

SUMMER COURSE: OVERVIEW



GRAPHIC DESIGN

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Through a combination of theory, workshops and practical projects, you will be introduced to the fundamentals of design including line, tone, colour theory, layout design, composition, type and image across digital and paper-based formats. You will also explore a variety of illustration methods and techniques to enhance your understanding of the design process and effectively communicate ideas in 2D and 3D forms.



WEEK ONE

TYPE ANATOMY & CLASSIFICATION

CUT PAPER TYPOGRAPHY

HYBRID LETTERFORMS & CRITIQUE

INTRODUCTION TO INDESIGN

POSTER LAYOUT, PRINT & CRITIQUE

With an emphasis on ideas-based problem solving, you will develop your critical awareness of visual communication and tackle a variety of typographic and design projects.

You will be introduced to the fundamental aspects of graphic design through tutor-led discussions, group work and individual briefs including hybrid type anatomy, type classification, and letterforms.

WEEK TWO

HYBRID IDEAS, CHALK & CHEESE

IDEA DEVELOPMENT

RESOLUTION & PIN UP CRITIQUE

DESIGN FOR PRINT & DRAWING TOOLS

PHOTOSHOP & PIN UP CRITIQUE

You will explore your creative identity in your design work through a series of practical workshops including poster design collage, research and inspiration sessions, InDesign tutorials and working in Photoshop. You will examine the book structure and format in relation to a design brief, taking into consideration text, layout, and imagery.

WEEK THREE

THE BOOK STRUCTURE & FORMAT

TEXT, LAYOUT & TYPOGRAPHIC GRIDS

DESIGNING SPREADS & PIN UP CRITIQUE

PRINTING AND BINDING

EXHIBITION OF WORK & CERTIFICATE

At the end of the course, there will be a final critique, with all work produced collated into a journal for students to take with them or add to their portfolio.



“I’ve enjoyed every second of the past three weeks and feel like it has made me a much better artist than I was before.”