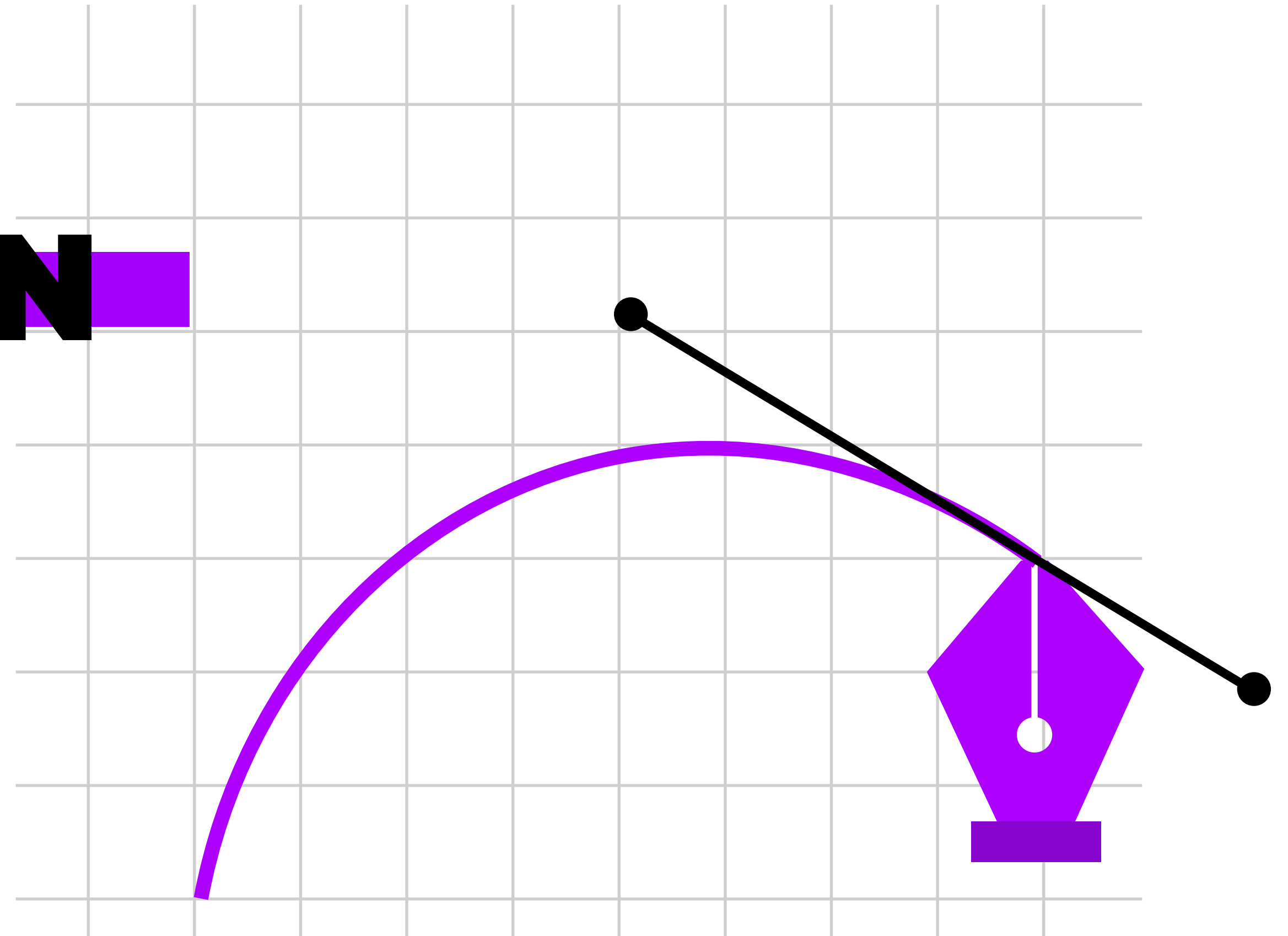
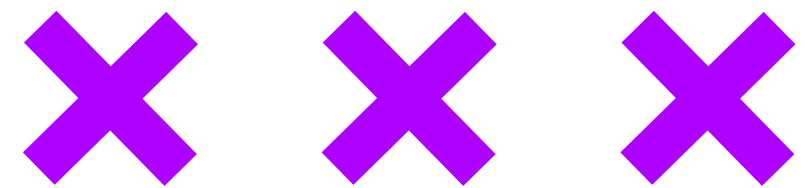


# GRAPHIC DESIGN

## SYLLABUS



## Graphic Design Syllabus

### Course Description

Students will learn and apply the fundamentals of various software applications (such as Illustrator and Photoshop), image editing, drawing, graphics, and branding. Students will experience what it's like to work on advertising and marketing industry projects while coordinating technical tasks with such important skills as: Students will be given challenging real-world projects and assignments typical for the graphic design industry. Students are expected to create quality works and students will be given opportunities to redo their work so that it meets the standards discussed during the course. Classroom activities will also include reading, research, projects, and problem-solving. Students will often work in teams, but they are expected to complete individual assignments in relation to the team's work. Assessment methods will be based on the following assignments:

- ✕ Organization,
- ✕ Management,
- ✕ Communication,
- ✕ Ethics,
- ✕ Teamwork.
- ✕ Written Exams
- ✕ Tests
- ✕ Quizzes
- ✕ Oral & Written Research Reports
- ✕ Reading Assignments
- ✕ Various Projects

### Instructional Philosophy

Students will be given challenging real-world projects and assignments typical for the graphic design industry. Students are expected to create quality works and students will be given opportunities to redo their work so that it meets the standards discussed during the course. Classroom activities will also include reading, research, projects, and problem-solving. Students will often work in teams, but they are expected to complete individual assignments in relation to the team's work. Assessment methods will be based on the following assignments:

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- ✕ Various Projects

## INTRODUCTION TO ADOBE PHOTOSHOP

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Whether or not you've used Adobe Photoshop, the chances are that you've probably heard a lot about it. Nowadays, Photoshop is one of the must-have programs for all graphic designers, professional photographer and even hobbyists who edit graphics or manipulate various images. Photoshop is very flexible and fun to use; it can make an amateur into a professional with the help of few tools and skills. If you've ever used any software program to edit graphics or images, then the Photoshop interface may seem familiar to you, and some of the tools might be easy to learn. It is because most image editing programs on the market are usually based on Photoshop. With that being said, Photoshop is by far the most extensive and detailed program available, which offers the most number of features and tools on the market.

- × Introduction to Adobe Photoshop
- × Getting Started using Photoshop
- × Working with Images
- × Resizing and Cropping Images
- × Working with Basic Selections
- × Layers
- × Painting in Photoshop
- × Photo Retouching
- × Color Correction
- × Using Masks And The Quick Mask Mode
- × Working With The Pen Tool
- × Creating Special Effects
- × Printing And Exporting Your Work



## Course Goals

- × Demonstrate a thorough understanding of the graphic design elements.
- × Read, understand and communicate in graphic design language
- × Use professional software programs such as Adobe Photoshop and Illustrator
- × Demonstrate positive work behavior and learn to solve problems with critical thinking.

## INTRODUCTION TO ADOBE ILLUSTRATOR

Raster files are commonly used for editing images, photos, and graphics. Vector files work better for digital illustrations, complex graphics, and logos. That's because the resolution of vectors remains the same when resized, making them suitable for a wide variety of printed formats.

Designers use Adobe Illustrator to create artworks, illustrations, and more. Also, AI is used for creating logos and brandbooks, which are the main components of a brand. Print files are likewise made with Adobe Illustrator as the program allows to export files in high resolution.

### Get to Know the Illustrator Interface

Understanding vector graphics and use of tools

- × LASSO
- × Gradient tool
- × Mesh tool
- × Fonts
- × Shape builder tool
- × Textures
- × Clipping mask
- × Transparency layers



## Introduction to Drawing

Creation of visual shapes, working with vector objects (including working with lines & structures), and understanding drawing tools.

Creation of visual shapes, working with vector objects (including working with lines & structures), and understanding drawing tools. Color modes and their switches; creation of custom colors.

### Here's what is included:

- ✕ Working with straight & curved lines
- ✕ Learning Image Tracing
- ✕ Creating a tracing template

## Painting using Illustrator

Color modes and their switches; creation of custom colors

## Illustrator Output Options

- ✕ Export Options
- ✕ Exporting in PDF
- ✕ Print File Format and Proof Setup Option

## Vector Shapes and Fills

Creating Shape Gradients and Pattern Fill Edges  
Compound Shapes  
Lines and Pen Tool Creating Curves Modifying Shapes

## Adding and Formatting Text

- ✕ Paragraph formatting
- ✕ Using paragraph and character styles,
- ✕ Editing styles Putting text on a path
- ✕ Creating outlines

## EXPORTING OPTIONS for printing files

- ✕ AI
- ✕ EPS
- ✕ PDF

*Note: color mode: CMYK*

## EXPORTING OPTIONS for digital

- ✕ PNG
- ✕ JPEG
- ✕ TIFF
- ✕ WEB only

*Note: color mode: RGB*



## Second Month of the Course

### Elements of Design

Students learn about design elements through such tasks as creating examples of color schemes, using graphic software and creating an original alphabet based on a theme. Each project includes self-reflection and a peer review. Students learn the principles of design through assignments like - creation of posters, magazine covers, product ads, cereal box prototypes, candy wrappers, and other original designs that reflect an emotion. They do a self-reflection on their projects in addition to peer review. Some projects also include presentations for the class.

#### Here are the elements of design

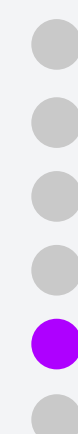
- × Color
- × Line
- × Shape
- × Space
- × Texture
- × Font

## Portfolio and Certificate

During the graphic design course, students will work on their personal projects. You will choose your work sphere depending on your preferences and discussions with the trainer. Students will use these personal projects throughout the course to help them professionalize their knowledge and skills. Projects will also include building a brand logo and a brandbook. Restaurants, cafes, bakeries, banks, and other businesses are among the projects completed by Deep Academy students.

[See part of our portfolio here.](#)

- × Logo
- × Brandbook
- × Design mindset
- × Certificate



## Creating images for print & web

Students learn when to use particular image formats in their individual projects. They create collages, logos, album covers, etc. Each project includes self-reflection and peer review.

- ✖ Formats
- ✖ Resolution
- ✖ Raster Vs Vector

Upon completion of the course, students will have a big opportunity to enter the ever-growing and evolving field of art and design. They will get the chance to establish themselves as professionals and find relevant jobs in the industry. All students who decide to make graphic design their main career will be able to succeed and be part of the local and global world of design.

