

GRAPHIC DESIGN - AN INTRODUCTION



Autumn Term: Monday 9th October – 11th December 2017

Spring Term: Monday 15th January – 19th March 2018

Course Tutor: Krishna Malla

Course Overview

This course is ideal for anyone looking to learn and develop their skills in typography; poster, editorial and digital design or simply study the effective use of visual design within communication. Ideal for beginners and those with intermediate-level skills.

Through a combination of theory, digital based workshops, group collaborations and practical application, you will be introduced to layout, composition, type and image across digital and paper-based formats.

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.

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

Course Aims

Theory - The topics of interest, as well as best practical principles, are discussed with the students.

Demonstration - A set of tasks are given in each session. Students are walked through the process to completion.

Practical - Students are expected, with support from the tutor, to gain independence within each category taught.

EVENING & SATURDAY COURSES 2017-18

Course Outcomes & 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.

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.

Additional Benefits

- Welcome Pack
- Access to AUB library
- Eligible for NUS Extra card
- Eligible for Adobe Discounts
- Access to specialist resources
- Coffee Vouchers
- Discount options via Suppliers
- Materials

What You Need to bring

All course materials are included in the course fee.

Sessions 10 weeks

Fees £299

Booking Online: aub.ac.uk/courses/short-courses
Phone: 01202 363222
Email: shortcourses@aub.ac.uk
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