GRAPHIC DESIGN

1 **What** is design ?

2 Use **Figma**

3 Graphic design **theory**

4 **Analysis** of existing designs

5 The design **workflow**

6 Projects

Course evaluation

MAR

CHAPTER 1 - What is design ?

CHAPTER 2 - Use **Figma**

APR

CHAPTER 3 - Graphic design **theory**

CHAPTER 4 - Analysis of existing designs

Analysis report 30 %

MAY

CHAPTER 5 - The design **workflow**

CHAPTER 6 - 3 Projects

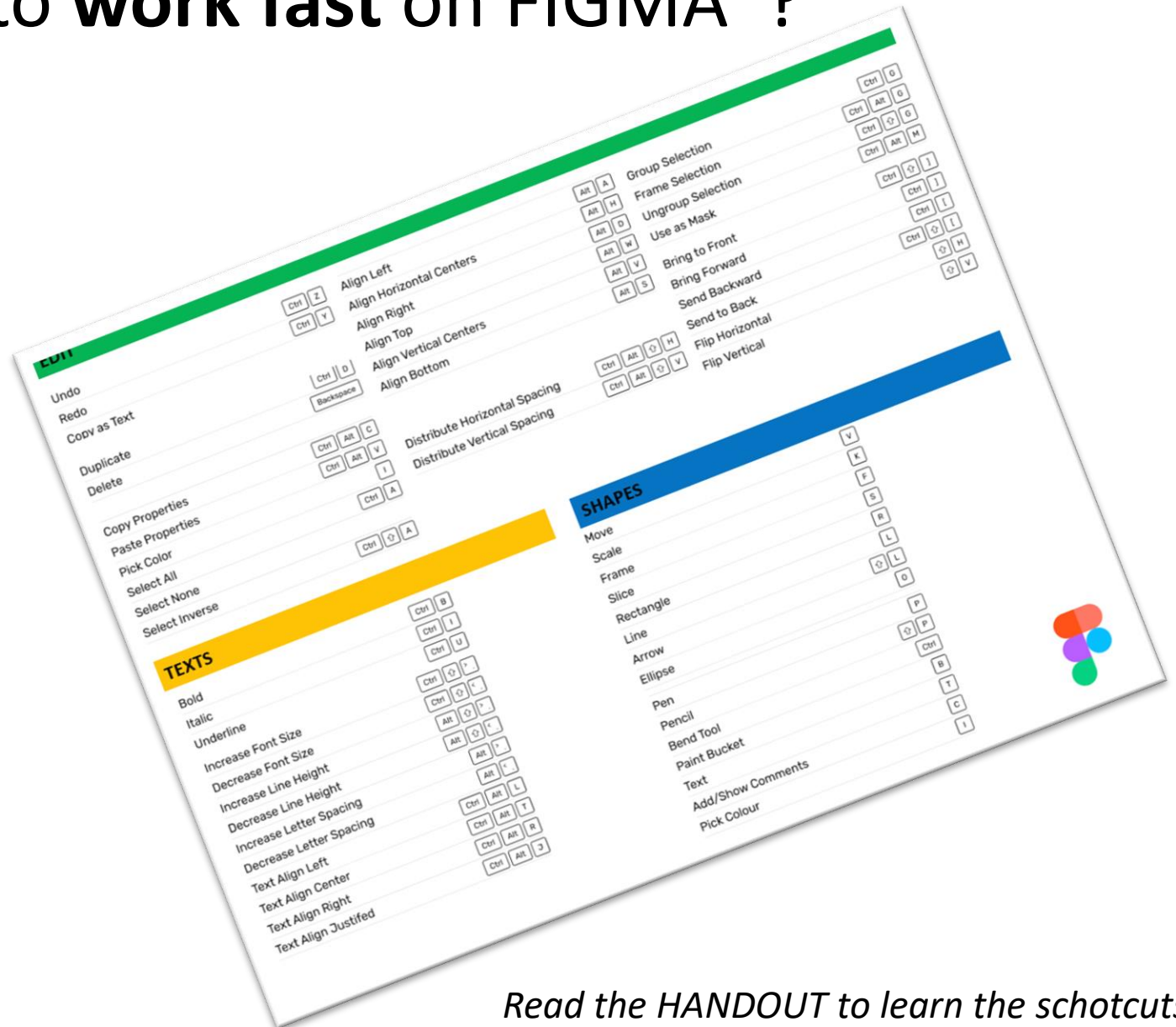Project 1 - 30 %

Project 3 - 40 %

CHAPTER 2

FIGMA

10 MIN

How to **work fast** on FIGMA ?

✓ use the **MOUSE** as much as possible

✓ use **SHORTCUTS** as much as possible

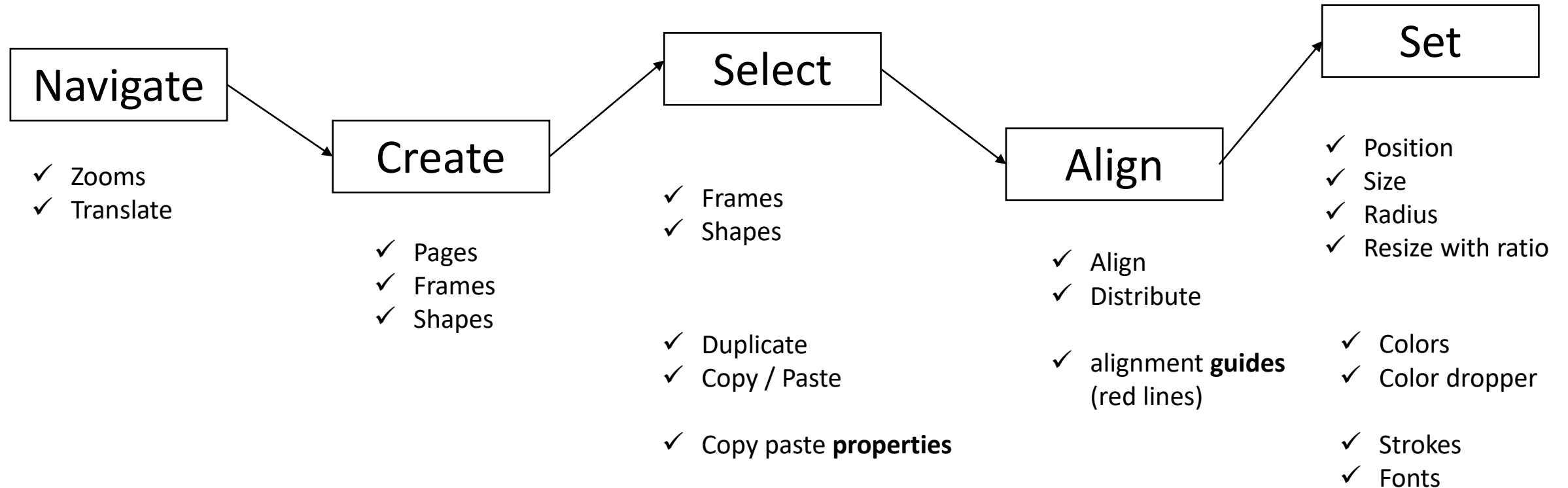*Read the HANDOUT to learn the schotcuts*

🕐
20 MIN

Let's **understand**

✓ Understand trainer demo
✓ Read the FIGMA handout to remember each feature

Navigate

✓ Zooms
✓ Translate

Create

✓ Pages
✓ Frames
✓ Shapes

Select

✓ Frames
✓ Shapes

✓ Duplicate
✓ Copy / Paste

✓ Copy paste **properties**

Align

✓ Align
✓ Distribute

✓ alignment **guides** (red lines)

Set

✓ Position
✓ Size
✓ Radius
✓ Resize with ratio

✓ Colors
✓ Color dropper

✓ Strokes
✓ Fonts

20 MIN   INDIV

Activity 1
STEP 1

Use color dropper
To get those colors

CHALLENGE 2

50px

50px

130px

200px

✓ Create a **A4** frame
✓ Orientation **= LANDSCAPE**
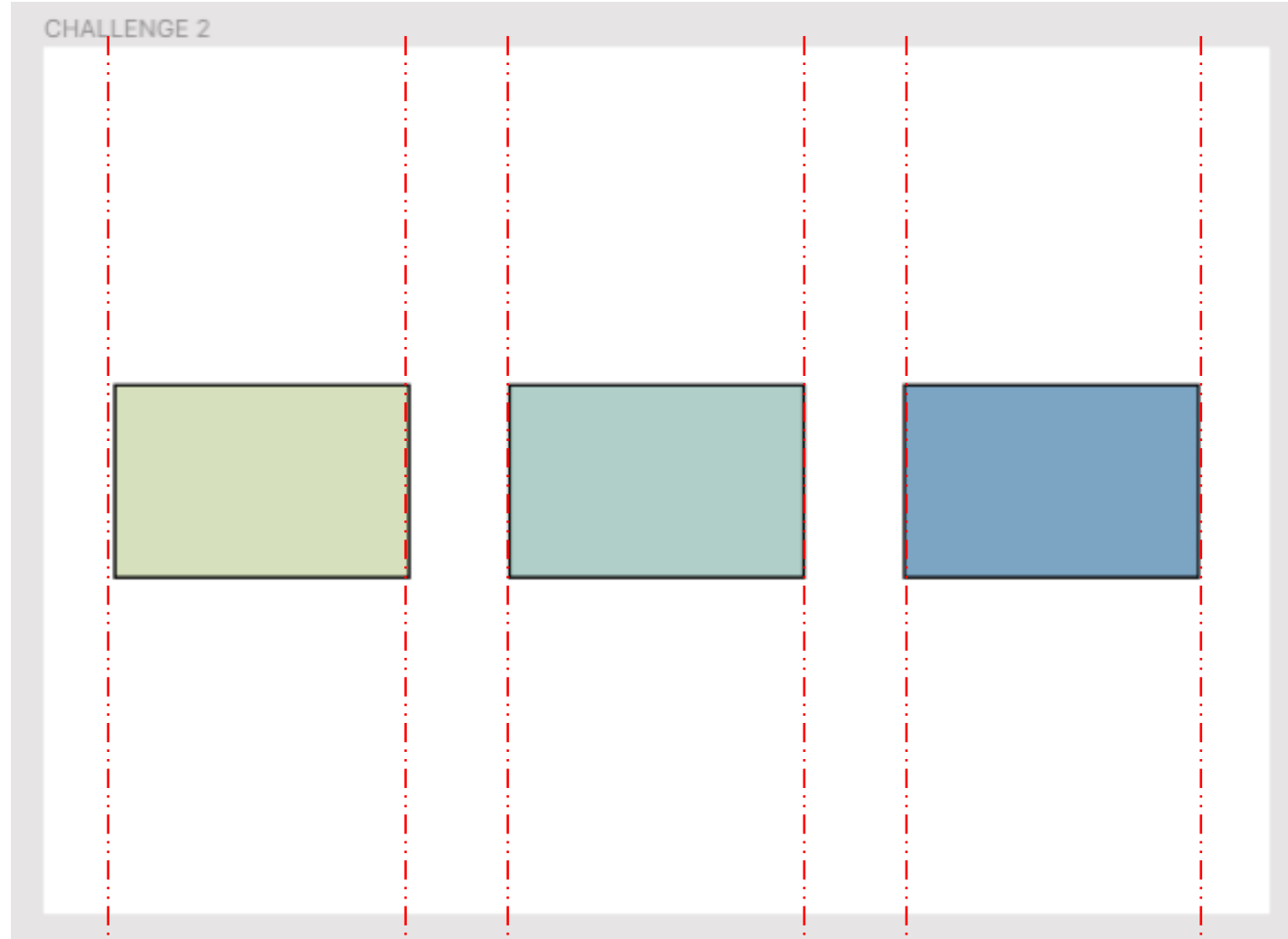
✓ Create the 3 rectangles as follow

50px

50px
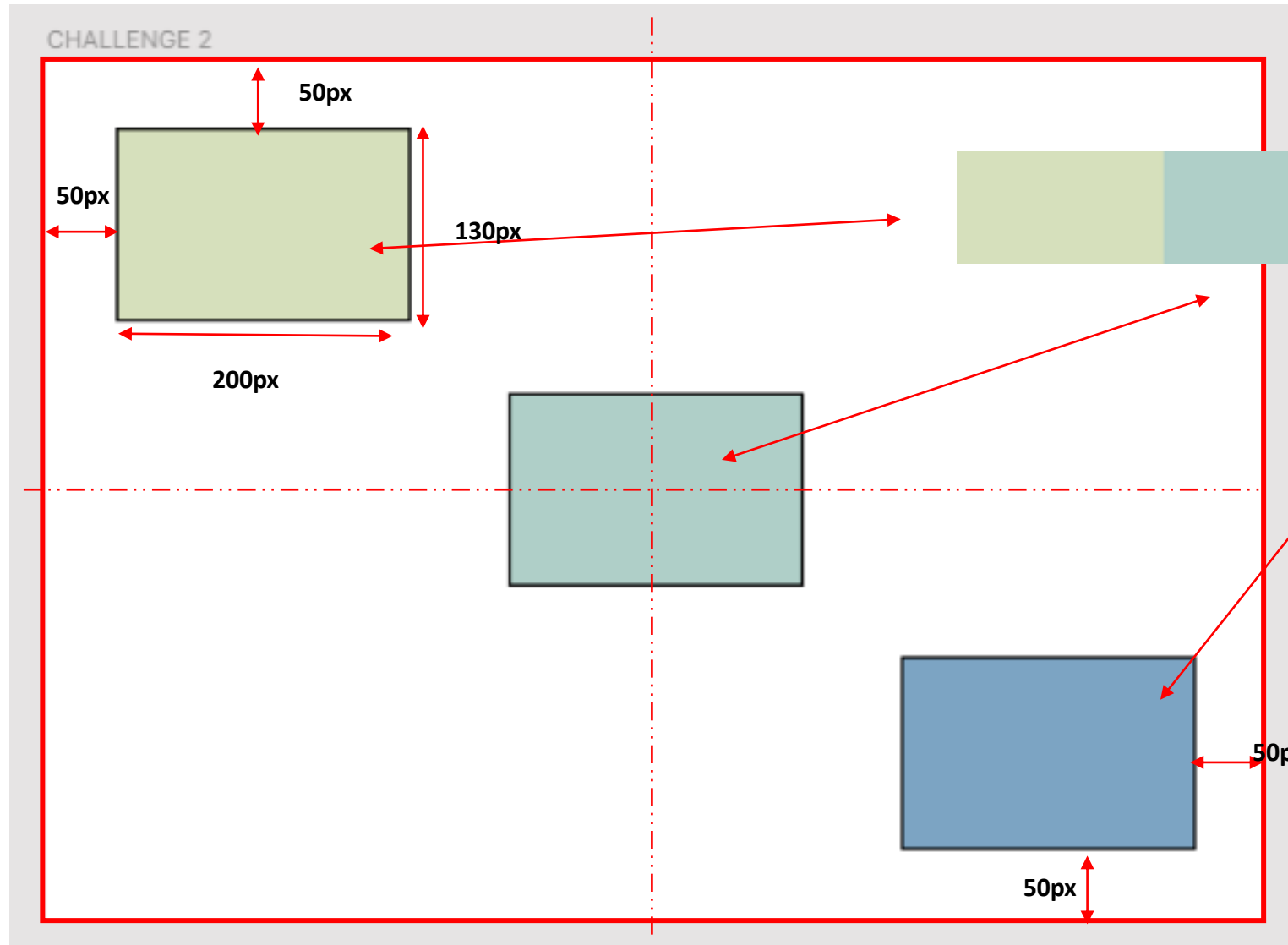
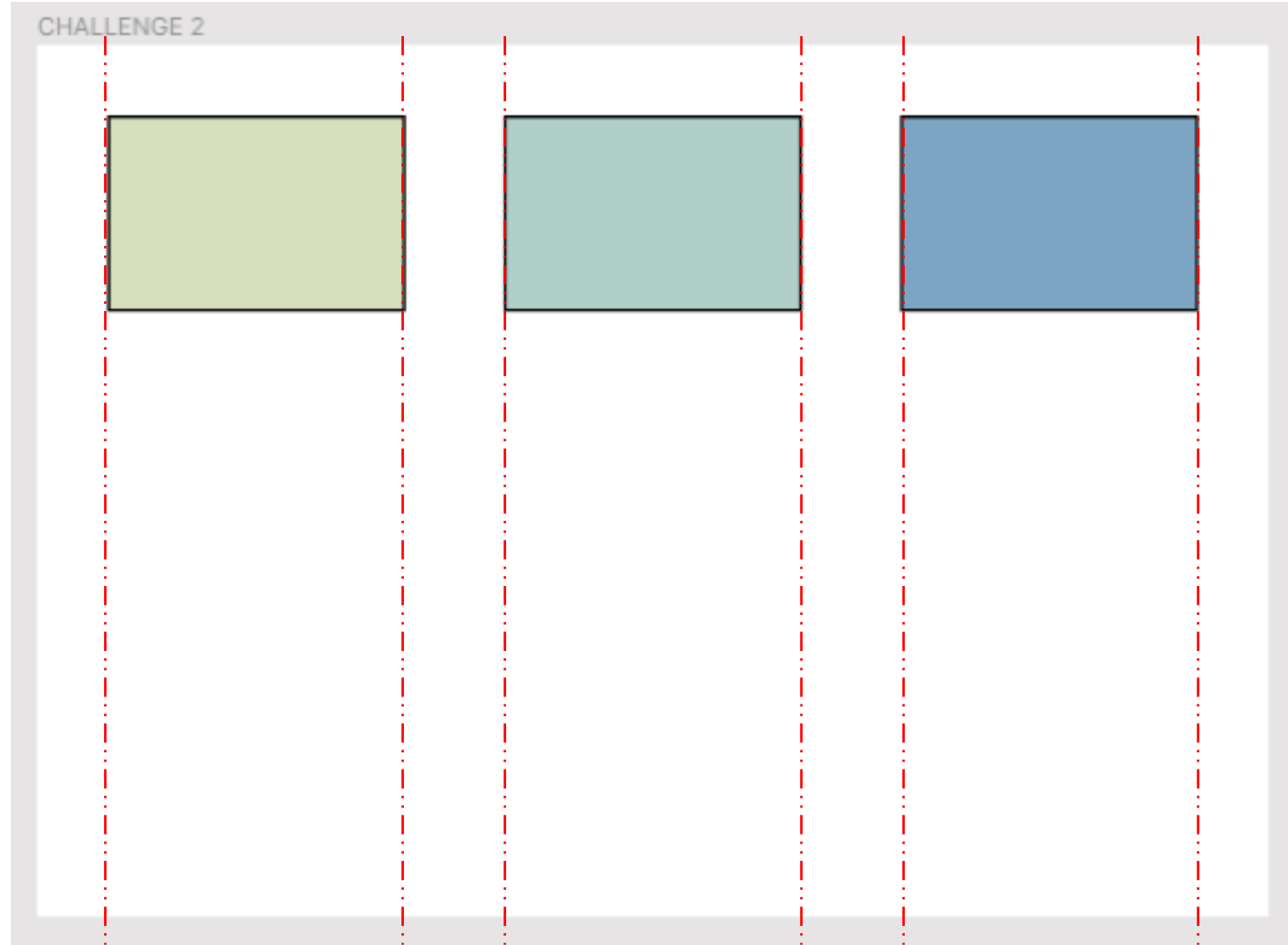# STEP 2

Align the 3 rectangles on the **left**
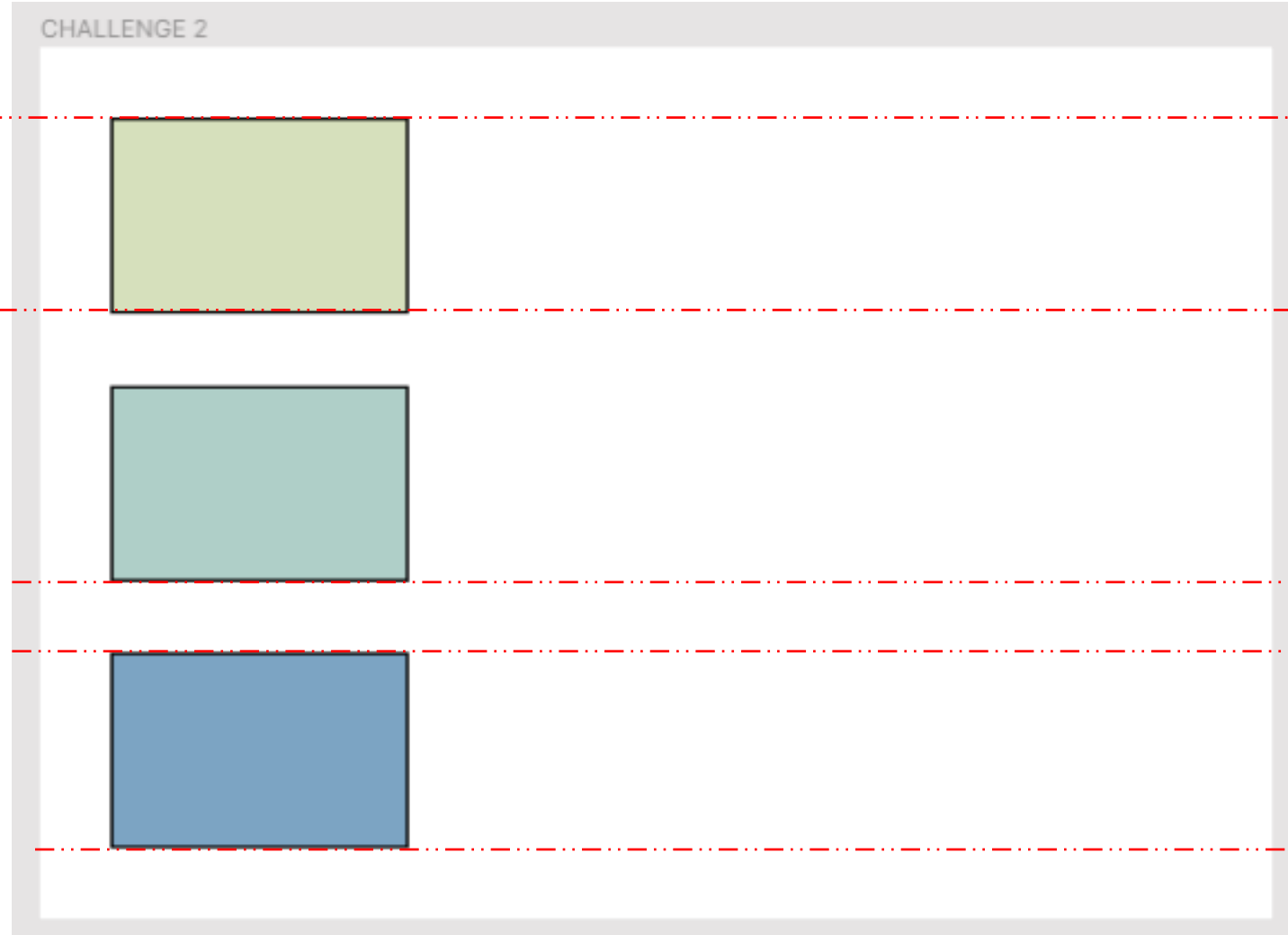
STEP 3

✓ Revert to step 1

✓ Align the 3 rectangles on the **center**

STEP 4

- ✓ Revert to step 1

- ✓ Align the 3 rectangles on the **top**
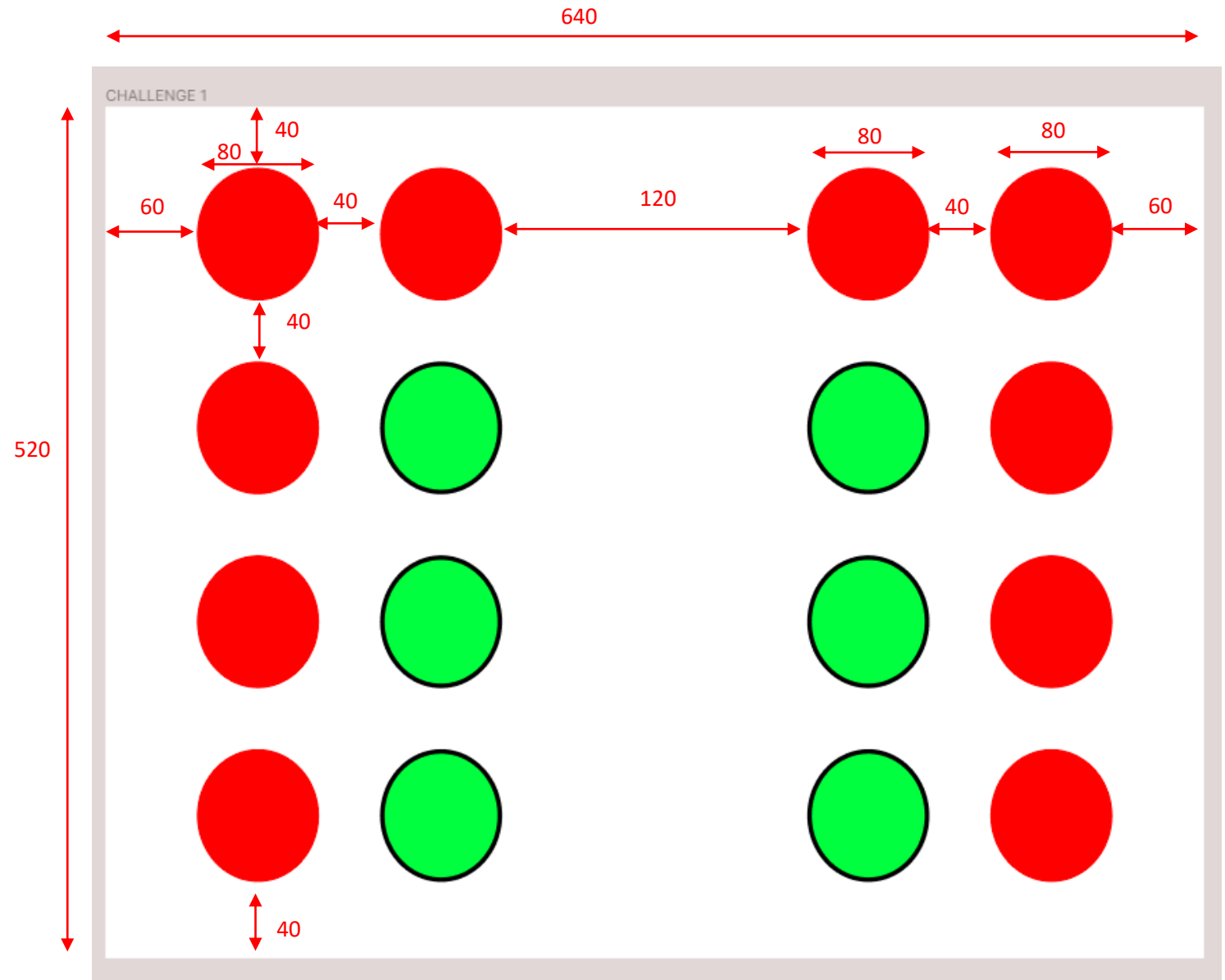
20 MIN   INDIV

Activity 2

STEP 1
- **Think** how to do it with as less as possible operations?

STEP 2
- Watch the **trainer demo**

STEP 3
- Do it by **yourself**

CHALLENGE 1

640

520

80   40

60   40

120   80   40   80   60

40

40

40

Activity 3
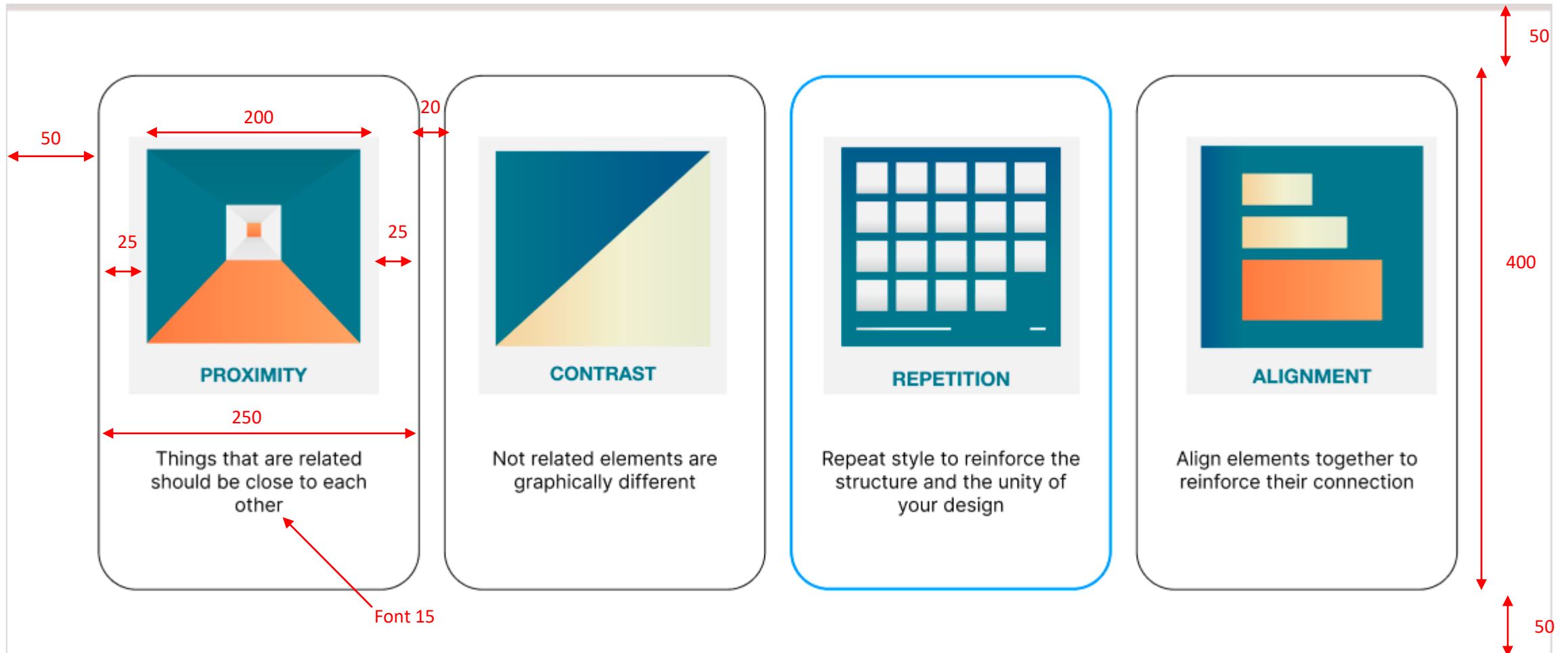
20 MIN   INDIV

- ✓ Get image and text from the **given power point file**
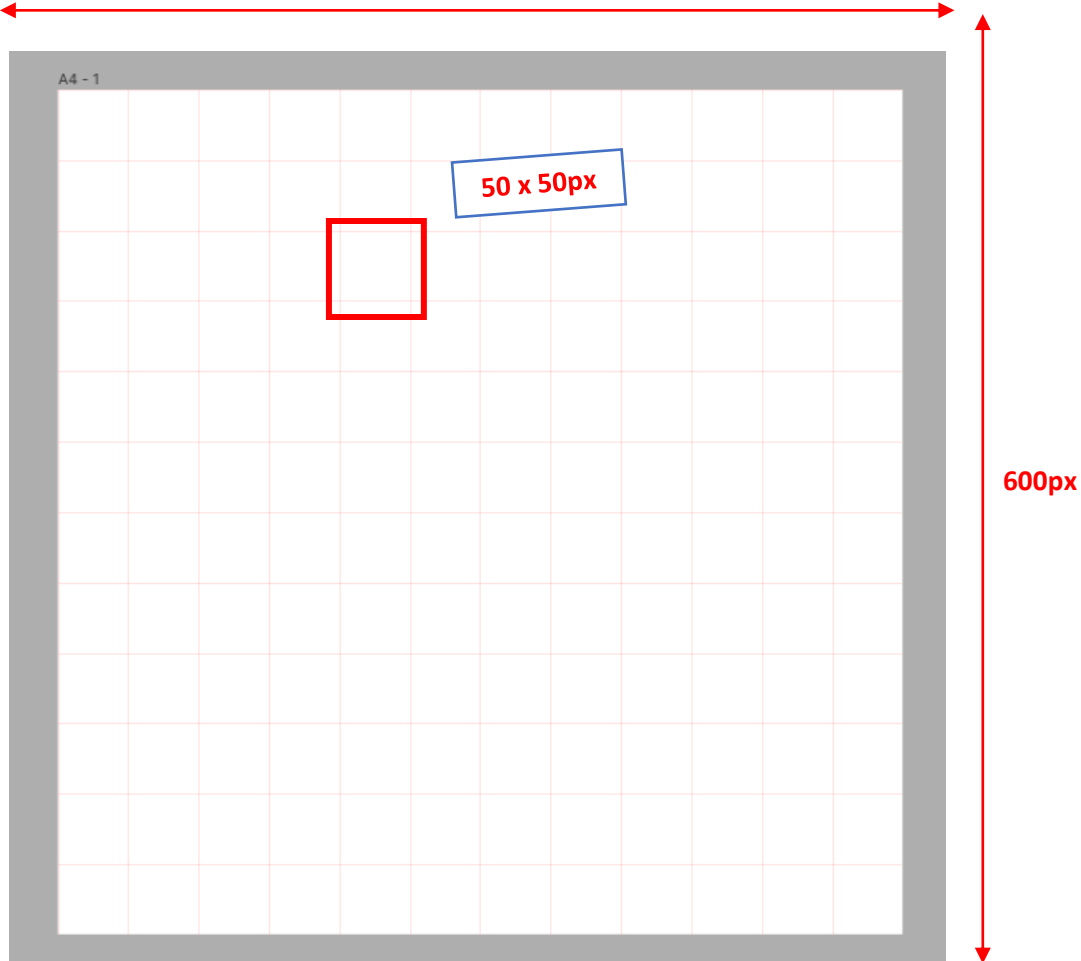- ✓ Design this mock up using **as less as possible operations**
- ✓ 1160 x 500

50

20

200

50

25   25

400

250

PROXIMITY

Things that are related should be close to each other

Font 15

CONTRAST

Not related elements are graphically different

REPETITION

Repeat style to reinforce the structure and the unity of your design

ALIGNMENT

Align elements together to reinforce their connection

50

Activity 4

30 MIN   INDIV

1 – Define your grid

600px

600px

50 x 50px

A4 - 1

2 – Draw this image on the grid
*Find a strategy to draw **as fast as possible***

A4 - 1