

Level 1 One: Graphic Design Program Overview

The following areas/units will be covered in the one-semester Level I Graphic Design program. Keep in mind, some areas/units will need to be flip-flopped due to scheduling issues.

Class Orientation

- Classroom policies, procedures, projects and expectations will be discussed. Intro to Mac OS and dock covered; lab log-ins tested.

Adobe InDesign

- Working area and palettes (tools, swatches, pages, etc.) and document set-up/page creation discussed and demonstrated.
- Working with graphics and text (importing/placing, manipulation, text wraps)
- Saving (various formats) and printing files

Advertising Design

- Elements of an Ad; popular Ad techniques (pathos, logos, ethos) and advertising strategies
- Audience development (readability vs. legibility), targeting an audience
- The design process: planning, finding, preparing thumbnails, roughs, and comps

Typography

- Type terminology: types & roles in design (literal and visual)
- Writing/preparing copy based on audience
- Proper font selection/placement, and use of expressive type
- Categories of type (characteristics of each) and type contrasts
- Understanding proofreader's marks

Design Principles

- Main principles of design (balance, hierarchy, repetition, unity) and goal of graphic designer
- Color theory
- Five types of contrast used in design (color, size, weight, shape, position/direction)
- Layout styles/techniques and page construction (creating efficient layouts so that they are clear, consistent, and appealing)

Photoshop

- Basic tools, functions, and palettes (tools, layers, history, character/paragraph)
- Understanding work area and basic document set-up/creation
- RGB vs. CMYK (what this means and why it's important to design)
- Selections and modifications, photo editing, and filters
- Brush use
- Scanning images for document use

Final Exams

- Practical: project-based test that spans 2-3 classes. Students must complete the entire project independently from conceptualization through printing
- Written exam: scantron, cumulative test that covers semester's material and is broken into three parts

Semester Projects: *Advertisements, Corporate Identities, Brochures, Magazine Covers, Invitations, Photo Editing, and Special Pieces*