



Overview

Graphic Design Fundamentals course explores the underlying principles and elements that are the foundation of design. Students gain an understanding of the driving principles in regard to design. This is an introductory course and is ideal for those without a lot of design experience. This is a course designed for people who wish to learn more about design principles and elements, or for those who work in an area where design terminology and awareness may be a useful additional skill.



Duration

2 Days (08:30 - 16:00)



Course Outline

Module 1: Graphic Design in General

- Graphic design history
- Graphic design timeline
- Logo design history
- Corporate identity and logo design
- Brainstorming alone
- Brand training glossary

Module 2: The Graphic Design Process

- The design elements
- The 8 design principles
- Design problems to avoid
- Getting started

Module 3: Printing / Paper / File Formats / Resolution

- Print vs Web file formats and colour
- Different paper
- Fundamentals of folding
- DTP and REPRO glossary

Module 4: Colour in Graphic Design

- Colour basics
- Working with colour
- The colour wheel
- The psychology of colour

Module 5: Layout and Fonts

- Different typefaces
- Typeface do's and don'ts
- Typography / Typesetting
- Type and colour
- Layout in general

Module 6: Design

- Designing a Business card
- Designing a Letterhead
- Designing a Poster
- Designing a Full-colour brochure
- Designing a Full-colour Menu
- Designing of a flyer