

GRAPHIC DESIGN

PROGRAM OUTLINE

- Know where the roots of design came from and current trends
- Be able to layout basic designs that have visual appeal
- Work with fonts and have them ready for output
- Colour correct, use Pantone matching systems, understand CMYK & RGB differences
- Organize your filing systems and layer labeling
- Work with textures, filters and masks
- What branding is and why it's important
- Convert a raster image into a vector
- Have fun creating your style!

WEEK 1

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|------------------------------|-----------------------------|
| A) | B) |
| Intro/Welcome | The ins & outs of Photoshop |
| History of Graphic Design | and Illustrator |
| Trend setters past & current | Tips and tricks / shortcuts |

WEEK 2

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|----------------------------------------------|-------------------|
| A) | B) |
| Typography | Project |
| Where to find fonts & how to convert them | Working with type |

WEEK 3

Photoshop masks, image making, textures
Composition & layout, visual contrasts, basic image editing
Applying texture to text

WEEK 4

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| A) | B) |
| Colour correction | Blending and Keying |
| Pantone systems & RGB vs CMYK | Selective colour corrections |

WEEK 5

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| A) | B) |
| Output to various media | Storage of files |
| Converting fonts | Labeling / organizing |
| File sizes, DPI, zip files etc. | Directory structuring |

WEEK 6

Branding | Case Studies

WEEK 7

Final Project Assigned

WEEK 8

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| A) | B) |
| Presentations of Projects | Briefing on web, product, |
| Breakout critiques | broadcast design |
| | Look into InDesign |