Graphics Design

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Course Description: Students learn and apply fundamentals of various software applications (such as Illustrator and Photoshop), image editing. Advertising and marketing projects coordinate technical skills with organization, management, communication, ethics and teamwork. We will be following a syllabus the whole time, that was aimed at introducing them to the basics of designing. And it was as follows:

Course Outline:

Program Area 1 WEEK-1: Introduction to the Graphic Design Industry

- Students are introduced to the graphic design industry through magazines, internet, etc. We begin to talk about audience.
- History of Graphic Design O Future of Graphic Design

Program Area 2 WEEK 1: Introduction to the equipment

- Students use multimedia elements to create projects with graphic design software. The introduction of each piece of equipment would be tied to a relevant graphics project.

Program Area 3 WEEK 1: Elements of Design

- Students learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an original alphabet based on a theme. Each project includes self reflection and a peer review.
- Color, Line, Shape, Space, Texture, Value

Program Area 4 WEEK 1: Principles of Design

- Students learn the principles of design through projects such as; posters, creating original designs that reflect an emotion, magazine covers, product ads, cereal box prototypes, candy wrappers etc. They do a self reflection on their projects and a peer review. Some projects include a presentation to the class.
- Balance, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety

Program Area 5 WEEK 2: Typography

- In teams students create a business proposal and create branding for that business including a commercial and magazine ad. They present the product to the class.
- Anatomy of a letter, Typefaces, Typographic Measurement, Typographic Standards, Typographic Guidelines

Program Area WEEK 2: Creating images for print & web

- Students learn when to use particular image formats for individual projects. They create collages, logos, cd covers, etc. Each project includes self reflection and a peer review.
- Formats, Resolution, Raster Vs Vector