

Graphic Design

This course in graphic design offers students a comprehensive exploration of the principles, techniques, and applications of visual communication. Students will delve into the fundamentals of design theory, typography, color theory, and layout composition. They engage with industry-standard software to develop proficiency in creating compelling visual elements for both print and digital media.

Week 1: Introduction to Graphic Design

- Overview of the course structure and expectations
- Historical context and evolution of graphic design
- Importance of graphic design in various industries

Week 2: Design Theory and Principles

- Understanding the basic principles of design (balance, contrast, unity, etc.)
- Applying design principles to create effective compositions
- Hands-on exercises to reinforce theoretical concepts

Week 3: Typography Essentials

- Introduction to typography and its role in design
- Choosing and pairing fonts effectively
- Practical exercises in creating typographic elements

Week 4: Color Theory and Application

- Exploring the psychology of color
- Understanding color harmony and contrast
- Hands-on color experiments and creating a color palette

Week 5: Layout Composition

- Basics of layout design for both print and digital media
- Grid systems and their application in layout composition
- Project: Designing a simple print or digital layout

Week 6: Software Proficiency and Final Project

- Introduction to industry-standard graphic design software (e.g., Adobe Creative Suite)
- Basic tools and functionalities
- Guided practice session using software tools to create a final project

This course is designed to accommodate both beginners and those with some prior knowledge of graphic design. Participants are encouraged to bring their creativity and enthusiasm for visual communication to make the most of the learning experience.