GRAPHIC DESIGN

COURSE SYLLABUS

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GRAPHIC DESIGN

INTRODUCTION

What does it take to be a graphic designer? Design is a complex art that involves many different skills and tools, but by breaking it down into four main topics, we will be showing you how you can get your start in the design world. First, we will hand out to you the theory of design: high-level concepts like layout, typography, and color. Then, you'll get hands-on using Illustrator to build a custom logo from scratch and practice your vector-drawing techniques. Next, you will proceed into Photoshop where you'll learn to creatively adjust, repair, and retouch the kinds of images you'll use in design projects. Finally in this section, you will visit InDesign for an overview of the layout and print preparation processes. By the end, you'll have a better grasp of what graphic designers do and what you'll need to learn next. The lecture outlines with its objectives are stated below.

1.1 INTRODUCTION TO GRAPHIC DESIGN

1. What is Graphics Design?
2. What makes a design great?
3. Exploring the principles of layout and Composition

1.2 LEARNING PHOTOSHOP PART 1: CREATING A POSTER

1. Poster Introduction and file setup (revised)
2. Gathering Assets
3. Making Selections
4. Refining Selections
5. Working With Text
6. Refining the Layout
7. Creating Additional Looks to Give Your Client Options
8. Exporting Your Artwork

1.2 LEARNING PHOTOSHOP PART 2: CREATING A COMPOSITE IMAGE

1. Introduction to Photoshop Compositing
2. Getting assets for your first composite image
3. Compositing Continued & Color Levels
4. Refining Selections
5. Pushing Your Design Further
6. One More Idea & Exporting Your Image

1.3 BASICS OF ADOBE ILLUSTRATOR

1. Introduction to the Project
2. Working With Text: Type Tools, Adobe Type kit, and Creating Outlines
3. Working with Shapes, Color & Graphics
4. Artboards and Creating Additional Designs
5. Exporting Your Files

1.4 CREATING A LOGO

1. Introduction to This Section
2. Research and Gathering Ideas
3. Creating a Mood board
4. Bring in Your Text and Picking Fonts
5. Basic Tool Overview
6. Creating Your First Looks
7. Refining Ideas
8. Designing Your Presentation For Your Clients
9. Exporting and Sending Comps to Clients
10. Finalize Your Logo, Part 1: Refining Color and Creating a "Details" Page
11. Finalize Your Logo, Part 2: Artboard Setup for Quick
12. Export and File Management
13. Finalize Your Logo, Part 3: Batch Export Files and Professional Client Delivery

1.5 CREATING A MAGAZINE AD

1. Project Introduction
2. Setting Up the File
3. Gathering Assets and How to Scrape Photos
4. Getting Things in Place
5. Bullet Lists and Font Awesome Icons

	6. Further Refinement, Adding Photos, and Masking with Shapes 7. Export the Final Ad for Press & Reviewing Design Decisions 8. How to Package Editable Photoshop Files to Share With Someone Else
1.6 BASICS OF INDESIGN PART 1: CREATING AN EBOOK	1. Introduction and File Setup 2. Placing Assets and Basic Layout 3. Finalize the Design, Exporting, and Packaging Final Files
1.7 BASICS OF INDESIGN PART 2: CREATING A BROCHURE	1. Project Introduction 2. Beginning With the End in Mind 3. File Setup 4. Outside Layout: Part 1 5. Outside Layout: Part 2 6. Inside Layout 7. Exporting Final Files, Part 1: Generic Export 8. Exporting Final Files, Part 2: Adding Printer Marks and Fold Guides in InDesign 9. Exporting Final Files, Part 3: Add Printer Marks and Fold Guides in Illustrator
1.8 CREATING CUSTOM BUSINESS CARD	1. Project Introduction & File Setup 2. Business Card Design 3. Exporting Final Files and Custom Finishes
1.9 INTRODUCTION TO BEHANCE	1. Features overview of behance 2. Create a custom cover and full width portfolio image for behance