

Course Outline

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| Course Title | Graphic Design |
| Course Length | 6 Weeks |
| Target Audience | Any Age Group |
| Prerequisites (if any) | N/A |
| Language of Instruction | English, Urdu |

| Course Learning Outcomes | |
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| | By the end of this course, the students should be able to: |
| LO1: | Understand colour theory |

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| LO2: | An extensive introduction to Adobe Photoshop and Illustrator |
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Course Description

Advanced Graphic Design combines design principles and software, typography, digital illustration, digital imaging, page layout, and prepress techniques with a focus on design processes from the point of visualization to production. Students will be responsible for the design and production of a campaign consisting of projects, including several components across multiple media forms. Individual and collaborative work is expected including branding and packaging as well as creating prototypes for interactive media. Each student is responsible for design products, critique and feedback, creating a portfolio and presentation.

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| LO3: | Poster Design, Post Design, logo design, stationary Design etc |
| LO4: | Insight into advertising a brand |
| LO5: | Basic tools for Illustration |
| LO6: | Digital Post Making |

Assessments/Graded Components

Participation 10%
 Attendance 10%
 Digital Artwork 40%
 Assignments 40%

TOTAL 100 %

Course Summary

| | Module Name | Key Concepts/Topics Covered | Assessments |
|---|--------------------------------|--|--|
| 1 | Introduction to Graphic Design | 1. Design elements 2. Design Principles 3. Use of Graphic design 4. Examples of Graphic Design 5. Application of Graphic Design. | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |
| | | 6. Types of Graphic Design 7. Famous Designers around the globe | |

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| 2 | Colour in Graphic Design | <ol style="list-style-type: none"> 1. Understanding Color 2. Color Wheel 3. Types of Color 4. Warm & Cool Color <p>(Assignment for the Students prior to the understanding of lecture)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |
| 3 | Typography in Graphic Design | <ol style="list-style-type: none"> 1. What is Typography? 2. Types of Fonts 3. Typography hierarchy in Design 4. Combination of Typography in Design <p>(Assignment for the Students prior to the understanding of lecture)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |

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| 4 | Types of Graphic design | <ol style="list-style-type: none"> 1. Visual Identity Graphic design 2. Marketing and advertising Graphic Design 3. User interface Graphic Design 4. Publication Graphic Design 5. Packaging Graphic Design 6. Motion Graphic Design 7. Environmental Graphic Design 8. Graphic Art and Illustrations | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |
| 5 | Introduction to Adobe Photoshop | <ol style="list-style-type: none"> 1. Photoshop Interface 2. Document Window 3. Document Tab 4. Document information or status bar 5. Tool bar/Hidden tools in toolbar 6. Options Bar 7. Menu Bar 8. Panels and Panel Groups 9. Activate and Deactivate Panels 10. Workspaces <p style="text-align: center;">(Assignment for the Students prior to the understanding of lecture)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |

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| 6 | What is Advertising | <ul style="list-style-type: none"> • Types of Advertising • What is Poster Design • Copy writing in Advertising (Assignment for the Students prior to the understanding of lecture) | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |
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| 7 | Working with Adobe Photoshop (Exploring Tool Bar) | <ul style="list-style-type: none"> • Selection Tool • Brush Tool • Paint Bucket Tool • Burn Tool • Pen Tool • Shape Tool • Crop Tool • Gradient Tool (Assignment for the Students prior to the understanding of lecture) | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |

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| 8 | Corporate Design | <ul style="list-style-type: none"> • Logo • Business Card • Letterhead • Brochure • Flyer • Book Cover • Standee • Roll up • Billboard <p>(Assignment for the Students prior to the understanding of lecture)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |
| 9 | Layer Basics | <ul style="list-style-type: none"> • About layers • Using the Layers panel • Rearranging layers • Applying a gradient to a layer • Applying a layer style | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |

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| | | <ul style="list-style-type: none"> • Layers and selections • The Transform commands • Building layered compositions • Merging layers • Applying transparency • Basic layer blending modes • Adding text layers • Adjustment layers • Layer masks <p>(Assignment for the Students prior to the understanding of lecture)</p> | |
| 10 | Getting started on basics | <ul style="list-style-type: none"> • Exploring the Menu Bar • Introducing the Toolbox • Understanding the Options Bar • Using Palettes • Opening and Navigating Images • Using Adobe Bridge • Getting Help • Using the History Palette <p>(Assignment for the Students prior to the understanding of lecture)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |

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| 10 | Typographic Design | <ul style="list-style-type: none"> • About type • Getting started • Creating a clipping mask from type • Creating type on a path • Warping point type • Designing paragraphs of type (Assignment for the Students prior to the understanding of lecture) | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |
| 11 | Correcting and Enhancing Digital Photographs | <ul style="list-style-type: none"> • Advanced color correction • Correcting digital photographs in Photoshop • Correcting image distortion • Adding depth of field (Reference will be shared for practice) | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |
| 12 | Illustration. | <ul style="list-style-type: none"> • Advanced use of vector based illustration program • Digital illustration (Reference will be shared for practice) | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% <p style="text-align: right;">TOTAL 100 %</p> |

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| 13 | Vector Art in Illustration | <ol style="list-style-type: none"> 1. Creating Icons 2. Creating Illustrations <p>(Reference will be shared for practice)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |
| 14 | Designing corporate Identity in Illustrator | <ol style="list-style-type: none"> 1. Logo 2. Visiting Card 3. Letterheads 4. Envelopes <p>(Reference will be shared for practice)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |
| 15 | Publication Design | <ol style="list-style-type: none"> 1. Catalogue layout design 2. Brochure/Leaflet layout Design <p>(Reference will be shared for practice)</p> | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |
| 16 | Presentation of Design | Presentation of Design <ol style="list-style-type: none"> 1. Creating posters, illustration, campaign design etc 2. Presentation of Artwork | Participation 10% Attendance 10% Digital Artwork 40% Assignments 40% TOTAL 100 % |

