GRAPHIC DESIGN
ONE YEAR COURSE CONTENT & CURRICULUM
[INCLUDES 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 09:00 - 12:00] 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 09:00 - 12:00] 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 09:00 - 12:00] GRAPHIC DESIGN   [WED 09:00 - 11:00] BUSINESS MGMT & MARKETING

[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 09:00 - 12:00] 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 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.

BUSINESS MANAGEMENT & MARKETING
COURSE CONTENT & CURRICULUM
[INCLUDED WITH PHOTOGRAPHY AND/OR GRAPHIC DESIGN]

In this course students will learn how to effectively manage a photographic and/or graphic design business, as well as how to successfully advertise, market, and promote their services and skills.

TERM 3

[WED 09:00 - 11:00] BUSINESS MANAGEMENT & MARKETING

[1] Introduction to business management **[2]** Introduction to marketing **[3]** Vision discussion **[4]** A service or product based model **[5]** Creating a marketing plan **[6]** The power of a portfolio **[7]** The key to integrated marketing success **[8]** Treating your occupation as a job **[9]** Meeting is surely marketing **[10]** The audience and addressable market **[11]** The official business plan **[12]** The online marketing funnel **[13]** Conversions and leads **[14]** SWOT analysis **[15]** The website gets the job **[16]** Business location: The perfect "looker" **[17]** How expert's opinions build a solid business structure **[18]** Business entities and gear **[19]** Build your SEO **[20]** Be-friend social media **[21]** Setting rates and overcome the booking issue **[22]** Good workflow equals great service **[23]** Incorporating existing products **[24]** Guarding your cash flow **[25]** Opportunity and business costs **[26]** Play it safe with the law **[27]** Taxes and insurance **[28]** Hiring an agent **[29]** The marketing footprint and advisory group.

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THE CRUCIAL INGREDIENT?

...to get up and do something...

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."

because the
true entrepreneur is both a
DREAMER ★& DOER

[QUOTES BY STEVE JOBS AND NOLAN BUSHNELL]

[PLEASE NOTE] This business management and marketing course is included with all of our full-time day classes. Unfortunately none of our night classes are inclusive of this course.