

The Course Includes

- Techniques of developing a creative process
- Variety of research strategies
- Drawing, Illustration and approach of Mixed Media
- Typography and Font Design
- Creating original artwork for publicity materials (posters, flyers, cards)
- Advertising techniques, Corporate and Packaging Design
- How to turn ideas into creative and sophisticated concepts
- Advanced work with Adobe Illustrator, Photoshop and InDesign techniques
- 3D/2D Visual Communication
- Individual project-based assignments
- Professional presentation skills

Entry Requirements

Ideally you would have completed our 10-week 'Graphic Design - An Introduction' short course or have equivalent understanding of the subject. Please contact the Short Course team if you wish to clarify if this course is appropriate for you.

Course Aims

The course aims to:

- Enhance your knowledge of all Graphic Design practices
- Develop your understanding of different influences and styles and media
- Give you the opportunity to explore the importance of Graphic Design in Branding, Marketing, Advertising and Packaging
- Foster your capabilities to plan, layout and realise any kind of publicity
- Teach the professional use of Adobe Illustrator, Photoshop and InDesign
- Enhance your ability to visually communicate your ideas and develop your visual voice
- Provide expert support and enable you to increase your confidence through feedback in discussions with the tutor and the group
- Provide you with the essential skills to move into the professional arena or apply for FE/HE enhanced studies

Course Outcomes and Assessment

- Students who complete this 1-year programme and meet the necessary ongoing assessment criteria shall be awarded a 'Level 2' Award Body Consortium certificate

What You Need to Bring

All course materials are included in the course fee.

Course Materials

All additional course materials are included in the course fee.