



**ADVANCED GRAPHIC DESIGN**

# **COURSE SYLLABUS**

**ellae.** **training**  
training.ellaecreative.com

# ADVANCED GRAPHIC DESIGN

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## INTRODUCTION

Graphic design is the process of visual communication, and problem-solving through the correct use of typography, space, image and color.

It is assumed that you already possess basic Graphic Design skills and an intermediate knowledge of Adobe Illustrator, Photoshop and Indesign.

In this course, we will be taking your knowledge a step further by exploring more in-depth Graphic Design theories. You will also learn to generate ideas for your projects, present your work and learn advanced techniques for design.

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## 1. ADVANCED THEORY MODULE

- 1) Advanced Colour Theory
- 2) Advanced Typography
- 3) Grid Theory

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## 2. PHOTO MANIPULATION WITH ADOBE PHOTOSHOP

- 1) Photoshop Essentials
- 2) Photoshop Filters and Blending Modes
- 3) Working with Multiple Images
- 4) Brushes, Clone stamp tool, Color replacement tool
- 5) Creating Custom Brushes
- 6) Photoshop Actions
- 7) Creating Digital Art using Images
- 8) Showing Composition in Context
- 9) Class Project

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## 3. PROFESSIONAL CREATION MODULE WITH ADOBE ILLUSTRATOR

- 1) Idea Generation & Development
- 2) Logo Design Principles
- 3) Branding & Packaging
- 4) Infographics
- 5) Class Project

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## 4. CAREER MODULE WITH ADOBE INDESIGN

- 1) Portfolio Creation
- 2) Creative Resume
- 3) Project Pitch Presentation
- 4) Career Advice