



GRAPHIC DESIGN PROFESSIONAL CERTIFICATE ESSENTIAL STUDY GUIDE

Exam Paper No.:

Prerequisites:

Guided Learning Hours:190
Number of Credits:

Course Objectives:

- ♦ This Course uses a project---based approach to teach essential design concepts with Photoshop, In-Design and Illustrator.
- ♦ After a brief introduction into the world of graphic design, the course provides quick refresher modules of graphic design, then armed with Photoshop, In-Design and Illustrator basics, students tackle a series of projects that stretch their imagination and creative muscles involving logo design, magazine layouts, illustrations, poster design, digital imaging, book cover design, print production processes and more.

1. Intro to Graphic Design

Topics to be covered

- ♦ In this introductory module will explore what graphic design is and discuss the important roles of imagery, color, typography, and composition.

- ♦ Learn some of the defining characteristics of graphic design.
- ♦ Get an overview of the professional graphic design process.
- ♦ Learn how design conveys a visual message.
- ♦ Explore how design can support a company brand.
- ♦ Learn how design communicates to an audience.
- ♦ Investigate the roles of imagery, color, typography, and composition in design.
- ♦ Critique two outstanding examples of visual design.

2. Adobe Photoshop Essentials

Topics to be covered

- ♦ We'll explore the fundamentals of Photoshop concepts like layers, selections, masks, and using type to build a foundation in techniques for editing photographic images. At the end of the module, you'll tackle a fun and challenging photo compositing project.

- ♦ Learn about the role of Photoshop in design projects.
- ♦ Learn how bitmap images are edited.
- ♦ Learn to use layers to manage complex artwork in Photoshop.
- ♦ Learn to select areas of an image using basic selection tools.
- ♦ Learn to perform basic modifications on selected areas of an image.
- ♦ Learn to select complex areas using Quick Mask mode.
- ♦ Learn to input and format text using the Type tool, the Character palette, and the Paragraph palette.
- ♦ Learn to adjust lighting in a photo using an adjustment layer.
- ♦ Create a composite from a variety of images.

3. Adobe Illustrator Essentials

Topics to be covered

- ♦ This module will get you well on your way toward understanding the fundamentals of using Illustrator to create vector graphics. Test your skills at the end of the chapter on an advertising design project.

- ♦ Learn about the role of vector graphics in design.
- ♦ Learn to use Illustrator's drawing tools to create vector shapes.
- ♦ Learn to select and arrange objects on the Illustrator Artboard.

	<ul style="list-style-type: none"> ♦ Learn to apply colored fills and strokes to objects. ♦ Learn to modify vector objects using transformations and distortions. ♦ Learn how to use basic and specialized typography tools. ♦ Learn to apply transparency, filters, and effects to add complexity to objects. ♦ Design an outdoor advertisement using only vector art.
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4. Digital Imaging Techniques	
<ul style="list-style-type: none"> ♦ As we explore a wide range of digital imaging techniques in this module, from photo touch-ups to realistic scenes created from scratch, consider the images you see every day on packages, in magazines, and on billboards. What do they communicate to the audience? How have retouching and other artistic techniques helped get those messages across? 	<ul style="list-style-type: none"> ♦ Learn to use the Healing Brush tool and Patch tool to retouch blemishes in photographs. ♦ Learn to use the Color Replacement tool to change the hue of an area of a photo. ♦ Apply a Shadow/Highlight adjustment to quickly repair lighting problems in a photo. ♦ Learn to use Levels and Curves for precision lighting and color correction. ♦ Learn to use a variety of Filters to create abstract artwork and modify its properties. ♦ Explore the settings available in the advanced Brushes palette. ♦ Learn to create and save custom brushes. ♦ Create a photo-realistic image using custom brushes.
5. Digital Illustration	
<ul style="list-style-type: none"> ♦ In this module, you'll learn some ways to "see" objects as an illustrator, and then you'll explore how to create them using Adobe Illustrator. Don't worry if you don't have much traditional drawing experience. Digital illustrations can be created in many different ways; you may find that you can draw something amazing onscreen that you could never do on paper. 	<ul style="list-style-type: none"> ♦ Learn to use Illustrator guides to position objects on the Artboard. ♦ Create a stylized alarm clock using basic shapes, colors, highlights, and eye-catching details. ♦ Learn time-saving ways to duplicate objects and create complex shapes from very simple ones. ♦ Use the Pen tool to create closed paths and join existing paths. ♦ Learn to create smooth curves and hinged curves with the Pen tool. ♦ Create a stylized TV and tennis ball using Pen tool paths, colors, highlights, and other details. ♦ Learn to use the Pathfinder to create complex objects from the intersections of simple ones. ♦ Create an illustration of an everyday object of your choice using shapes, the Pen tool, the Pathfinder, and other features.
6. Poster Design Essentials	
<ul style="list-style-type: none"> ♦ In this module, we'll explore some principles of composition that can be helpful in developing effective poster designs. You'll learn approaches to achieving unity, balance, and rhythm in your posters to make them stand out on the street. 	<ul style="list-style-type: none"> ♦ Learn about different methods used in poster design to deliver effective messages. ♦ Explore methods of creating unity in the design of a poster: proximity, repetition, continuation, and underlying color. ♦ Learn how and why to create symmetrical and asymmetrical compositions. ♦ Learn how different methods of balancing a composition influence its effect. ♦ Learn about three types of rhythmic approaches to composition. ♦ Learn about proportions found in art, nature, and design. ♦ Explore some applications of typographical rules in

	<p>poster design.</p> <ul style="list-style-type: none"> Design a poster for a music festival considering compositional techniques, imagery, typography, and the display environment.
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7. Logo Design Essentials	
<ul style="list-style-type: none"> In the following module, you'll explore some important concepts that every logo designer should have under his or her belt. You'll learn about the role of fundamental shapes and symbols, get tips on the professional design process, and explore some typography basics. 	<ul style="list-style-type: none"> Learn some of the principles of logo design. Discover how the field of logo design evolved. Learn how to identify three classic logo design genres. Gain insights into the professional logo design process. Explore important typography concepts for logo design. Learn how to manipulate text in Illustrator for your logo design projects. Tackle a challenging logo project: designing a record label.
8. Advertising Design	
<ul style="list-style-type: none"> Advertising, it's said, is nothing more than an exquisitely crafted message. That may be true, but when it's done right, it can change minds, set trends, and touch lives. Want to design ads in a powerful, multibillion-dollar industry? Success in advertising design requires not only talent, but also a degree of business savvy and an understanding what makes consumers act. The purpose of this module is to make you a better ad designer by sensitizing you to business and design principles in the advertising field. 	<ul style="list-style-type: none"> Learn about the origins of advertising and the evolution of advertising in the United States.(Case study) Learn about the different phases of consumer behavior and how advertisers motivate consumers to buy. Learn how to organize your advertising message and design using the "AIDA" formula. Explore methods of using context and association to deliver clever, effective ad designs. Learn about the four major advertising tones: humorous, dramatic/informative, sexual, and scientific. Create a magazine ad design promoting a new reality show/ product or service based in Malawi.
9. Magazine Design & In-Design Essentials	
<ul style="list-style-type: none"> Whether you stack them up or fan them out, magazines are an enduring and visible feature of the modern home. In fact, your coffee table is most likely groaning under the weight of a few right now. Is it content that absorbs us? These days, there's a magazine to suit any interest, passion, or pursuit. But while readers will always seek information, it's good design that makes that information clear and attractive. In this module, we'll explore some of the challenges of magazine design. We'll analyze the process of creating a layout, examining how text and images are combined on magazine covers and inner spreads to pique readers' interest and keep them reading. 	<ul style="list-style-type: none"> Explore what makes magazine covers and spreads eye-catching. Learn key questions to ask when conducting magazine design research. Analyze the creation of a successful magazine article layout. Learn how and why designers use grid systems for magazine spread designs. Learn how images are framed, cropped, and placed to support a layout. Explore common types of magazine text styles and how to handle them on covers and spreads. Learn how contrast, alignment, repetition, and proximity are used to create effective covers and spreads. Design a magazine cover and an introductory spread for a new fashion magazine.

10. Printing Production Fundamentals

- ♦ In this module, we'll explore some important concepts of print production and print processes for design. Focusing primarily on design for print and screen, you'll learn concepts for preparing your documents for print production, learn and examine different methods of document binding special printing techniques such as embossing and debossing, laminates, types of varnishes, trimming and guillotining in production.
- ♦ We will also cover the printing process and techniques used including off-set, letterpress, screen printing and lithography

- ♦ **Understanding measurements:** absolute and relative
- ♦ **Image types and file formats:** understanding raster and vector images and other image types including saving images
- ♦ **standard sizes:**
 - paper and envelope sizes, book and poster sizes
 - screen sizes resolution and pixel depth spi, ppi, dpi and lpi
 - scanning and calculating image sizes
 - creative techniques-overprinting, half-tones and gradients
- ♦ **artwork finalization:** bleed, registration and trim trapping, types of black
- ♦ **Imposition:** planning, throw-outs and gatefolds, tip-ins and tip-ons, proofing and types of proof
- ♦ **Printing and Print processes**
 - printing and print order
 - printing imposition, screen angles
 - gradients and tints; line weights
 - printing methods, adjusting colour
- ♦ **Paper and paper qualities**
 - paper types and print quality, sustainability
- ♦ **finishing :**
 - binding and types of binding
 - specialty printing techniques; embossing, debossing and cutting methods
 - laminates and types of varnishes
 - folding and trimming : types of folds, trimming and guillotining

♦ Essential Reading

- ♦ Graphic Design Students Manual
- ♦ Graphic Design Portfolio-BUILDER: Adobe Photoshop and Adobe Illustrator Projects by *Sessions College*
- ♦ A graphic Design Handbook by Gavin Ambrose

Recommended Reference Books

- ♦ Adobe In-design, Illustrator, Photoshop Classroom in a Book series