.
5. Screen layer is made.
6. Housekeeping/organizing work is done.
7. Mock up is completed and saved.
8. Printer is selected
9. Print preview option is accessed
10. Document is adjusted where necessary
11. Printout is taken

Learning Outcome 1: Prepare the work environment

Assessment Criteria	<ol style="list-style-type: none"> 1. Design details of the graphic design project are reviewed to identify preference setting requirements. 2. View magnification is set for ease of working with the graphics application.
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker 9. Audio Video Device
Contents	<ol style="list-style-type: none"> 1. Design details of the graphic design project <ul style="list-style-type: none"> ▪ Stationary ▪ Collaterals ▪ Flyers and leaflets ▪ Brochure, catalogue ▪ Book design, magazine ▪ Billboard, signage ▪ Packaging, label, sticker ▪ T-shirt Graphics 2. View magnification.
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 1: Prepare the work environment

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about creating mock up and print	1. Instructor will provide the learning materials creating mock up and print
2. Read the Information sheet/s	2. Information Sheet No:1- Prepare the work environment
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 1- Prepare the work environment 4. Answer key No. 1- Prepare the work environment
4. Read the Job/ Task sheet and Specification Sheet	5. Job/ task sheet and specification sheet Task Sheet No:1-1: Design details of the graphic design project.

Information Sheet 1: Prepare the work environment

Learning Objective:

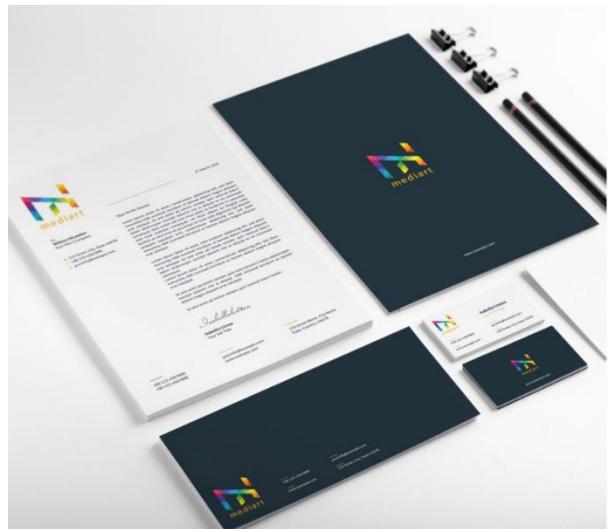
After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 1.1 Design details of the graphic design project to identify preference setting requirements.
- 1.2 View magnification for ease of working with the graphics application

1.1 Design details of the graphic design project

1.1.1 Stationary

The term "stationary" refers to a design element or layout that remains fixed or unchanged, typically used for stationery items such as letterheads, business cards, envelopes, and other printed materials. A stationary design often includes the company or individual's logo, contact information, and other branding elements.



When creating a stationary design in Illustrator, the stationary components are typically placed in a fixed position on the artboard. This allows for consistent placement of elements across different pieces of stationery, maintaining a cohesive and professional look.

Here are some key considerations when designing stationary in Illustrator:

Artboard setup: Begin by creating an appropriately sized artboard for the specific stationery item you are designing, such as a letterhead or business card.

Logo placement: Position the company or individual's logo in a prominent and consistent location across all stationary items. This helps reinforce brand identity and recognition.

Contact information: Include relevant contact details, such as company name, address, phone number, email, and website. Place this information strategically, ensuring it is easily readable and not cluttered.

Typography and fonts: Use consistent typography and fonts throughout the stationary design to maintain visual harmony. Choose fonts that reflect the brand's identity and are legible across different printed materials.

Color scheme: Apply a consistent color scheme that aligns with the brand's visual identity. This includes using the brand's primary and secondary colors throughout the stationary design.

Layout and alignment: Pay attention to the overall layout and alignment of the elements on the stationary items. Ensure proper spacing, alignment, and balance to create a visually appealing design.

Bleed and margins: Consider the bleed and margins when setting up the artwork for printing. Bleed refers to the extra area beyond the actual size of the stationary item to account for any trimming that may occur during the printing process. Margins are the safe zones within the artwork where essential information should be placed to avoid any risk of being cut off.

File formats: Save your stationary design in appropriate file formats, such as PDF, EPS, or high-resolution raster formats like TIFF or PNG. This ensures compatibility with various printing processes and allows for easy sharing with print vendors.

1.1.2 Collaterals

In the context of graphic design and marketing, "collaterals" refer to a collection of promotional materials or assets that are used to support a brand or communicate a specific message. These materials are typically designed to be consistent with the brand's identity and serve various purposes such as advertising, information dissemination, or brand recognition. Adobe Illustrator is commonly used to create collaterals due to its versatile vector-based design capabilities



1.1.3 Flyers and leaflets

Flyers and leaflets are popular promotional materials used to advertise events, products, or services. They are typically printed on a single sheet of paper and distributed to a wide audience. Adobe Illustrator is a powerful tool for designing flyers and leaflets due to its versatile design capabilities.



1.1.4 Brochure, catalogue

Brochures and catalogs are printed marketing materials used to provide detailed information about products, services, or businesses. They are designed to showcase multiple products or services in a visually appealing and organized manner. Adobe Illustrator is a powerful tool for creating brochures and catalogs due to its versatile design capabilities.



1.1.5 Book design, magazine

Book design and magazine layout are important aspects of graphic design that involve arranging text, images, and other visual elements in an appealing and cohesive manner. While Adobe InDesign is commonly used for extensive book and magazine layouts, Adobe Illustrator can also be used effectively for specific design elements within these projects.



1.1.6 Billboards and signage

Billboards and signage are large-scale advertising and informational displays that are typically placed outdoors or in public spaces. They are designed to capture attention, convey messages clearly, and promote brands, products, or events. Adobe Illustrator can be used to design billboards and signage, leveraging its vector-based design capabilities.



1.1.7 Packaging, label, sticker

Packaging design, label design, and sticker design are important aspects of product branding and marketing. Adobe Illustrator is a powerful tool for creating these designs due to its vector-based capabilities and versatile design features.



1.1.8 T-shirt graphics

T-shirt graphics are designs or illustrations that are printed or embroidered onto T-shirts to create visually appealing and unique apparel. Adobe Illustrator is a popular tool for creating T-shirt graphics due to its vector-based design capabilities.



1.2 View magnification

View magnification refers to the ability to zoom in or zoom out on your design to see it at a larger or smaller scale. It allows you to focus on specific details or get an overall view of your artwork.

Here's how you can use the view magnification feature in Illustrator:

Zoom In: To magnify your design and see it in more detail, you can use the following methods:

Press the "+" key on your keyboard to zoom in.

Select the Zoom Tool from the Tools panel on the left side of the Illustrator interface.

Click on the area you want to zoom in on. You can also click and drag to define a specific area to zoom in on.

Hold down the Alt key (Windows) or Option key (Mac) and use the scroll wheel on your mouse to zoom in and out.

Zoom Out: To view your design at a smaller scale, use the following methods:

Press the "-" key on your keyboard to zoom out.

Select the Zoom Tool from the Tools panel and click on the area you want to zoom out from. You can also click and drag to define a specific area to zoom out from.

Hold down the Alt key (Windows) or Option key (Mac) and scroll down on your mouse scroll wheel to zoom out.

Actual Size: To view your design at its actual size, which is the size it will be printed or displayed at, use one of these methods:

Press Ctrl+1 (Windows) or Command+1 (Mac) on your keyboard to view the actual size.

Select the View menu at the top of the Illustrator interface, then click on "Actual Size".

Fit to Screen: To fit your entire design within the Illustrator window, use one of these methods:

Press Ctrl+0 (Windows) or Command+0 (Mac) on your keyboard to fit the artboard to the screen.

Select the View menu, then click on "Fit Artboard in Window"

Custom Zoom Levels: Illustrator also allows you to enter specific zoom levels to view your design at a precise magnification. You can do this by selecting the percentage value in the bottom left corner of the Illustrator interface and entering a custom value. The view magnification feature in Illustrator gives you control over the level of detail you want to see in your design. By zooming in or out, you can work on intricate elements, inspect fine details, or get a comprehensive view of your artwork.

Self-Check Sheet - 1: Prepare the work environment

Questionnaire:

1. What is stationary design?

Answer:

2. Write some professional design work?

Answer:

3. Which purpose we use billboards and signage?

Answer:

4. What is view magnification?

Answer:

Answer Key - 1: Prepare the work environment

1. What is stationary design?

Answer: The term "stationary" refers to a design element or layout that remains fixed or unchanged, typically used for stationery items such as letterheads, business cards, envelopes, and other printed materials.

2. Write some professional design work?

Answer: Collaterals refer to a collection of promotional materials or assets that are used to support a brand or communicate a specific message.

3. Which purpose we use billboards and signage?

Answer: Billboards and signage are large-scale advertising and informational displays that are typically placed outdoors or in public spaces. They are designed to capture attention, convey messages clearly, and promote brands, products, or events

4. What is view magnification?

Answer: View magnification refers to the ability to zoom in or zoom out on your design to see it at a larger or smaller scale. It allows you to focus on specific details or get an overall view of your artwork.

Task Sheet-1.1: Design details of the graphic design project

Objective: The objective of this job sheet is to guide you through the process of focusing on the design details of a graphic design project. By following the steps outlined below, you will learn how to pay attention to the crucial elements that contribute to the overall success and impact of your design.

Working Procedure:

- 1 Understand the project requirements
- 2 Research and gather inspiration
- 3 Sketch and conceptualize ideas
- 4 Develop a visual hierarchy
- 5 Choose appropriate typography
- 6 Select color palettes
- 7 Refine imagery and graphics
- 8 Incorporate branding elements (if applicable)
- 9 Seek feedback and iterate
- 10 Prepare final deliverables

Learning Outcome 2: Create mock up

Assessment Criteria	<ol style="list-style-type: none"> 1. Product shots are collected/taken. 2. A separate layer is prepared. 3. Screen layer is made. 4. Housekeeping/organizing work is done. 5. Mock up is completed and saved.
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1. Product shots 2. layer preparation. 3. Screen layer 4. Mock up
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 2: Create mock up

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about creating mock up and print	1. Instructor will provide the learning materials creating mock up and print
2. Read the Information sheet/s	2. Information Sheet No:2- Create mock up
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 2- Create mock up Answer key No. 2- Create mock up
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet Job Sheet No:2-1: Create a mock up Design Specification Sheet: 2-1 Create a mock up Design

Information Sheet 2: Create mock up

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 2.1 Product shots.
- 2.2 Layer preparation.
- 2.3 Screen layer.
- 2.4 Mock up.

2.1 Product shots

Product shots refer to visual representations or images of a product that are created using the software's tools and features. Product shots are often used for marketing materials, e-commerce websites, catalogs, or any other medium where showcasing the product's appearance is important.

To create product shots in Illustrator, you can follow these general steps:

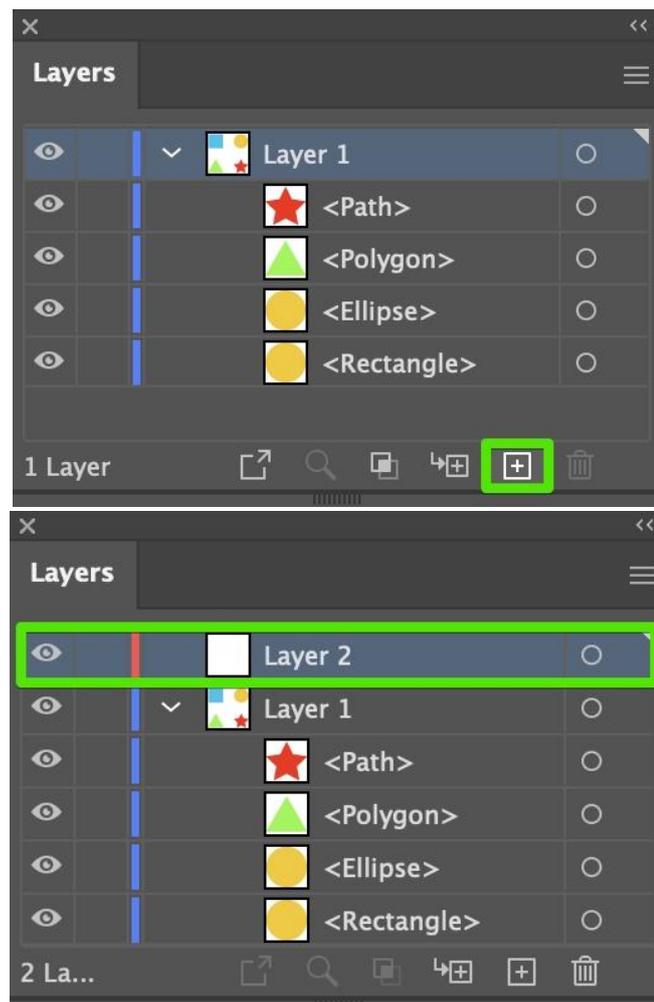
- **Set up the document:** Start by creating a new document with appropriate dimensions and settings for your intended use. Consider the desired size and resolution of the product shots.
- **Import or create the product image:** If you have a high-quality photograph of the product, you can import it into Illustrator using the File > Place command. Alternatively, you can draw the product from scratch using Illustrator's drawing tools if you prefer a more illustrative or stylized representation.
- **Refine the product image:** Use Illustrator's tools to refine and enhance the product image. This can include adjusting colors, applying gradients or textures, adding shading or highlights, and adding details to make the product visually appealing and accurate. You can also use blending modes, transparency settings, and layering techniques to achieve the desired effects.
- **Create backgrounds or context:** Depending on the purpose of the product shots, you may want to create backgrounds or contextual elements to provide a sense of environment or usage. Illustrator offers a range of tools and features to create backgrounds, patterns, textures, or even simulate lighting effects to enhance the visual impact of the product.

- **Add text and branding:** If needed, incorporate text elements such as product names, descriptions, or branding elements like logos or slogans. Illustrator provides various typography options to customize the appearance of the text to match your design concept.
- **Arrange and organize:** Utilize Illustrator's layering system to organize different elements of the product shot. This helps in maintaining a structured and editable file, allowing you to easily modify or rearrange components as necessary.
- **Export the product shot:** Once you are satisfied with your product shot, you can export it in a suitable format, such as JPEG or PNG, for use in your marketing materials, website, or other mediums. Consider the required resolution and file size based on the intended usage.

2.2 Layer Preparation

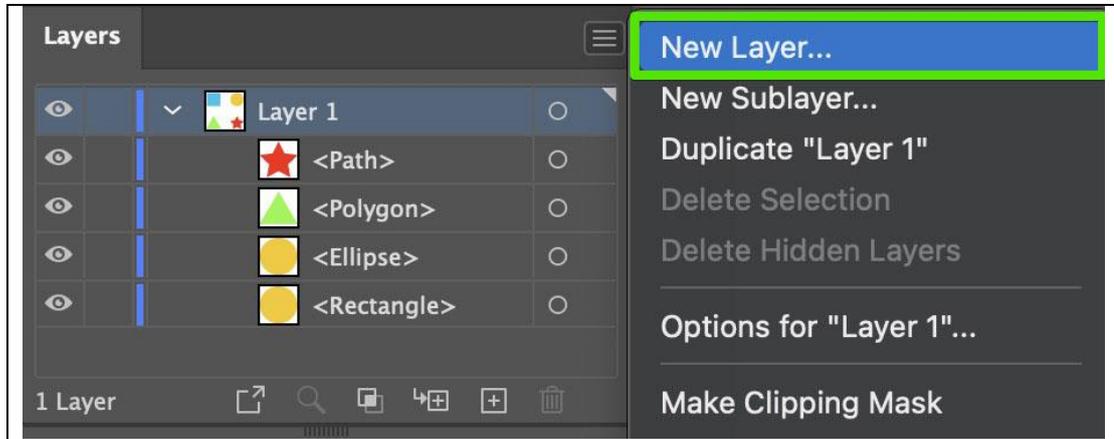
Create a New Layer:

Go to the bottom of the Layers Panel and click on the Create New Layer button that is represented by a plus (+) icon. A new layer appears in the Layers Panel.



Method 2 to Create a new layer:

Go to the top right corner of the Layers Panel. Then, click on the Layers Panel menu represented by three horizontal lines. Next, click on New Layer in the dropdown submenu.

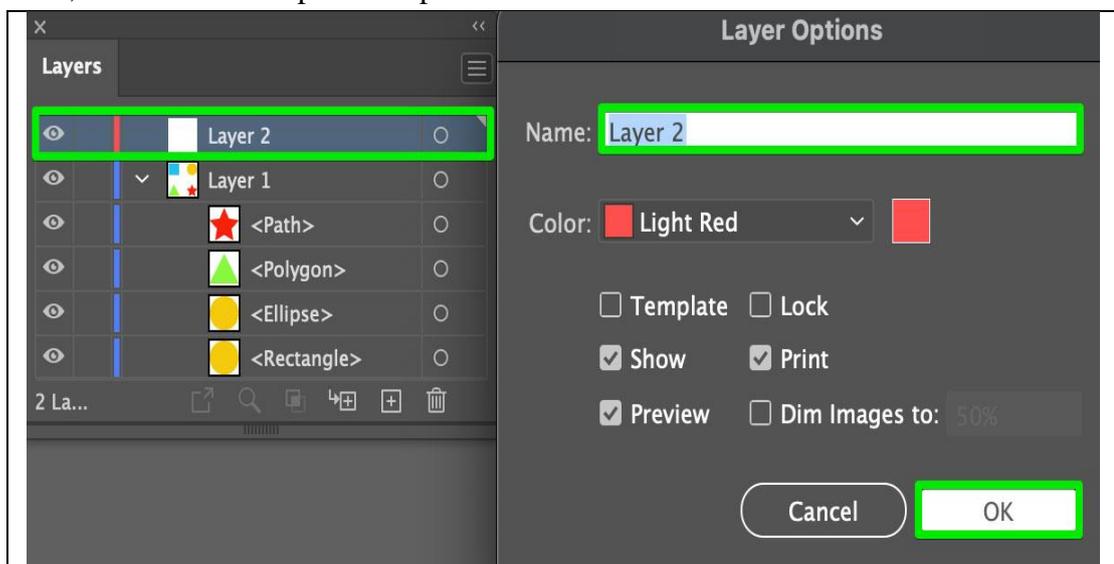


Create a new layer via the Layers Panel menu

Once you click New Layer, you will see another layer appears above the first original layer in the Layers Panel. At the same time, the Layers Option dialog box appears. Key in your desired layer name into the Name field of the Layers Option dialog box. You can also change the color of the layer's tag if you wish by clicking on the toggle represented by a triangular arrow pointing downwards.

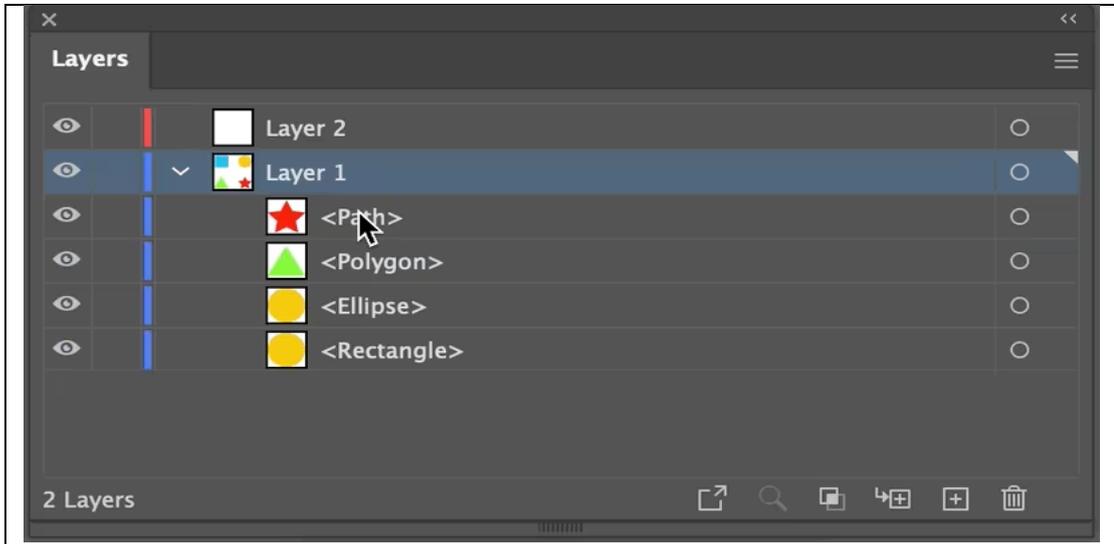
It's a good idea to give each layer a different color and label every layer to differentiate them. In this way, if your file has many layers, you can easily find the layers you want to edit by referring to the Layers Panel.

Next, leave the other options as per default and click the OK button.



Separate the Object from the First Layer

Now that you've created another layer, bring your cursor to the object that you'd like to separate from the main layer. Next, click on the object, hold and drag the layer to the new layer. Then, release your mouse or cursor and your object will be added to the new layer.



Repeat the same steps for the other objects under the same layer. You've successfully separated your objects from the main layer into separate individual layers.

2.3 Screen layer

the term "screen layer" refers to a blending mode that can be applied to a layer or multiple layers in a design. The Screen blending mode is one of the many blending modes available in Photoshop that determines how the pixels of one layer interact with the pixels of the underlying layers.

Here's what you need to know about using the Screen layer blending mode in Photoshop:

Blending Mode: In Photoshop, blending modes determine how the colors and tones of different layers interact with each other. The Screen blending mode specifically enhances the brightness and lightness of the underlying layers while preserving the highlights. It is often used to create a brightening effect or to overlay images with a light, glowing appearance.

Effect: When you apply the Screen blending mode to a layer, the dark areas of that layer become transparent, while the light areas blend with the layers below, creating a brightened effect. The brighter the pixels in the layer, the more they will affect the underlying layers.

Application: The Screen blending mode is commonly used in various design scenarios, including adding light effects, creating soft glows, blending multiple images seamlessly, or enhancing the brightness of an image without affecting the colors.

Layer Stacking: The effect of the Screen blending mode is influenced by the stacking order of the layers in the Layers panel. Layers positioned below the layer with the Screen blending mode will be affected, while layers above will not. Adjusting the opacity of the screen layer can also control the intensity of the effect.

To apply the Screen blending mode to a layer in Photoshop:

- Open your design in Photoshop and ensure that the Layers panel is visible.
- Select the layer you want to apply the Screen blending mode to.
- In the Layers panel, click on the drop-down menu that displays the blending mode (by default, it is set to "Normal").
- Scroll down and choose the "Screen" blending mode from the list.
- Observe the changes in the appearance of the layer and its interaction with the layers below.

Remember that the Screen blending mode is just one of many blending modes available in Photoshop. Exploring different blending modes and experimenting with layer combinations can help you achieve a wide range of creative effects and enhancements in your designs.

2.3.1 Screen layer in Illustrator

Screen layer refers to a layer that is used to simulate the appearance of a printed halftone screen or a digital screen effect in your artwork. It is commonly used when creating illustrations, designs, or artwork that needs to replicate the look of a printed or digital screen, such as retro-style graphics or comic book illustrations.

2.3.2 Create a screen layer in Illustrator, you can follow these steps:

- **Create or import your artwork:** Start by creating or importing the artwork that you want to apply the screen effect to. This can be any vector artwork, shapes, or text.
- **Create a new layer:** Open the Layers panel in Illustrator (Window > Layers) and create a new layer above the artwork layer. This new layer will be used to apply the screen effect.
- **Apply the screen pattern:** Select the new layer and choose the "Appearance" panel (Window > Appearance) to access the layer's appearance settings. In the

Appearance panel, click on the "Add New Fill" button to add a new fill attribute to the layer.

- **Choose the screen pattern:** With the new fill selected, you can modify its attributes in the Appearance panel. Click on the "Opacity" option and reduce the opacity to a value that suits your desired screen effect. Then, click on the "Fill" option and choose "Pattern" from the drop-down menu.
- **Access the pattern options:** Once you have selected the pattern fill, click on the "Pattern Options" link in the Appearance panel to access the pattern settings.
- **Select a screen pattern:** In the Pattern Options dialog box, you can choose from a variety of predefined screen patterns available in Illustrator. These patterns simulate the appearance of printed halftone screens or digital screens. You can select the pattern that best matches the effect you want to achieve.
- **Adjust pattern settings:** Customize the pattern settings as needed. You can modify the size, spacing, angle, and other attributes of the screen pattern to control the intensity and appearance of the effect. Preview the changes in real-time to achieve the desired result.
- **Fine-tune the appearance:** After applying the screen pattern, you can further refine the appearance by adjusting other attributes in the Appearance panel. You can modify the blending modes, opacity, and other effects to enhance the overall visual impact.

2.4 Mock up

In graphic design, a mockup refers to a visual representation or prototype of a design concept. It is essentially a realistic or scaled-down model of a design idea that allows designers to showcase how the final product may look and feel. Mockups are widely used in various design disciplines, including web design, product packaging, advertising, and branding.

Mockups serve several purposes in the design process:

- **Visualization:** Mockups help designers and clients visualize the design concept in a more tangible and realistic manner. By presenting a design in a mockup, designers can convey their ideas effectively and enable clients to provide feedback based on a visual representation.
- **Design Evaluation:** Mockups allow designers to evaluate the aesthetics, composition, and overall effectiveness of a design before investing time and

resources into the final production. They provide an opportunity to identify potential design flaws or areas that need improvement.

- **Communication and Collaboration:** Mockups serve as a common ground for designers, clients, and stakeholders to discuss and collaborate on design ideas. They provide a shared visual reference, facilitating clearer communication and minimizing misunderstandings.
- **User Testing:** In digital design, such as web and app interfaces, mockups are often used for user testing. By creating interactive or clickable prototypes, designers can simulate user interactions and gather valuable feedback on usability and functionality.

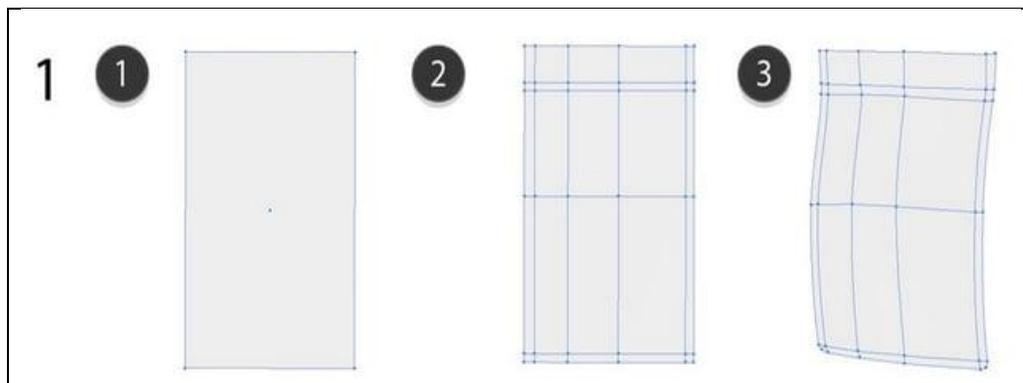
Mockups can be created using various design tools, such as graphic design software, prototyping tools, or even physical materials like paper and foam boards. They can range from low-fidelity sketches or wireframes to high-fidelity, pixel-perfect representations with detailed visual elements.

2.4.1 Creating a Mockup

Create the First Pouch Bag Design Template

Step 1

- To begin drawing the first part of the first plastic pouch packaging mockup, create a rectangle, coloring it with #EEEEEE. Then, take the Mesh Tool (U) and, following the picture below, create a mesh grid.
- Next, using the Mesh Tool (U), bend the rectangle to resemble the shape in the third section of this step. You can achieve it by moving the edge Mesh nodes.
- To get rounded corners just like those in the bottom part of the shape, I recommend first converting the corner nodes with the Convert Anchor Point Tool (Shift-C).



Step 2

- Now let's start coloring the mesh grid! Using either the Mesh Tool (U) or the Direct Selection Tool (A), select the mesh nodes selected in section 1 of the screenshot below. Color these nodes with #DBDBDB via the Color Picker panel.
- Next, add some more mesh nodes and bend them accordingly to achieve the shape shown in the second section below.
- When you're happy with your shape, color some more nodes (selected in the third section) with #D1D1D1.



Step 3

Finish this part of the plastic pouch packaging mockup by coloring the remaining nodes according to the screenshot below. You will need these colors:

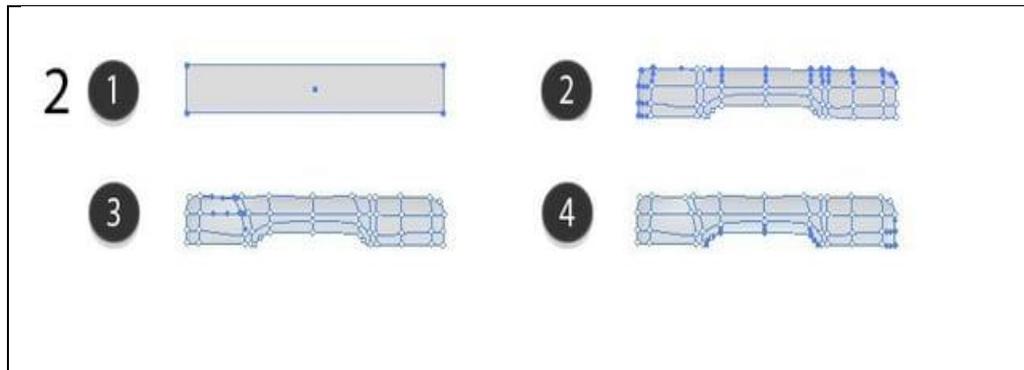
- #C6C6C6
- #F2F2F2
- #D0D0D0



Step 4

To make the second part of the flat bottom pouch mockup, create a grey (#DADADA) rectangle with a mesh grid, and then bend it and color it according to the screenshot below. You will need these colors:

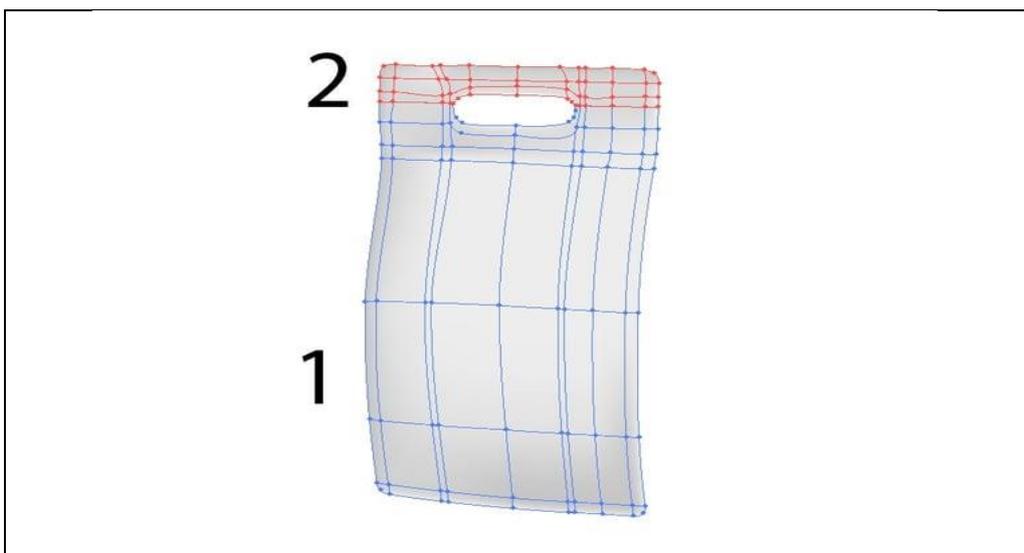
- #DADADA
- #C6C6C6
- #E4E4E4
- #F2F2F2



Step 5

Attach both parts of the packaging bag mockup we've made so far. Bend and color the edge nodes so that they overlap and create a seamless illusion!

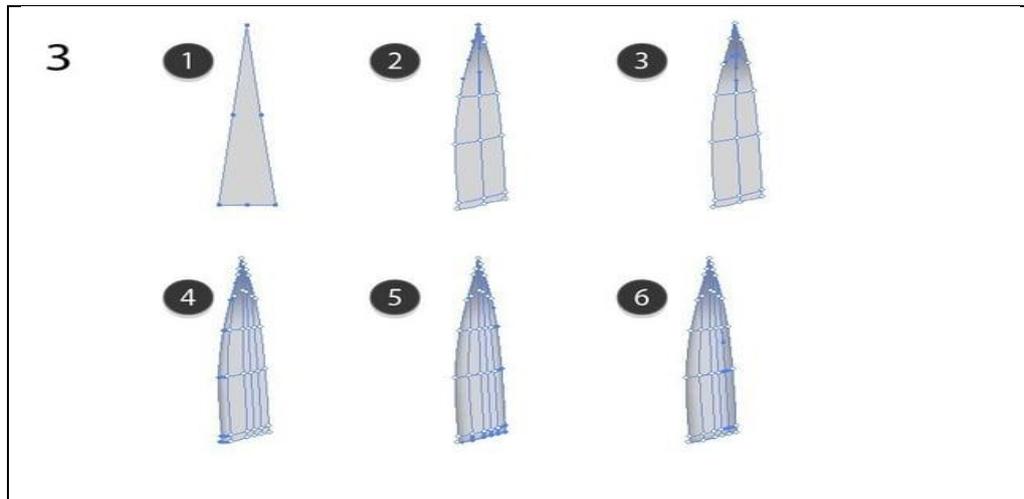
For easier manipulation, you can Group (Control-G) both elements.



Step 6

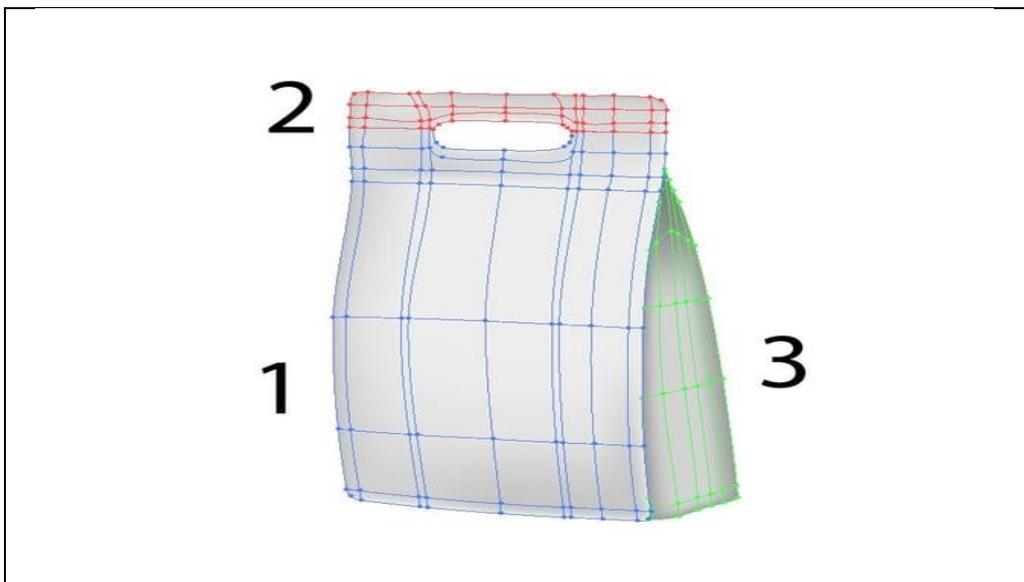
Create the third part of the plastic pouch packaging mockup with Gradient Mesh, following similar steps as in Steps 1 to 5. Use these colors:

- #D3D3D3
- #7B7B7B
- #929292
- #9D9D9D
- #9F9F9F
- #BDBDBD



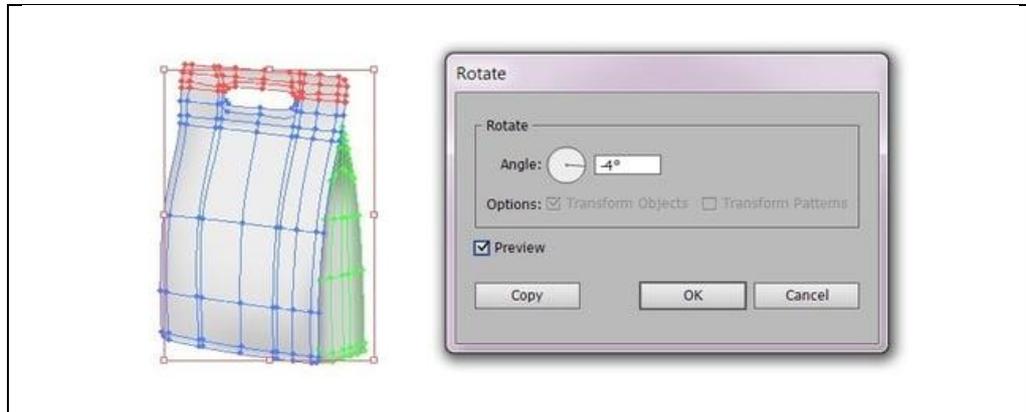
Step 7

Add the third part of the pouch packaging mockup to the others, just like in Step 5, completing the pouch mockup!



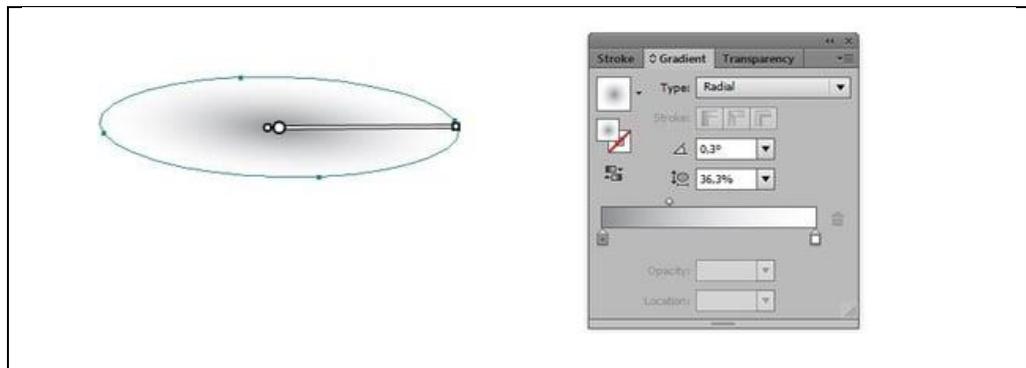
Step 8

Use the Rotate Tool (R) to rotate the finished flat bottom pouch mockup by -4° .



Step 9

Draw a shadow with a Radial Gradient from #979797 to white. Change its Transparency mode to Multiply. Then, place the shadow under the stand-up pouch template.



Step 10

The first packaging bag **mockup** should come out looking like this!

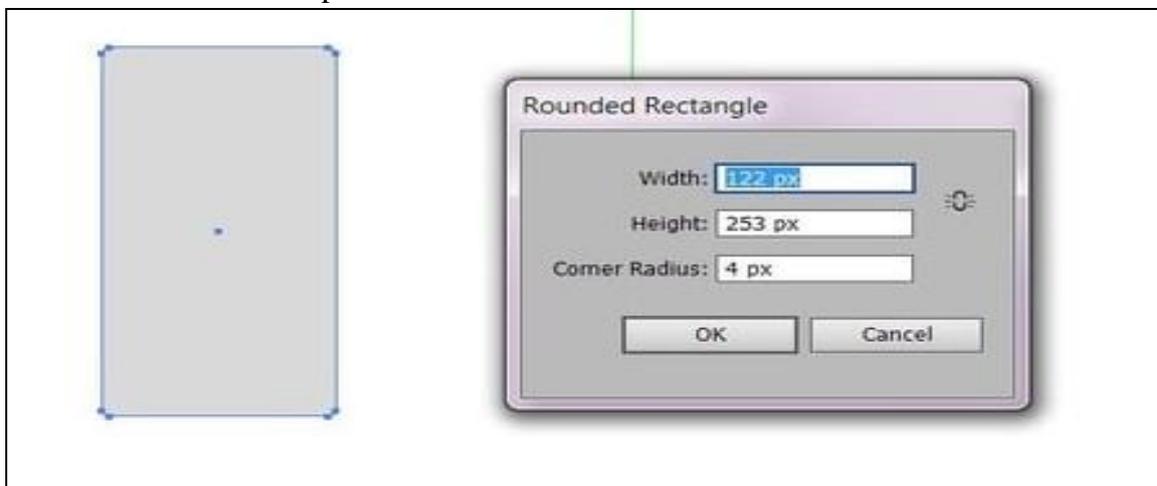
Create the First Pouch Bag Design Template

Step 1

Let's start the creation of the second packaging bag mockup by drawing a rectangle! For this element, we will need to use a rectangle with rounded edges.

You can use my measurements below with the Rounded Rectangle Tool. Once you're happy with your shape, color it with #D9D9D9.

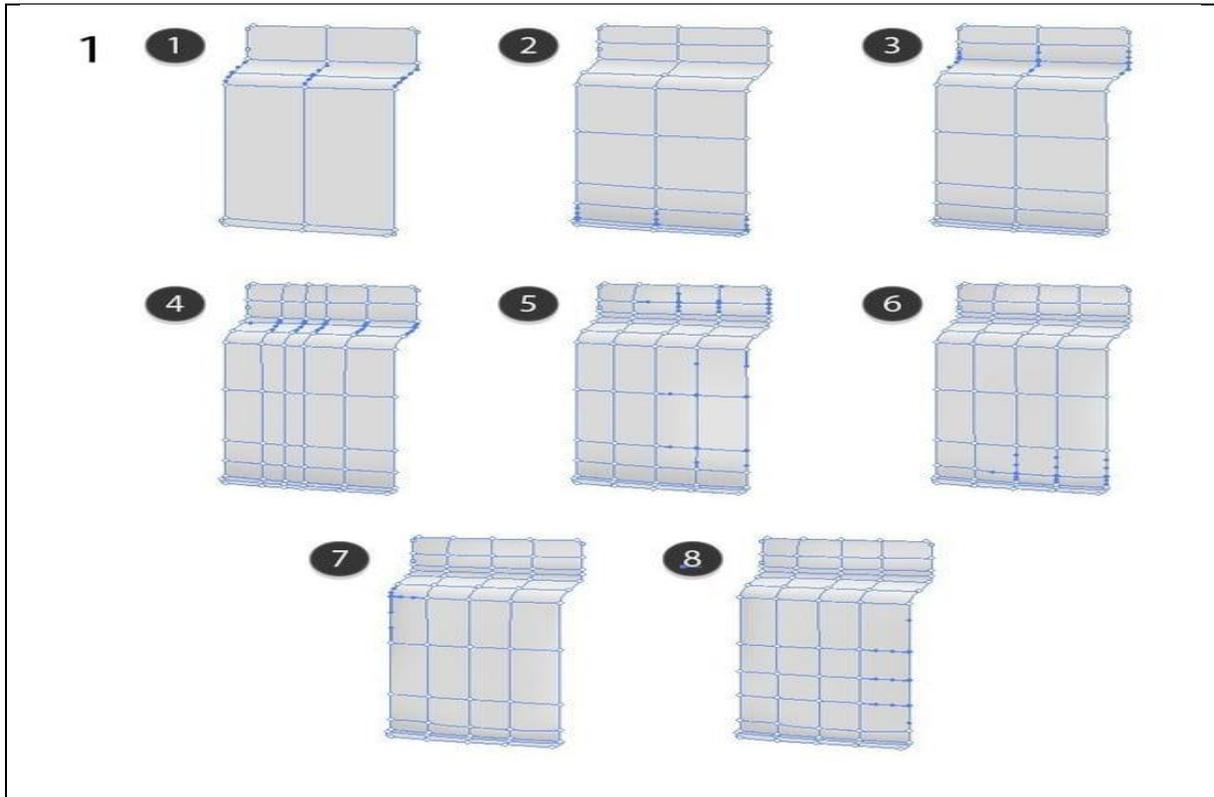
- Width: 122 px
- Height: 253 px
- Corner Radius: 4 px



Step 2

Continue by bending and coloring the shape with Gradient Mesh, creating the first piece of the stand-up pouch template.

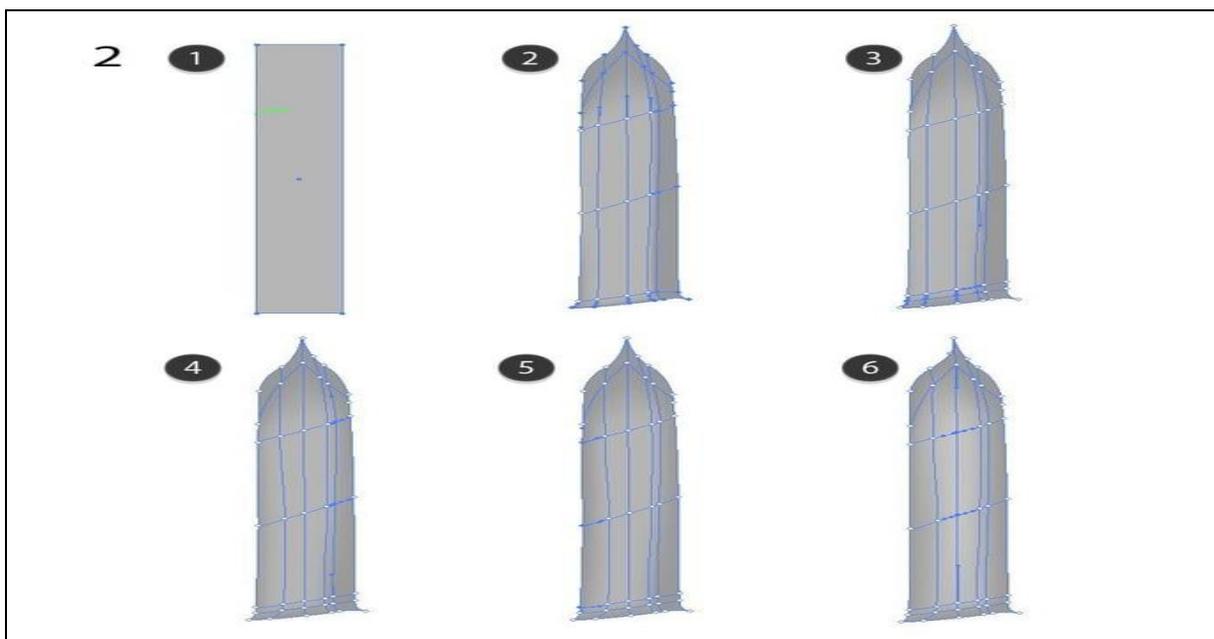
- #F0F0F0
- #C3C3C3
- #CCCCCC
- #E4E4E4
- #E3E3E3
- #D7D7D7
- #C7C7C7
- #D3D3D3



Step 3

Next, create the side of the pouch mockup. You will need these colors:

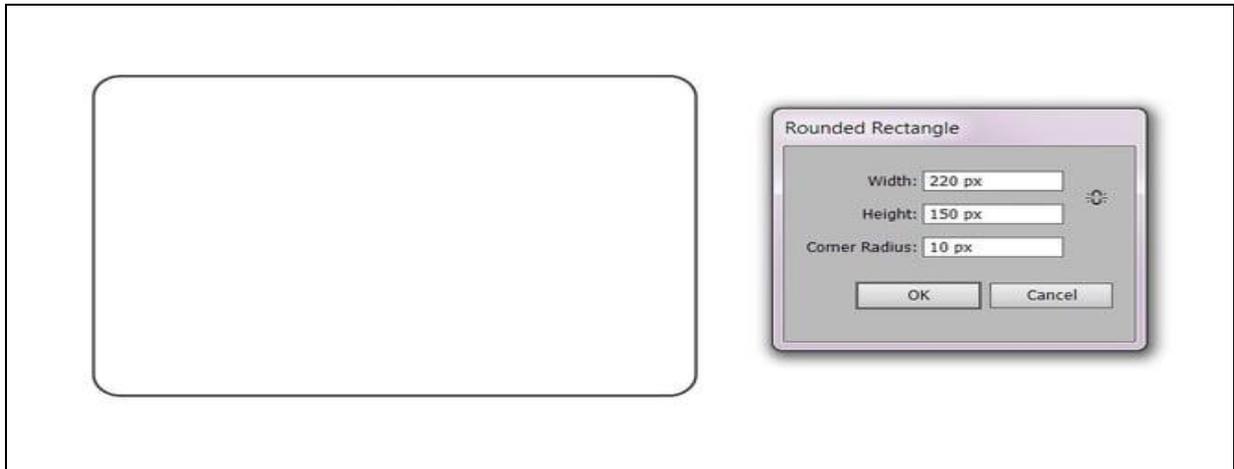
- #B6B6B6
- #9A9A9A
- #ABABAB
- #AAAAAA
- #969696
- #C7C7C7



Step 4

For the third element of the packaging bag mockup, use these measurements:

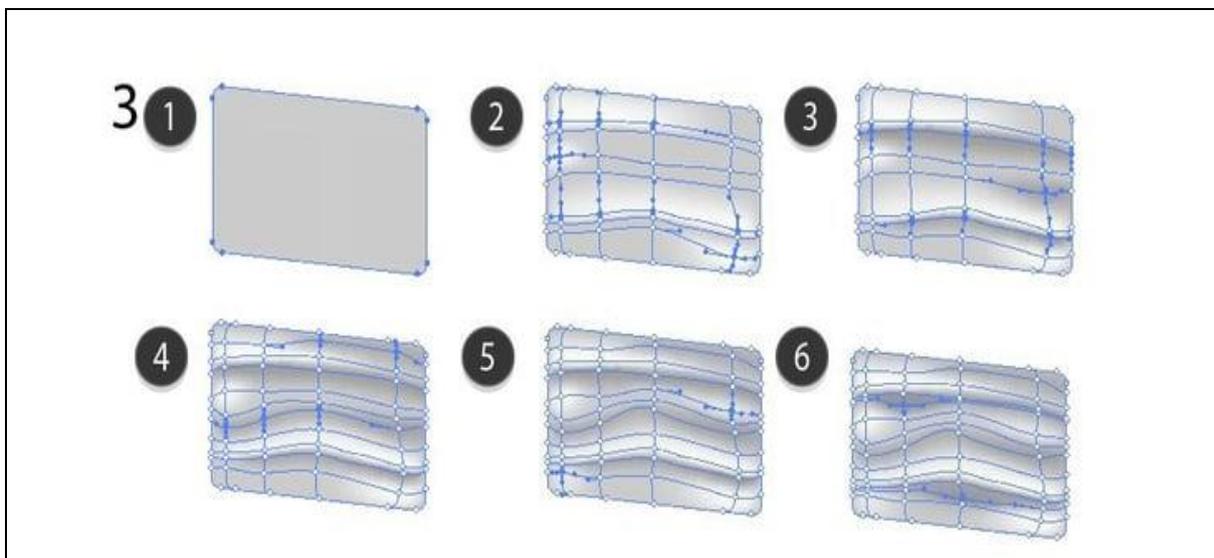
- Width: 220 px
- Height: 150 px
- Corner Radius: 10 px



Step 5

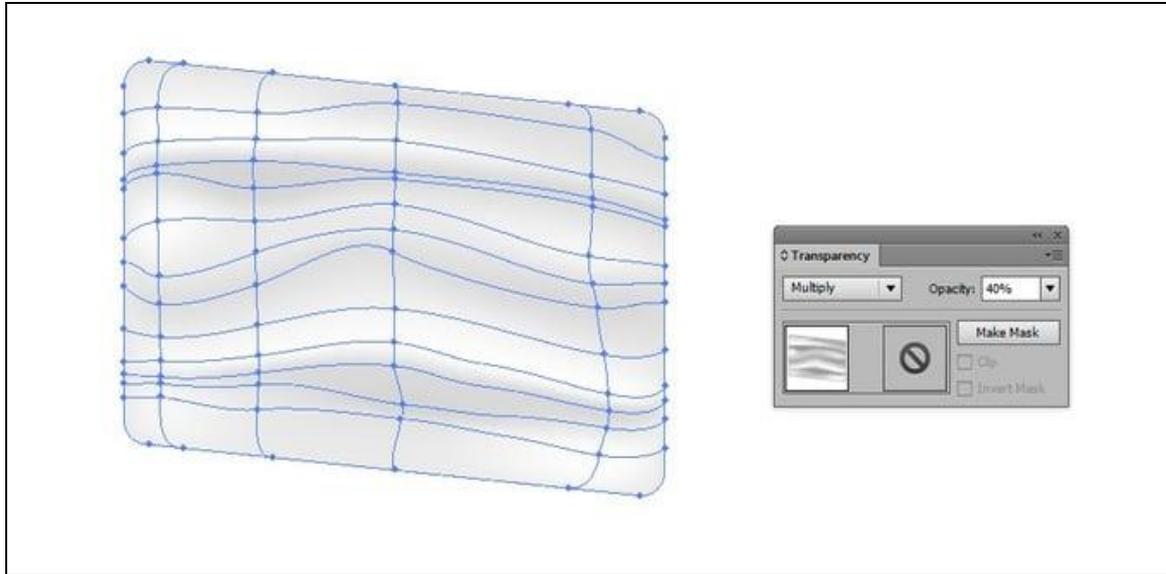
Bend the rectangle and then color it with Gradient Mesh.

- #CCCCCC
- #FFFFFF
- #9D9D9D
- #AFAFAF
- #ECECEC
- #969696



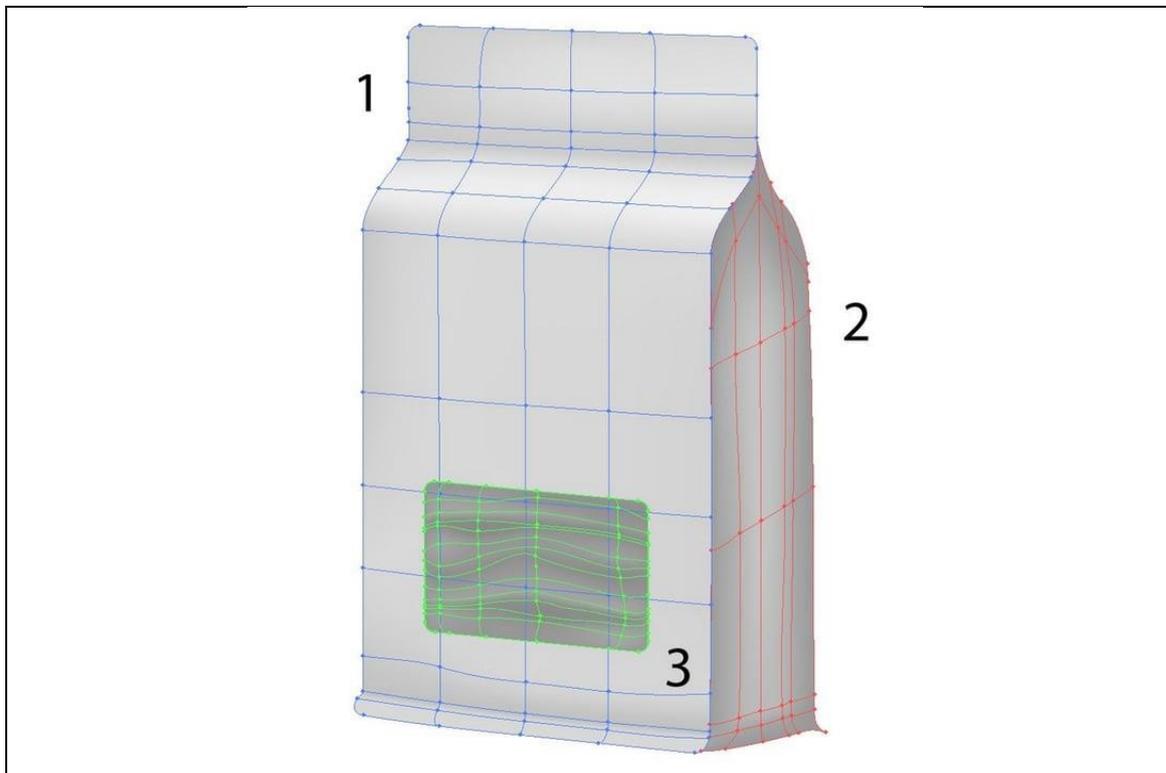
Step 6

In the Transparency panel, change the resulting element's Transparency Mode to Multiply and its Opacity to 40%.



Step 7

To create the pouch mockup, put all the elements together, as shown below. Make sure that element 3 stays on top of the other pieces!



Step 8

To finish the pouch packaging mockup, place a shadow under it, just as we learned in the previous section.



Self-Check Sheet - 2: Create mock up

Questionnaire:

1. What is product shot?

Answer:

2. What is Mockup?

Answer:

3. What is EPS?

Answer:

Answer Key - 2: Create mock up

1. What is Content in Illustrator?

Answer: Product shots refer to visual representations or images of a product that are created using the software's tools and features. Product shots are often used for marketing materials, e-commerce websites, catalogs, or any other medium where showcasing the product's appearance is important.

2. What is Mockup?

Answer: Mockup refers to a visual representation of a design or layout that is created using the software's tools and features. Illustrator is a powerful vector graphics editor that allows designers to create precise and scalable artwork, making it a popular choice for creating mockups for various design projects.

3. What are the uses of screen layer?

Answer: Screen layer refers to a layer that is used to simulate the appearance of a printed halftone screen or a digital screen effect in your artwork. It is commonly used when creating illustrations, designs, or artwork that needs to replicate the look of a printed or digital screen, such as retro-style graphics or comic book illustrations.

Job Sheet-2.1: Create a Mockup Design

Working Procedure:

- 1 Follow OSH and use Personal Protective Equipment (PPE).
- 2 Start the Computer.
- 3 Read and follow the Specification Sheet.
- 4 Open Adobe Photoshop and create a new document and set up the workplace.
- 5 Separate images as per specification.
- 6 Retouch images as per specification.
- 7 Apply color correction images as per specification.
- 8 Apply effects as per specification.
- 9 Save the document using the default file format of your Photoshop software.
- 10 Turn off the computer and clean your workplace

Sample job



Specification Sheet-2.1: Create a Mockup Design

Necessary Personal Protective Equipment (PPE)

Sl. No	Name of PPE	Unit	Quantity
1	Ergonomic Chair	No	1
2	Eye protective glass	No	1
3	Rubber shoe	Pair	1

Necessary tools and equipment

Sl. No	Name of Tools & Equipment	Specification	Unit	Quantity
1	Personal Computer or Laptop		Set	1
2	Keyboard and Mouse	Optical mouse	No.	1
3	Monitor		No.	1

Necessary materials

Sl. No.	Name of materials	Specification	Unit	Quantity
1	Simple Image	A4 Paper	No.	1
2	MS- Office	Software	No.	1

Learning Outcome 3: Print Draft

Assessment Criteria	<ol style="list-style-type: none"> 1. Printer is selected 2. Print preview option is accessed 3. Document is adjusted where necessary 4. Printout is taken
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1. Printer selection 2. Print preview option 3. Document adjustment 4. Printing procedure
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 3: Print Draft

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about creating mock up and print	1. Instructor will provide the learning materials creating mock up and print
2. Read the Information sheet/s	2. Information Sheet No:3- Print Draft
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 3- Print Draft Answer key No. 3- Print Draft
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet Job Sheet No:3-1: Print a document using printer Specification Sheet: 3-1 Print a document using printer

Information Sheet 3: Print Draft

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 3.1 Printer selection
- 3.2 Print preview option
- 3.3 Document adjustment
- 3.4 Printing procedure

3.1 Printer selection

Printer selection refers to the process of choosing the appropriate printer settings and configurations when preparing your artwork for printing. The printer selection ensures that your design is compatible with the specific printer you plan to use, and it helps optimize the output quality and accuracy of your printed materials.

To select the printer settings in Illustrator, you can follow these general steps:
Open the Print dialog box: Go to File > Print or use the keyboard shortcut Ctrl+P (Windows) or Command+P (Mac) to open the Print dialog box in Illustrator.

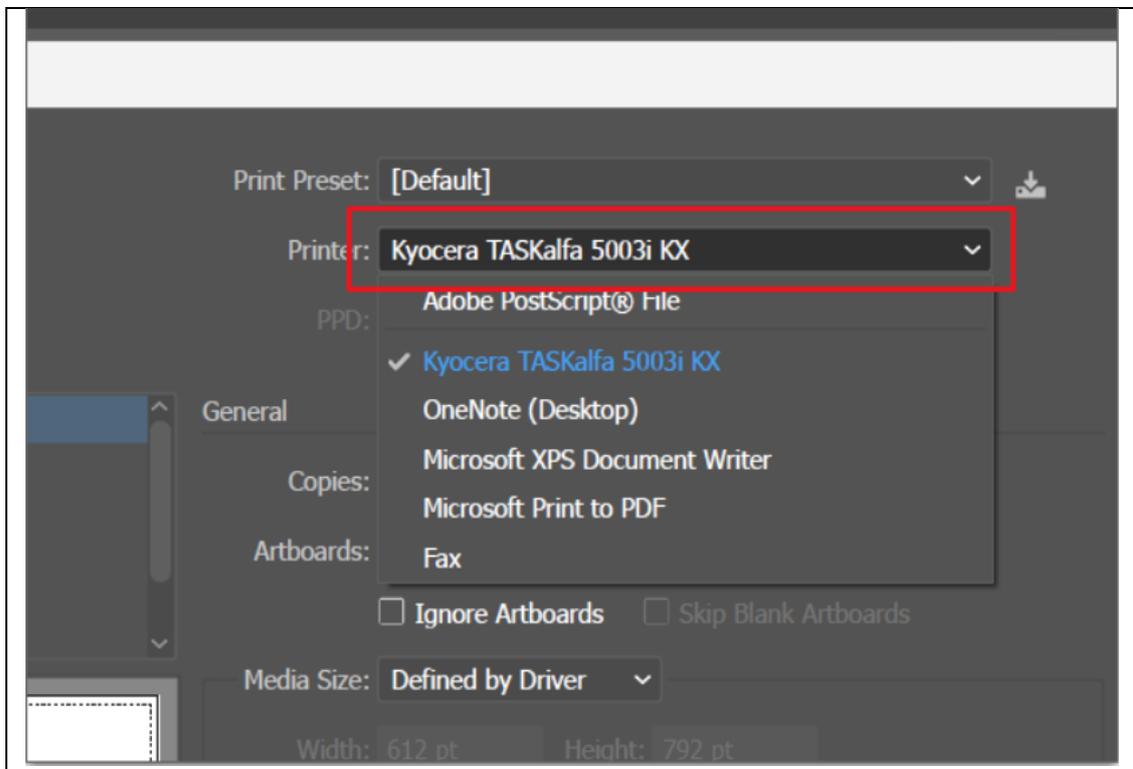
Choose the printer: In the Print dialog box, select the printer from the available list of installed printers. Make sure the selected printer is the one you intend to use for printing your artwork.

Set the paper size and orientation: Specify the paper size and orientation that matches the size and orientation of the paper you plan to use for printing. You can choose from a list of standard paper sizes or set custom dimensions if necessary.

Configure print options: Depending on your printer and the desired output, you can adjust various print options in the Print dialog box. These options may include print quality, color management, paper type, print mode (e.g., duplex printing), and other printer-specific settings. Refer to your printer's documentation for guidance on the specific settings it supports.

Preview and adjust print settings: Use the Print Preview option in the dialog box to get a preview of how your artwork will appear when printed. Take this opportunity to review the page layout, scaling, and other settings. If needed, make adjustments to ensure the desired appearance and fit on the printed page.

Print the artwork: Once you are satisfied with the printer settings and preview, click the "Print" button to initiate the printing process. Ensure that your printer is properly connected, powered on, and loaded with the appropriate paper.



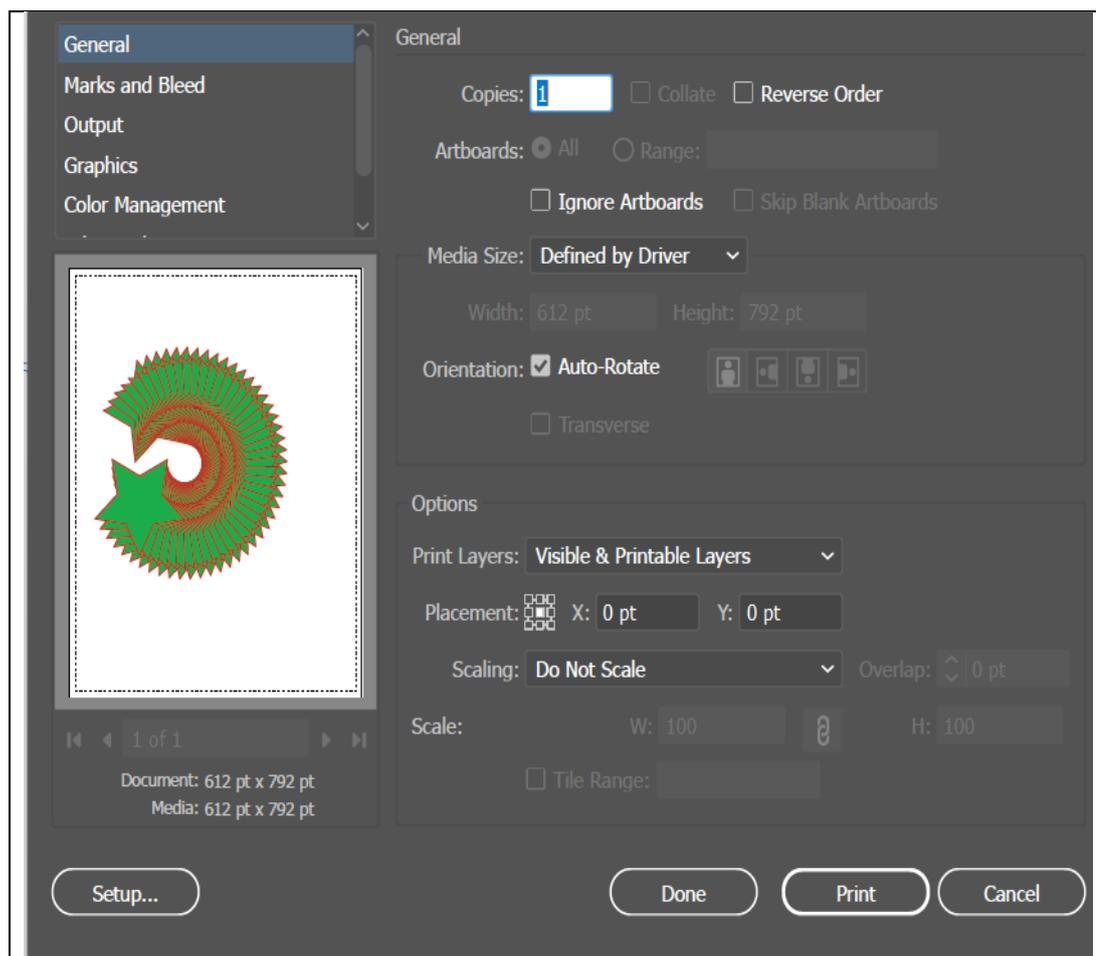
3.2 Print preview option

The Print Preview option allows you to preview how your artwork will appear when printed before actually sending it to the printer. It provides a visual representation of the layout, colors, and overall appearance of your design as it would appear on the printed page. The Print Preview option helps you identify and address any potential issues or adjustments needed before printing, ensuring that you achieve the desired output.

To access the Print Preview option in Illustrator, you can follow these steps:

- Open the Print dialog box: Go to File > Print or use the keyboard shortcut Ctrl+P (Windows) or Command+P (Mac) to open the Print dialog box in Illustrator.
- Enable Print Preview: In the Print dialog box, you will find a checkbox or option labeled "Print Preview" or "Preview" (the exact wording may vary depending on the version of Illustrator). Ensure this option is checked or enabled.
- Adjust print settings if necessary: Before proceeding to the Print Preview, you can configure the printer settings, paper size, orientation, and other options in the Print dialog box according to your requirements. Make any necessary adjustments before proceeding to the next step.

- **View the Print Preview:** Once you have enabled the Print Preview option, you can see a preview of your artwork as it would appear on the printed page. The Print Preview window displays your design within the defined page boundaries, taking into account the selected printer settings and paper size.
- **Zoom and navigate the preview:** In the Print Preview window, you can use the zoom and navigation tools to examine different parts of your artwork. This allows you to closely inspect details, check alignment, verify colors, and ensure the overall layout matches your expectations.
- **Make adjustments if needed:** While in Print Preview, you can identify any issues that may affect the printed output, such as improper scaling, overlapping elements, or unexpected color variations. If necessary, return to the Print dialog box to adjust settings or make changes to your artwork in Illustrator to address these issues.
- **Exit Print Preview:** After reviewing the Print Preview and making any necessary adjustments, you can close the Print Preview window.



3.3 Document adjustment

Document adjustment refers to the process of modifying the settings and properties of an existing document to meet specific requirements or preferences. These adjustments can include changing the document size, orientation, color mode, artboard settings, and other aspects that affect the overall appearance and functionality of the document.

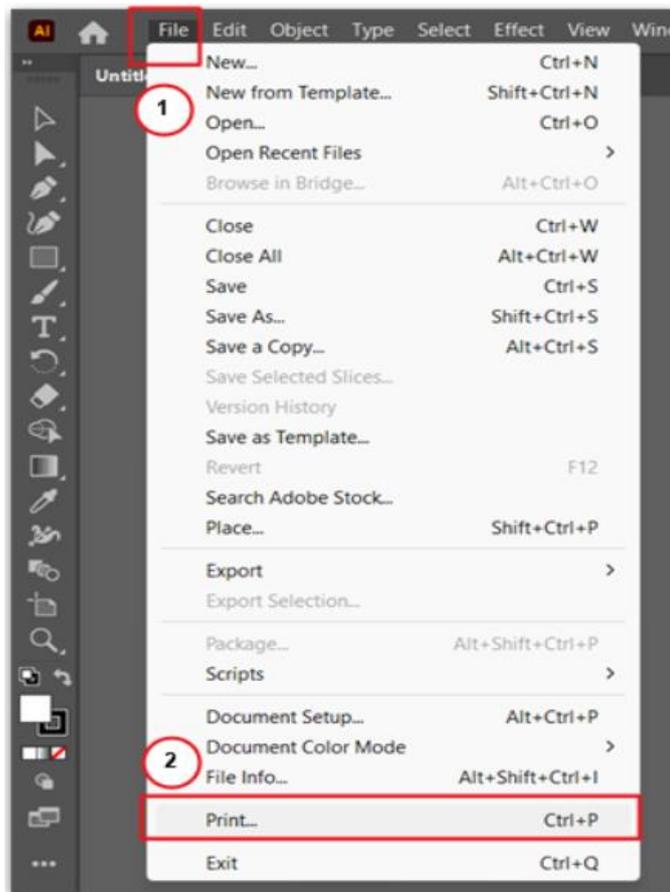
To perform document adjustments in Illustrator, you can follow these steps:

- **Open the document:** Launch Adobe Illustrator and open the document you want to adjust. You can do this by selecting "Open" from the File menu or by using the keyboard shortcut Ctrl+O (Windows) or Command+O (Mac).
- **Modify document size:** To adjust the document size, go to the "Document Setup" menu by selecting File > Document Setup. In the Document Setup dialog box, you can change the width and height of the document in different units of measurement. Remember to maintain the aspect ratio if you want to preserve the proportions of your artwork.
- **Adjust orientation:** In the Document Setup dialog box, you can also change the document orientation between portrait and landscape. Simply select the desired option under the "Orientation" section.
- **Modify color mode:** If you need to change the color mode of the document, go to the Document Setup dialog box and select a different color mode from the "Color Mode" drop-down menu. Common color modes include RGB (for screen-based designs) and CMYK (for print-based designs).
- **Adjust artboard settings:** The artboard represents the printable area of your document. To modify the artboard size or position, select the "Artboard Tool" from the Tools panel. With the tool selected, you can click on the artboard and adjust its dimensions or position using the handles and controls that appear.
- **Additional document adjustments:** Depending on your specific needs, there may be other adjustments you can make to the document. For example, you can change the ruler units, set the document resolution, adjust the bleed settings, or specify the number of artboards if you need multiple pages or views.
- **Save the adjustments:** Once you have made the necessary adjustments to the document, remember to save your changes by selecting "Save" or "Save As" from the File menu. This ensures that your modifications are retained for future use.

3.4 Printing procedure

Step-1:

Click File from the tab bar at the top of the window and click Print once your document is ready for printing.

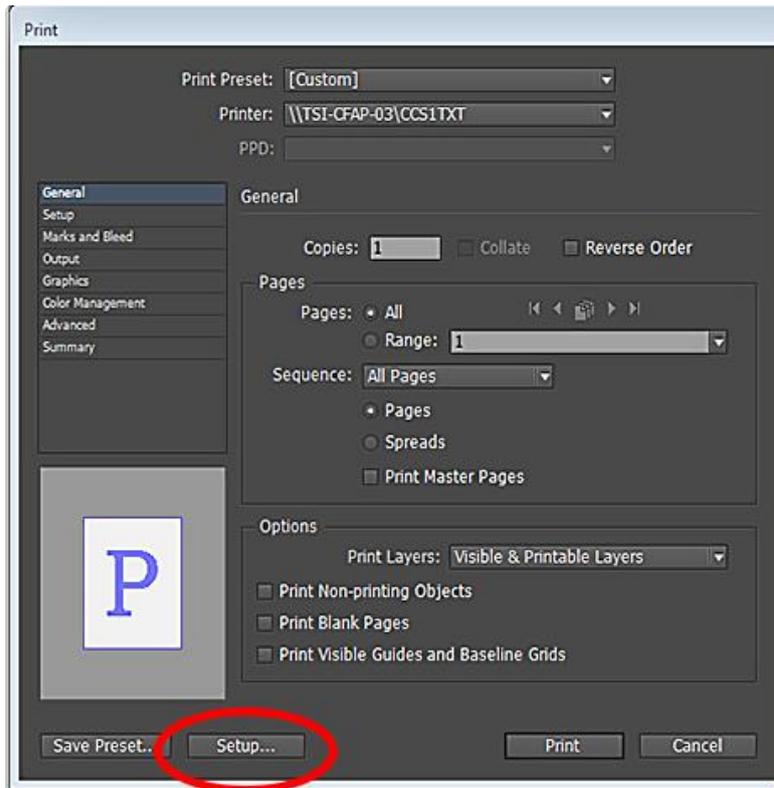


Step-2:

Select the printer you wish to use under the Printer heading. Here, a self-serve laser printer is selected.

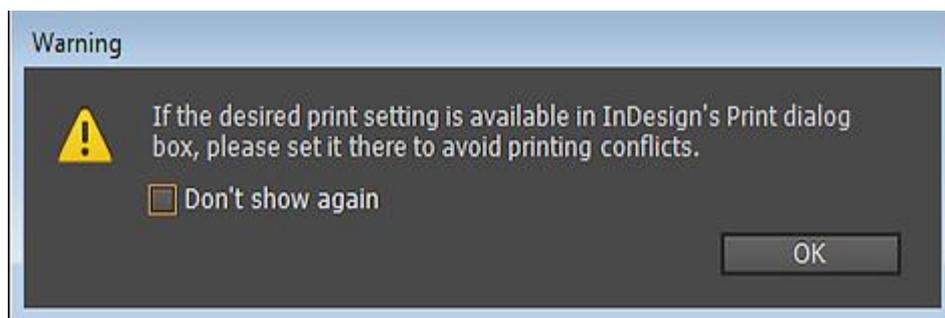
Step-3:

To change the default duplex print setting to single-sided printing, click Setup located in the bottom left corner of the Print window.



Step-4:

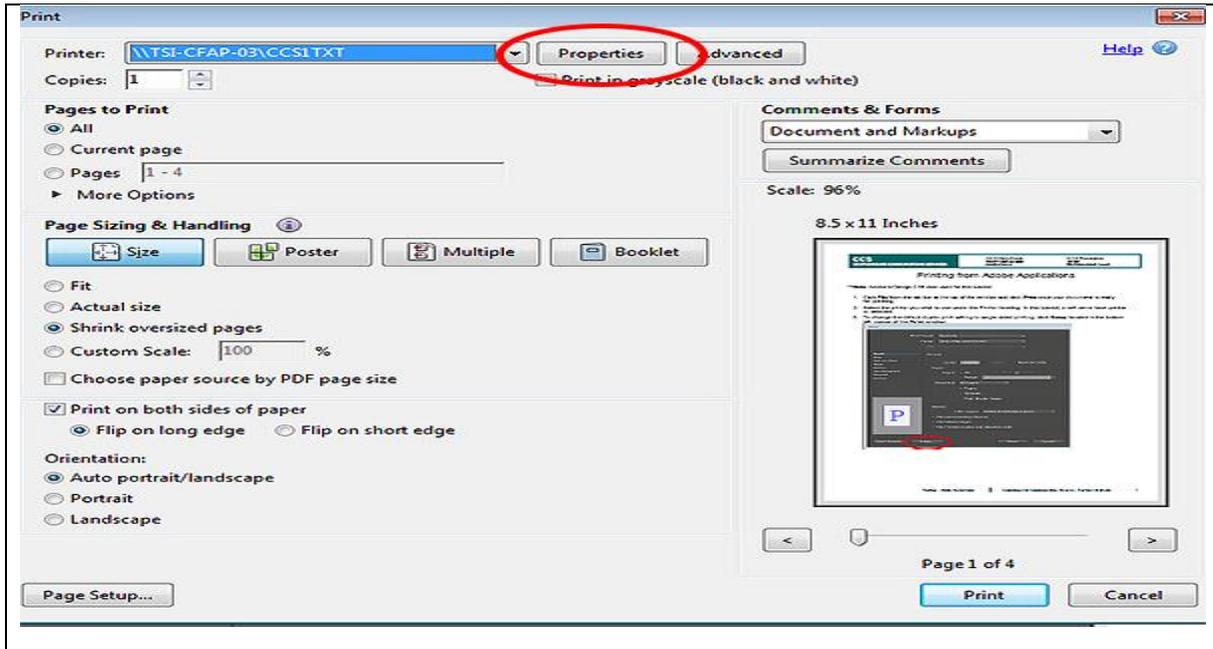
Once the Print menu appears, select the printer you wish to use from the drop-down menu provided under the Printer heading. In this tutorial, a Self-Serve Laser printer is selected.



Step-5:

Make sure the correct printer is selected before proceeding. Different Adobe applications use different commands to access the Printing Preferences window.

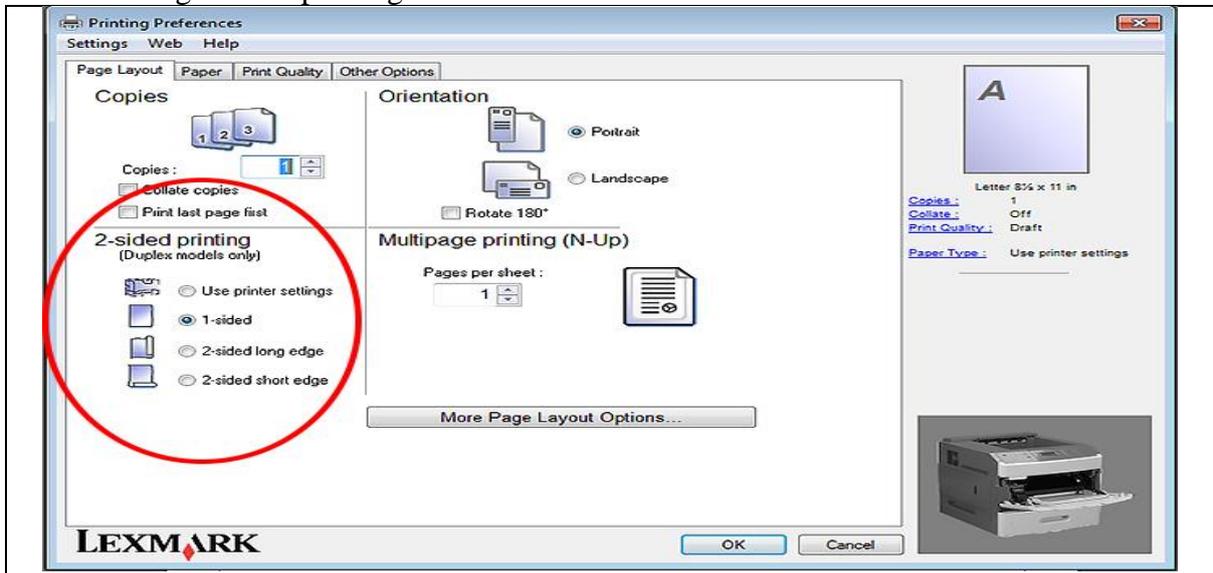
- For Adobe Acrobat XI Pro, Flash, Dreamweaver, and Fireworks click Properties.
- For InDesign and Illustrator click Preferences.
- For Photoshop click Print Settings.
- See the images below for an example of each.
- Printing from Adobe Acrobat XI Pro



Step-6:

From the Printing Preferences window, select your preferred 2-sided printing method of printing.

- To print single-sided, select Print on one side only.
- To print double-sided (duplex), select Print on both sides.
Note: This dialog box will look the same for all printers that support duplex and single-sided printing.



Step-7:

Click OK to close the printing preferences window.

Step-8:

Click Print to send the document to the selected printer.

Self-Check Sheet - 3: Print Draft

Questionnaire:

1. What is printer selection?

Answer:

2. What is print preview?

Answer:

3. Why we need to adjust document before printing?

Answer:

Answer Key - 3: Print Draft

1. What is printer selection?

Answer: Printer selection refers to the process of choosing the appropriate printer settings and configurations when preparing your artwork for printing.

2. What is print preview?

Answer: The Print Preview option allows you to preview how your artwork will appear when printed before actually sending it to the printer. It provides a visual representation of the layout, colors, and overall appearance of your design as it would appear on the printed page

3. Why we need to adjust document before printing?

Answer: Document adjustment refers to the process of modifying the settings and properties of an existing document to meet specific requirements or preferences. These adjustments can include changing the document size, orientation, color mode, artboard settings, and other aspects that affect the overall appearance and functionality of the document

Job Sheet-3.1: Print a Document Using Printer

Working Procedure:

1. Connect printer with computer.
2. Install printer software.
3. Adjust printer settings.
4. Select paper
5. Print the document
6. Turn off computer safely.

Specification Sheet

1. Collect printer and printer driver
2. Install driver software in c drive
3. Set printer as default
4. Set A4 paper for printing
5. Print the document from photoshop.

Specification Sheet-3.1: Print a Document Using Printer

Necessary Personal Protective Equipment (PPE)

Sl. No	Name of PPE	Unit	Quantity
1	Ergonomic Chair	No	1
2	Eye protective glass	No	1
3	Rubber shoe	Pair	1

Necessary tools and equipment

Sl. No	Name of Tools & Equipment	Specification	Unit	Quantity
1	Personal Computer or Laptop		Set	1
2	Keyboard and Mouse	Optical mouse	No.	1
3	Monitor		No.	1
4	Adobe Photoshop		No.	1
5	Printer driver software		No.	1
6	Printer		No.	1

Necessary materials

Sl. No.	Name of materials	Specification	Unit	Quantity
1	Simple Image	A4 Paper	No.	1
2	MS- Office	Software	No.	1

Review of Competency

Below is yourself assessment rating for module “Creating Mock Up and Print”

Assessment of performance Criteria	Yes	No
Required Professional Design work are selected.		
Appropriate Tools, Palette and arrange them as needed are identified.		
Ruler/unit/Grids/Guides/Smart Guides as per requirement are set		
Key Drawing / Design Layout are prepared		
Marks are interpreted.		
Layer lock is applied		
Contents are inserted.		
Color/Design/Pattern is applied.		
Pathfinder to create complex Objects are used.		
Font Attributes are applied as per requirement.		
Zoom In-Out and Panning are used.		
Design for further use is saved		
Artwork and Preview is used.		
Layer Hide-Unhide option is used.		
Appropriate marks are used.		
Outline and Group Created.		
appropriate File Format Saved.		
The image to recipient is transferred.		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

Reference

1. <https://design.tutsplus.com/tutorials/how-to-create-a-mockup-in-illustrator--cms-41326>
2. <https://99designs.com/blog/tips/creating-professional-mock-ups/>
3. <https://smartmockups.com/>
4. <https://www.visme.co/mockup-generator/>

Development of CBLM:

The Competency Based Learning Material (CBLM) of ‘**Create mock-up and print**’ (Occupation: Graphic Design, Level-3) for National Skills Certificate is developed by NSDA with the assistance of SIMEC System, ECF consultancy & SIMEC Institute JV (Joint Venture Firm) in the month of June 2023 under the contract number of package SD-9A dated 07th May 2023.

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