

GRAPHIC DESIGN

ONE YEAR COURSE CONTENT & CURRICULUM 2016

[NIGHT CLASSES: DOES NOT INCLUDE BUSINESS MANAGEMENT & MARKETING]

Students will be taught how to use Adobe Photoshop, Illustrator and InDesign to create illustrations, edit photographs and create an impressive range of design pieces, from logos and fashion branding to magazine spreads and menus. A variation of creative and exciting assignments will be paired with our curriculum, enabling students to start building a diverse portfolio.

TERM 1

[PROGRAMME] ADOBE PHOTOSHOP

[MON 18:30 - 21:30] GRAPHIC DESIGN

[1] Introduction to graphic design [2] Document set-up and standard document sizes [3] File formats explained [4] Using bleeds and margins [5] Understanding Resolution [6] The CMYK vs RGB colour space [7] Images and graphics [8] Colour psychology [9] The elements and principles of graphic design [10] Creating effective layouts [11] Typography [12] Preparing and saving artwork in various formats for a variety of platforms [13] Adobe Photoshop: The complete graphic designer's guide.

[ASSIGNMENTS] [1] Photoshop tutorials: Combining special effects and digital manipulation with graphic design principles to create impressive designs [2] Written assignment #1 [3] Photoshop movie poster/live gig poster.

TERM 2

[PROGRAMMES] ADOBE PHOTOSHOP; ADOBE ILLUSTRATOR

[MON 18:30 - 21:30] GRAPHIC DESIGN

[1] What is Lorem Ipsum? [2] Raster vs Vector [3] Vector illustration [4] Working with images and understanding image links [5] Fonts/typefaces: The good, the bad and the ugly [6] Logo design [7] The ingredients of good corporate design [8] Corporate Identity [9] Corporate branding [10] Preparing and saving artwork in various formats for a variety of platforms [11] Adobe Illustrator: The complete graphic designer's guide.

[ASSIGNMENTS] [1] Illustrator tutorials: Combining basic illustration skills with type, images, graphics and layout principles to create impressive designs [2] Written assignment #2 [3] Fashion branding [4] Typographic Layout [5] Promote-a-cause-campaign.

TERM 3

[PROGRAMMES] ADOBE PHOTOSHOP; ADOBE ILLUSTRATOR; ADOBE INDESIGN

[MON 18:30 - 21:30] GRAPHIC DESIGN

[1] Advertising design [2] Layout and design tips [3] 27 Things all graphic designers should know [4] Preparing and saving artwork in various formats for a variety of platforms [5] Adobe InDesign: The complete graphic designer's guide.

[ASSIGNMENTS] [1] Magazine cover [2] Magazine spread [3] Magazine advert [4] Restaurant branding.

TERM 4

[PROGRAMMES] ADOBE PHOTOSHOP; ADOBE ILLUSTRATOR; ADOBE INDESIGN

[MON 18:30 - 21:30] GRAPHIC DESIGN

[1] 10 Things graphic designer's should know about people [2] Printing and the various printing processes [3] Preparing and saving artwork in various formats for a variety of platforms [4] Portfolio preparation [5] Exam preparation [6] Revision

[ASSIGNMENTS] [1] Self-promotion campaign [2] Alcohol advert [3] Perfume advert.

Students are expected to complete a number of practical assignment as homework in their own time. A certificate of competence will be awarded to students upon completion of this one year photography & graphic design course.

[YOU WILL NEED] A laptop loaded with and capable of running the required software. If necessary, students can obtain a 30 day trial version of each software package from Adobe's website.