

STUDIO7

School of Photography & Design

(Pty) Ltd 714804358

GRAPHIC DESIGN COURSE CONTENT 2015

INCLUDES BUSINESS MANAGEMENT & MARKETING

In this course, Adobe Photoshop, Illustrator and InDesign will enable you to create illustrations, edit photographs and create impressive logos and branding. A variation of creative and exciting assignments will be paired with our curriculum, enabling students to start building a diverse portfolio.

TERM 1

MONDAYS 9AM-12AM: GRAPHIC DESIGN

PROGRAMMES: ADOBE PHOTOSHOP

Intro To The CMYK/RGB Colour Space, Document Setup And File Types, Colour Psychology, Creating Effective Layouts, Graphic Design Elements And Principles, Typography And The Anatomy Of Type, Saving Artwork For Print And Web. **PHOTOSHOP:** See Photoshop Course Content For A Detailed Outline.

ASSIGNMENTS: Photoshop Movie Poster, Written Assignment 1, Various Photoshop Tutorials.

TERM 2

MONDAYS 9AM-12AM: GRAPHIC DESIGN

PROGRAMMES: ADOBE ILLUSTRATOR

Bitmap Vs Vector Images, Understanding Lorem Ipsum, Logo Design Theory, Essential Logo Design Rules, The Ingredients Of Good Corporate Design, Saving Artwork For Print And Web. **ILLUSTRATOR:** See Illustrator Course Content For A Detailed Outline.

ASSIGNMENTS: Fashion Branding, Promote-A-Cause Campaign, Typography Layout, Written Assignment 2, Various Illustrator Tutorials.

TERM 3

MONDAYS 9AM-12AM: GRAPHIC DESIGN

WEDNESDAYS 9AM-11AM: BUSINESS MANAGEMENT

PROGRAMMES: ADOBE INDESIGN

27 Things All Designers Should Know, Advertising Design, Layout And Design Tips. **INDESIGN:** See InDesign Course Content For A Detailed Outline.

ASSIGNMENTS: Magazine Cover, Magazine Spread, Magazine Advert, Restaurant Branding, Written Assignment 3, Various InDesign Tutorials.

TERM 4

MONDAYS 9AM-12AM: GRAPHIC DESIGN

PROGRAMMES: A COMBINATION OF ADOBE PHOTOSHOP, ILLUSTRATOR AND INDESIGN

10 Things Designers Should Know About People, Printing And The Various Printing Processes, Everything You Need To Know About The Digital Printing Process, Creating Press-Ready Artwork.

ASSIGNMENTS: Self-Promotion Campaign, Alcohol Advert, Perfume Advert, Written Assignment 4, Revision.

Students are expected to complete a number of practical assignments in their own time, but will have an opportunity to work side by side a Professional Graphic Designer during lecture sessions. Students will receive a certificate upon completion.

YOU WILL NEED: A Laptop Capable Of Running The Above Mentioned Programmes. **NB:** If Necessary, Students Will Receive A 30 Day Trial Version Of Each Of The Above Mentioned Programmes.