

Graphic Design Syllabus

Course Instructor: Talya Shachar

Course Overview:

This course will teach you to become a Graphic Designer. Whereas many people are proficient in the use of the Adobe Graphics programs, you will be a Designer – that is, someone who is not only proficient in the use of the programs, but someone who is an artist and an expert in design, composition, color, and typography. In this course, you will learn the design practices in order to create beautiful finished design work. You will engage in the evaluation, discussion and activity of visual problem solving. You will experience the work stages of the designer, and understand the print production process. At the end of the course, you will produce a professional graphic portfolio in print and online.

Prerequisites:

Working knowledge of Adobe Illustrator, Photoshop, InDesign (you may study this concurrently). You must have a licensed copy of Adobe CC. As Compuskills students, you are eligible to purchase the student edition of Adobe CC which contains Adobe Illustrator and is more reasonably priced than the commercial package. You may purchase this directly from Adobe.com.

What this course covers:

1. Intro – What is Design?

- Basic design concepts and practices, defining design, working within a brief.
- Basic industry standards

2. Color

- The meaning of color and its usage, the color wheel, color creating understanding, reflection of a color mood, color systems & limitations, deconstructing color, color palettes

3. Typography

- Intro to typography, basic terms and concepts, understanding font usage, legibility, choosing and using fonts, the meaning of copyright, the letterform and its message, types of font usage

4. Corporate Identity

- The criteria for successful logos, understanding client needs, the first client interview & building a brief, distilling an idea into a simple graphic concept, consistency and cohesion, universal standards for corporate identity requirements. Variations on a theme, redesigning

an existing logo, logo analysis. Basic stationery design – business cards, envelopes and invoices, items and requirements. Also includes email signatures.

5. *Branding & Style Guides*

- What is Branding? The process of building a brand. Understanding target audience considerations. Creating continuous, recognizable design elements and implementing branding across a range of products, defining brand rules in order to hand off work to another designer, using inspiration that connects to the client's needs. Menu design and mockups of 3D design use.

6. *Advertising & Teamwork*

- The designer's place within a marketing team, dividing work & sharing assets, working within a team framework, team member roles, addressing topical issues, brochures & poster design. Mutual critique and team cohesiveness – adhering to and/or changing group guidelines. Designing for web banners.

7. *Advertising Campaign*

- Creating an advertising campaign, start to finish. Client need analysis & implementation. Designing a landing page. Working with print improvements, diecuts & foiling. Understanding the print process possibilities, choosing the correct materials & process for a project.

8. *Books*

- Book design, cover to cover. Image choice, book cover typography, internal book consistency. Understanding the bookbinding process, possibilities & limitations. POP posters & intro to product photography

9. *Packaging*

- Designing graphics for 3D products, production, die cuts & variety. Analysis of food packaging & other packaging, design for a series of products, including multi-product packaging. Material considerations in package design.

10. *Magazine Design*

- Editorial design and the world it carries.
- Defining target audiences and understanding their needs & priorities.
- Proper workflow. The different parts of a magazine and each one's considerations – the differing emphasis for advertising in print and content articles. Maintaining consistency throughout a range of needs, and over time.

11. *Designer's Self-Image*

- How do designers design for themselves? Who are we as designers? Defining our preferred projects, clients, style. Allowing that to reflect in building a portfolio and CV, approaching new potential clientele.

12. Music Graphics

- Designing for the music industry. Changing needs, adapting styles, reflecting audio media in graphics

Final project

You will complete a full branding for a company. You will create several pieces for the brand including logo, stationery, business card, ad, and a giveaway.

Certificate

Upon completion of both Computer Graphics and Graphic Design during one year, Certificate from the Ministry of Labor and Compuskills.