

<b>Course</b>	Graphic Design – An Introduction		
<b>Tutor</b>	Krishna Malla	<b>Fee</b>	£299
<b>Duration</b>	10 Monday evenings 6-9pm or 5 Saturdays' 9.30am-4.30pm		
<b>Autumn</b>	Monday 8th October – 10th December 2018		
<b>Spring</b>	Monday 14th January – 18th March 2019 Saturdays 19th Jan, 2nd Feb, 16th Feb, 2nd & 16th March 2019		



### Course Overview

An all-round introduction to the three most used programs involved in Graphic design (Adobe Photoshop, Illustrator, InDesign). This course is ideal for anyone looking to learn and develop their skills in digital design or simply study the effective use of visual design within communication. Written primarily for beginners, this course will introduce you to software commonly used in graphic design and encourage you to practise these techniques across a range of different case studies. Intermediate level designers may benefit from picking up portfolio building projects and the tutor feedback.

Through a combination of digital based workshops, practical application and guided feedback, you will be introduced to layout, composition, type and image.

Graphic Design is all about finding your method to entertain, communicate, educate and inform. There's no 'right answer' and you will be supported by your tutor to explore different styles to reach the goal of the brief. As well as developing creative design strategies, we encourage you to bring your

own experiences and interests to your work.

During the digitally focussed course, you will be given a fundamental working knowledge of the most popular software packages used by designers and develop a more critical outlook to visual communication.

Do you want to know the difference between a TIFF and a GIF? If you want to know more about graphic design, whether you are looking for a new career or if you work in a complementary profession, this is the course for you.

The tasks in this course will see you designing business collateral and other activities that will help you apply your newly learned skills and knowledge in real life. You shall cover ten different aspects of Graphic Design work, using case studies which, if developed, will stand as a completed portfolio on completion of the course.



### The Course Includes

- Scope and Nature of Graphic Design
- Design Fundamentals – line, tone, colour, etc.
- Colour Theory and Applications
- Typography
- Illustration – methods & techniques
- Photo-retouching
- Package Design
- Magazine & Book Layout
- Gradient Meshing
- Logotype & Branding Design
- Layout Design
- Basic Animation
- Design Systems and the Design Industry – design briefs, how to bid for jobs, etc.
- Comparative Design – lessons from other designers (lots of research)
- Design Project – a practical project applying everything prior to this.

### Entry Requirements

This introductory course assumes students possess no previous knowledge and is suitable for beginners, or those students who wish to improve their understanding and skills.



### Course Aims

The course aims to:

- Theory – The topic of interest, as well as best practice principles, are discussed with the students.
- Demonstration – A set of tasks are given in each session. Students are walked through the process of completing them.
- Practical – The students are expected, with support from the tutor, to build a version of the material they have been taught in each session. These are expected to come together by the end of the course to represent a strong portfolio of completed work.

### Course Outcomes and Assessment

- Ongoing design guidance will be provided throughout the course
- Students should have produced and completed Graphic Design portfolio
- Students will have a sound working knowledge of a Professional Graphic Designer
- All students with 100% course attendance will be issued with an official AUB Short Course Certificate of Attendance detailing course contents, and study hours.



### What You Need to Bring

All course materials are included in the course fee.

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All additional course materials are included in the course fee.