



GRAPHIC DESIGN STARTER PACK



PROFESSIONAL DIPLOMA IN
GRAPHIC DESIGN



GRAPHIC DESIGN
COURSE
STARTER PACK



HELLO!

This Starter Pack aims to give you a better understanding of what a graphic designer is, what we do and how we do it.

Enjoy!

Annerie du Plessis

TABLE OF CONTENTS

Meet your educator	2
Module 1 outline	3
What is Graphic Design?	4
What designers do	4
How to be successful in this fast-growing industry called graphic design	6
What designers use	7



**ANNERIE
DU PLESSIS**



Meet your educator

Annerie obtained her BTech in Graphic Design (Cum Laude) with a photographic approach back in 2010. In 2010 she got the award for best BTech Graphic Design student as well as best overall Graphic Design student at the Central University of Technology, Free State.

She has been lecturing since 2009 to various groups of students, ranging from certificate courses, to degree courses.

Along with her partner at the time (now husband) Annerie has successfully also run her own design and photography studio focusing mostly on wedding photography. After 10 years and hundreds of weddings later, she felt it is time to advance her skills and moved on to a different area within the same field. With both her industry and lecturing experience, Annerie soon found herself fascinated by the e-learning industry.

“With the experience I have gained throughout the years, within the industry as well as lecturing, I have done vast research and gained a lot of knowledge on the topic of creative thinking. Realising that my passion lies in stimulating and motivating others creatively, I am privilege to share this with so many people.”

Design is so much more than making something look amazing or aesthetically pleasing. It is the ability to improvise and move forward, to solve problems. You need to keep on improving and learn new skills otherwise you will be left behind. As difficult as it is, try being a trendsetter, rather than a follower.

Enjoy the course!

GRAPHIC DESIGN COURSE STARTER PACK OUTLINE

In the Graphic Design Course you can expect the following;

Each module consists of:

- 8 lessons
- 4 weekly assignments
- 1 module assignment
- Various practical tasks during the lessons

As an extra you are able to purchase the Toolkit:

- The webinar slides
- Summary notes
- Bonus lessons
- Additional bonus content

MODULE 1 OUTLINE

Lesson 1

What is graphic design?

Do you really know the impact design has on society?

Lesson 2

The elements & principles of design; the design cycle

Break the rules (if you know them)

Steps to create effective design

Lesson 3

An introduction to Adobe Illustrator & logo design

Logo creation using the design cycle

Lesson 4

Adobe Illustrator

New found knowledge, create a flyer in Illustrator

Lesson 5

An introduction to Adobe Photoshop

Photo-manipulation

Lesson 6

Movie poster design in Adobe Photoshop

Movie poster exercise

Lesson 7

An introduction to Adobe InDesign

Getting your files print-ready

Lesson 8

Brochure design in Adobe InDesign

Typography makes out most of your design



GRAPHIC DESIGN COURSE STARTER PACK

What is graphic design?

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms. The

work can happen at any scale, from the design of a single postage stamp to a national postal signage system, or from a company's avatar to the content of an international newspaper. It can also be for any purpose, whether commercial, educational, cultural, or political.

“The art or profession of visual communication that combines images, words and ideas to convey information to an audience.”

What designers do

Graphic designers combine art and technology to communicate ideas through images and the layout of web screens and printed pages. They may use a variety of design

elements to achieve artistic or decorative effects. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

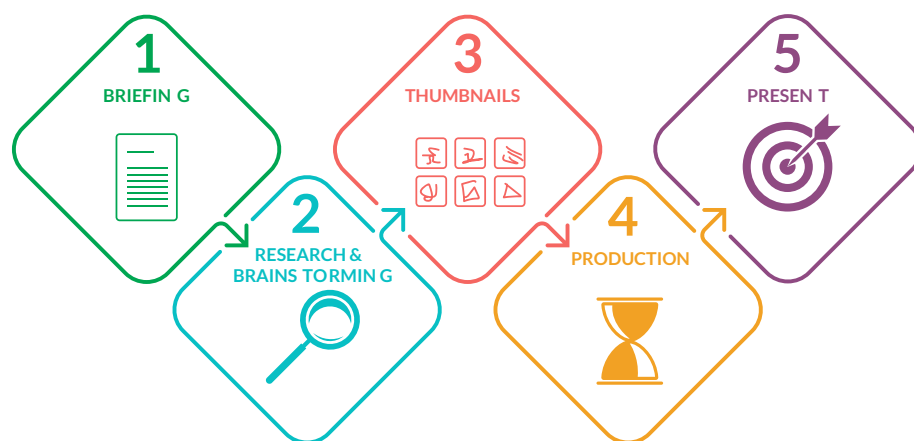
“We are visual communicators and find visual solutions to problems.”

GRAPHIC DESIGN COURSE STARTER PACK

What designers do

Graphic designers work with both text and images. They often select the type, font, size, colour, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a page or screen, including

how much space each will have. When using text in layouts, they collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Their work typically involves the following:



BRIEFING:

Meet with clients or the art director to determine the scope of the project.

RESEARCH & BRAINSTORMING:

Develop the message the design should portray through means of research, inspiration and brainstorming.

THUMBNAILS:

Take the inspiration gathered in the previous phase to develop rough concepts.

PRODUCTION:

Create designs that identify a product or convey a message.

PRESENT:

Present the design to clients, incorporate changes recommended by the clients into design. Review designs before publishing.



GRAPHIC DESIGN COURSE STARTER PACK



How to be successful in this fast-growing industry called graphic design

Graphic design is an extremely fast-paced and fast-growing industry with tons of competition. The advantage however is the fact that due to the abundance of competition; graphic design's quality has improved so much. Learn to see the opportunities and use them to your advantage!

Design is not simply the aesthetics of a given project. As soon as you realise that design also has to do with the function of your task at hand, this is when you open your mind to solve problems, rather than just making it look beautiful. Be on the constant lookout for opportunities to improve things – this will help you to be stimulated creatively and drastically improve your design skills.

There is a difference in being artistic and creative – know the difference and if you're blessed with both, use it to your advantage!

Everyone is born creative – don't ever believe when you are told that you are not creative. It can be stimulated. Thus, surround yourself with people that allow you to be creative.

If ever someone laughs at an idea you came up with, it is simply because it is strange to them and unfamiliar. It is usually these ideas that change the world!

If you ever find yourself in a place where you are jealous or mad at others for taking your business or opportunities, it might be time to improvise and advance your skills and knowledge. Everyone's trying to make a living and only the one's who don't improvise will stay behind.

Break the rules of design...if you know and understand them. Breaking rules out of ignorance won't solve anything.



GRAPHIC DESIGN
COURSE
STARTER PACK



What designers use

“Adobe products have become the de facto industry standard in graphics editing.”



Illustrator is the industry-standard vector graphics application that lets you create logos, icons, drawings, typography, and complex illustrations for any medium.



Photoshop allows you to create stunning photos, designs, illustrations, 3D, video and more.



InDesign is the industry-standard publishing application that lets you design and publish high-quality documents across a full spectrum of digital and print media.

GRAPHIC DESIGN COURSE STARTER PACK

RESOURCES

Software

<https://creative.adobe.com/products/>

Free Images

<https://pixabay.com>
<https://unsplash.com>
<https://pexels.com/>
<http://dryicons.com/>
<http://vecteezy.com/>
<http://www.freepik.com>

Free Fonts

<https://dafont.com/>
<https://urbanfonts.com>
<https://fontspace.com/>
<http://1001fonts.com/>

What designers use

GENERAL FILE FORMATS



AI - Illustrator's native file format

EPS - Illustrator eps

AIT - Illustrator Template

PDF - Adobe PDF - PDF files support both vector and raster (bitmap) information

SVG - Scalable Vector Graphics files are used on the World Wide Web



PSD - Photoshop's native file format

JPG - format for viewing and sharing digital photos

GIF - format of choice for web graphics

PNG - a lossless file format and supports transparency

TIFF - universally accepted standard for images destined for commercial printing

EPS - EPS (Encapsulated PostScript) is another print industry standard format

PDF - PDF supports and preserves all of Photoshop's features, including the ability to use spot colours



INDD - InDesign's native file format

PDF - Adobe PDF - PDF files support both high & low resolution output for print



GRAPHIC DESIGN
COURSE
STARTER PACK



Assignments

These assignments are not compulsory but it is recommended you do them in order to gain knowledge and skills in the graphic design industry

Module 1: Lesson 2 - Logo concept

Come up with a logo concept for Fred's coffee shop. Fred has not come up with a name yet, and simply would like you to provide him with logo ideas first.

You can actually think of a couple of ideas and simply want to start creating!

Your task is to:

Write down words

Draw concepts

Identify colours

that come to mind when you think about a logo for Fred's coffee shop.

Please don't be pedantic about your drawings or creative ability - this is not what the exercise is about. We simply want to generate ideas now. Please keep these ideas as we will refer to them for our next lesson.





GRAPHIC DESIGN
COURSE
STARTER PACK

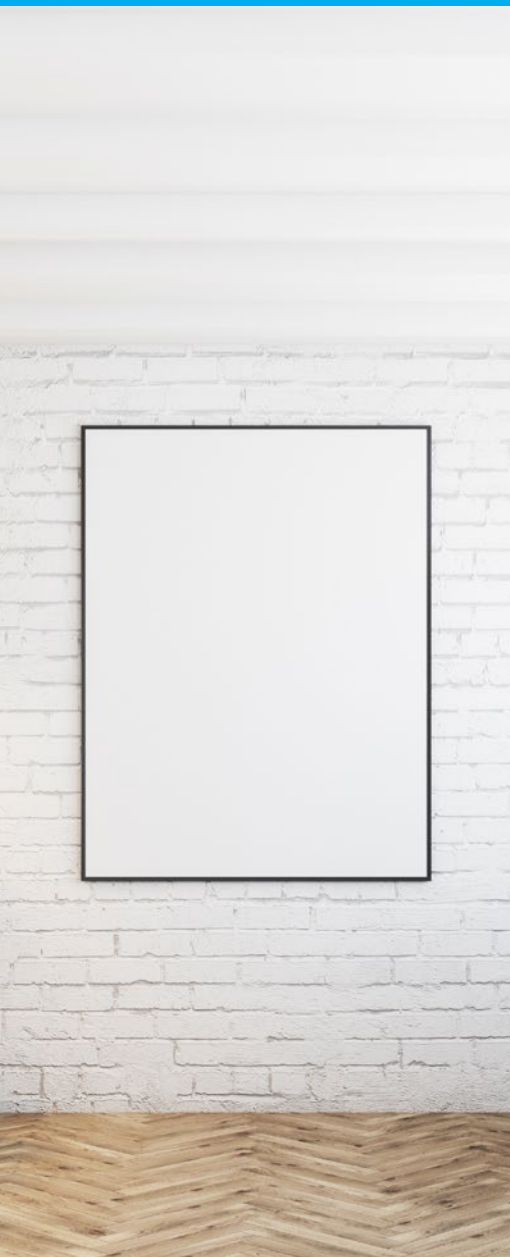
Assignments

These assignments are not compulsory but it is recommended you do them in order to gain knowledge and skills in the graphic design industry

Module 1: Lesson 3 - Logo design

I would like you to utilise the skills you learnt in Adobe Illustrator so far and create yet another logo for a coffee shop. You don't need to use the name Fred and can use any name you want to. If you get stuck on the name part, you can simply use your own name and see how you can use that creatively.

If you would like, share your logo on social media with the #shawlogodesign





GRAPHIC DESIGN COURSE STARTER PACK



Assignments

These assignments are not compulsory but it is recommended you do them in order to gain knowledge and skills in the graphic design industry

Module 1: Lesson 4 - Flyer design

Using the details in the pdf “Fred’s coffee flyer details” create your own flyer design in Adobe Illustrator making use of the works-everytime-layout. Use the standard size for a flyer in your country.

Share your design using #shawflyerdesign to social media





GRAPHIC DESIGN
COURSE
STARTER PACK



Assignments

Module 1: Lesson 5 - Double exposure

I would like you to familiarise yourself with Photoshop and why not create your own double exposure image? Simply follow the process and steps you learnt in Lesson 5.

You can upload it to social media using the #shawdoubleexposure so all your classmates can also see.



GRAPHIC DESIGN
COURSE
STARTER PACK

Assignments

Module 1: Lesson 6 - Movie poster

Create a movie poster and choose one of the following themes: Horror, Sci-fi, Fantasy or Action

Use the standard size for a medium sized poster in your country. Make use of the skills you have learnt so far in Photoshop and if you are daring, experiment with Photoshop and see what more you can learn whilst designing your movie poster!

Please share your movie poster to any social media platform using #shawmovieposter





GRAPHIC DESIGN
COURSE
STARTER PACK

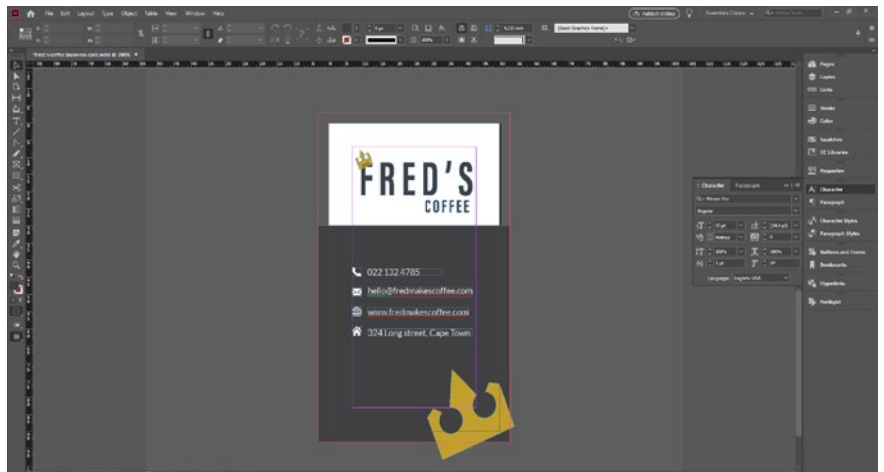


Assignments

]Module 1: Lesson 7 - Business card

Design a business card for the coffee company you created in lesson 3. Please make sure about business card dimensions and sizes in your country - do some research on the Internet or contact your local printing company. Remember that the contact details for your business card should be between 7pts - 10pts - this is the standard in the industry. Using anything smaller than 7pts will be difficult to read and anything bigger than 10pts will be too big.

You are more than welcome to share your design using #shawbcarddesign





GRAPHIC DESIGN COURSE STARTER PACK

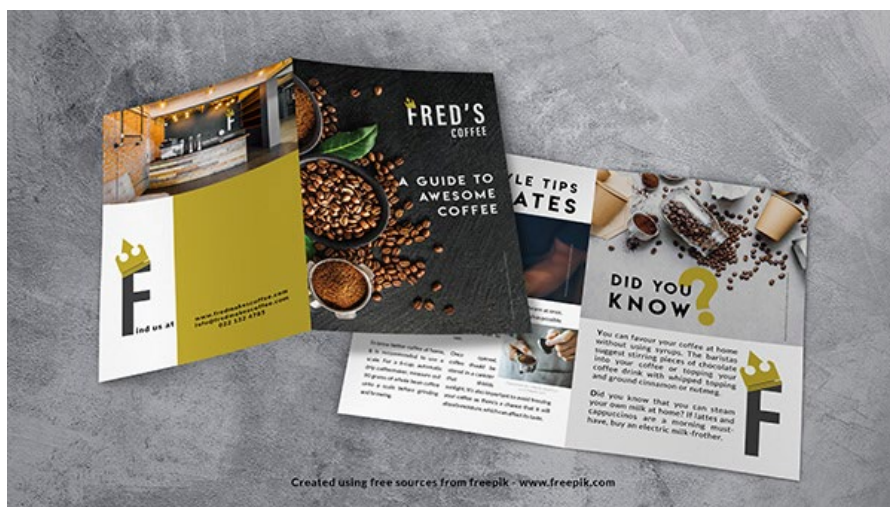
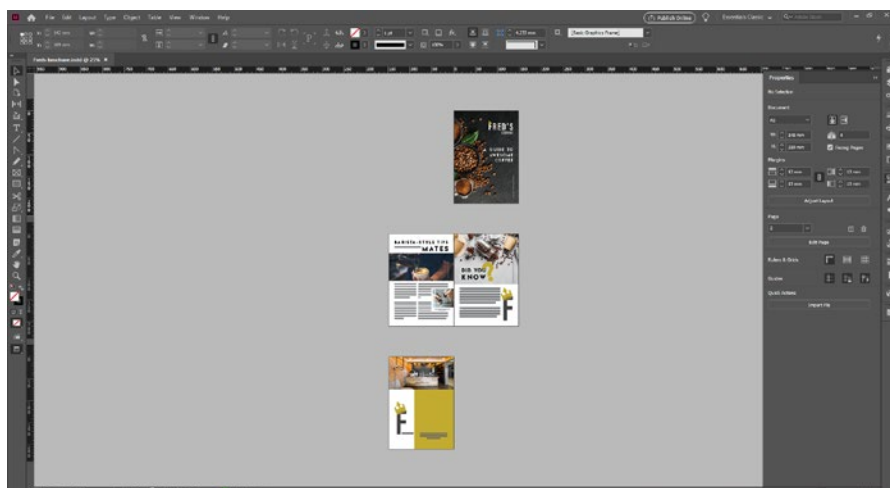


Assignments

Module 1: Lesson 8 - Brochure design

Using the details from the pdf “Fred’s coffee flyer details” design a 4 page brochure in Adobe InDesign (use the standard size for a brochure in your country). Please double check any copyright issues with images you want to download from the internet and make sure that you have permission to use these images (refer to the recording of lesson 8 on plagiarism).

Share your brochure on social media using #shawbrochuredesign



Created using free sources from freepik - www.freepik.com

HOTKEYS FOR ADOBE ILLUSTRATOR



Tools	Apple	Windows
Selection	V	V
Direct Selection	A	A
Group Selection	Shift	Shift
Magic Wand	Y	Y
Lasso	Q	Q
Pen	P	P
Add Anchor Point	+	+
Delete Anchor Point	-	-
Convert Anchor Point	Shift +C	Shift +C
Type	T	T
Touch Type	Shift +T	Shift +T
Line Segment	\	\
Rectangle	M	M
Ellipse	L	L
Paintbrush	B	B
Pencil	N	N
Blob Brush	Shift + B	Shift + B
Artboard	Shift+O	Shift+O

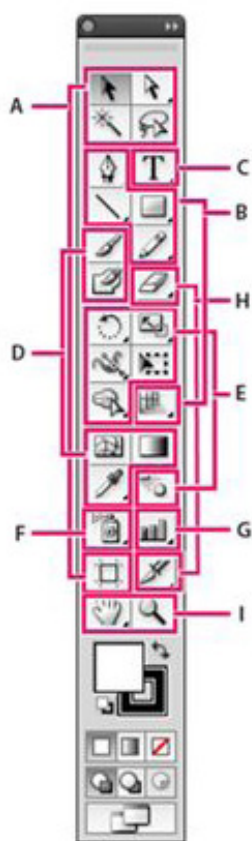
		
Eraser	Shift + E	Shift + E
Scissors	C	C
Rotate	R	R
Reflect	O	O
Scale	S	S
Width	Shift+W	Shift+W
Warp	Shift+R	Shift+R
Free Transform	E	E
Shape Builder	Shift+M	Shift+M
Live Paint Bucket	K	K
Live Paint Selection	Shift+L	Shift+L
Perspective Grid	Shift+P	Shift+P
Perspective Selection	Shift +V	Shift +V
Mesh	U	U
Gradient	G	G
Eyedropper	I	I
Blend	W	W
Symbol Sprayer	Shift+S	Shift+S

		
Column Graph	J	J
Slice	Shift+K	Shift+K
Hand	H	H
Zoom	Z	Z
Toggle Fill and Stroke	X	X
Default Fill and Stroke	D	D
Swap Fill and Stroke	Shift+X	Shift+X
Gradient	.	.
Color	,	,
None	/	/
Toggle 3 Screen Modes	F	F
Show/Hide All Panels	Tab	Tab
Show/Hide All But Toolbox	Shift+Tab	Shift+Tab
Increase Diameter]]
Decrease Diameter	[[
Symbolism Tools: Increase	Shift+}	Shift+}
Symbolism Tools: Decrease	Shift+{	Shift+{
Toggle Drawing Mode	Shift+D	Shift+D



HOTKEYS FOR ADOBE ILLUSTRATOR

Tools panel overview



A Selection tools

- Selection (V)
- Direct Selection (A)
- Group Selection
- Magic Wand (Y)
- Lasso (Q)
- Artboard (Shift+O)

B Drawing tools

- Pen (P)
- Add Anchor Point (+)
- Delete Anchor (-) Point
- Convert Anchor Point (Shift+C)
- Line Segment (l)
- Arc
- Spiral
- Rectangular Grid
- Polar Grid
- Rectangle (M)
- Rounded Rectangle
- Ellipse (L)
- Polygon
- Star
- Flare
- Pencil (N)
- Smooth
- Path Eraser
- Perspective Grid (Shift+P)
- Perspective Selection (Shift+V)

C Type tools

- Type (T)
- Area Type
- Type On a Path
- Vertical Type
- Vertical Area Type
- Vertical Type On a Path

D Painting tools

- Paintbrush (B)
- Blob Brush (Shift+B)
- Mesh (U)
- Gradient (G)
- Eyedropper (I)
- Measure
- Live Paint Bucket (K)
- Live Paint Selection (Shift+L)

E Reshaping tools

- Rotate (R)
- Reflect (O)
- Scale (S)
- Shear
- Reshape
- Width (Shift+W)
- Warp (Shift-R)
- Twirl
- Pucker
- Bloat
- Scalloped
- Crystallize
- Wrinkle
- Free Transform (E)
- Shape Builder (Shift+M)
- Blend (W)

F Symbol tools

- Symbol Sprayer (Shift+S)
- Symbol Shifter
- Symbol Scruncher
- Symbol Sizer
- Symbol Spinner
- Symbol Stainer
- Symbol Screener
- Symbol Styler

G Graph tools

- Column Graph (J)
- Stacked Column Graph
- Bar Graph
- Stacked Bar Graph
- Line Graph
- Area Graph
- Scatter Graph
- Pie Graph
- Radar Graph

H Slicing and cutting tools

- Slice (Shift+K)
- Slice Select
- Eraser (Shift+E)
- Scissors (C)
- Knife

I Moving and zooming tools

- Hand (H)
- Print Tiling
- Zoom (Z)

■ Indicates default tool

* Keyboard shortcuts appear in parenthesis

HOTKEYS FOR ADOBE PHOTOSHOP



Tools SHORTCUTS



Move tool	V	V, O
Rectangular Marquee tool	M	V, O
Elliptical Marquee tool	M	A, I
Lasso tool	L	M
Polygonal Lasso tool	L	M
Magnetic Lasso tool	L	L
Magic Wand tool	W	L
Quick Selection tool	W	C
Crop tool	C	C
Slice tool	C	W
Slice Select tool	C	N
Eyedropper tool	I	P
Color Sampler tool	I	U
Ruler tool	I	U
Note tool	I	U
Count tool	I	T
"Spot Healing Brush tool	J	B
Healing Brush tool	J	P
Patch tool	J	P
Red Eye tool"	J	B
"Brush tool	B	Q
Pencil tool	B	Q
Color Replacement tool	B	Q
Mixer Brush tool"	B	Q
"Clone Stamp tool	S	O
Pattern Stamp tool"	S	O



History Brush tool	Y	Y
Art History Brush tool"	Y	Y
Eraser tool	E	E
Background Eraser tool	E	E
Magic Eraser tool	E	E
Gradient tool	G	G
Paint Bucket tool	G	G
Dodge tool	O	O
Burn tool	O	O
Sponge tool	O	O
Pen tool	P	P
Freeform Pen tool	P	P
Horizontal Type tool	T	T
Vertical Type tool	T	T
Horizontal Type mask tool	T	T
Vertical Type mask tool	T	T
Path Selection tool	A	A
Direct Selection tool	A	A
Rectangle tool	U	U
Rounded Rectangle tool	U	U
Ellipse tool	U	U
Polygon tool	U	U
Line tool	U	U
Custom Shape tool	U	U

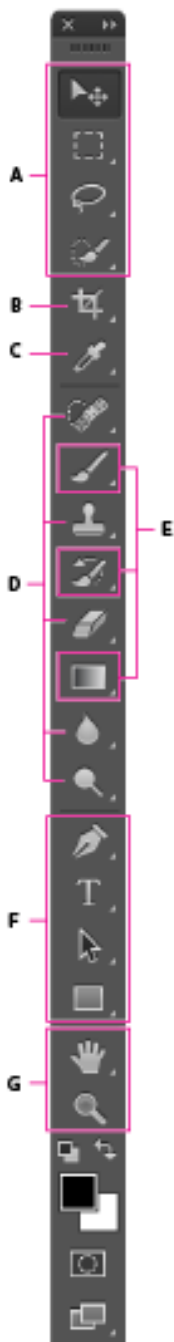


3D Object Rotate tool	K	K
3D Object Roll tool	K	K
3D Object Pan tool	K	K
3D Object Slide tool	K	K
3D Object Scale tool	K	K
3D Camera Rotate tool	N	N
3D Camera Roll tool	N	N
3D Camera Pan tool	N	N
3D Camera Walk tool	N	N
3D Camera Zoom	N	N
Hand tool	H	H
Rotate View tool	R	R
Zoom tool	Z	Z



HOTKEYS FOR ADOBE PHOTOSHOP

Tools Panel Overview



A Selection tools

- Move (V)*
- Rectangular Marquee (M)
- Elliptical Marquee (M)
- Single Column Marquee
- Single Row Marquee
- Lasso (L)
- Polygonal Lasso (L)
- Magnetic Lasso (L)
- Quick Selection (W)
- Magic Wand (W)

B Crop and Slice tools

- Crop (C)
- Perspective Crop (C)
- Slice (C)
- Slice Select (C)

C Measuring tools

- Eyedropper (I)
- 3D Material Eyedropper (I)
- Color Sampler (I)
- Ruler (I)
- Note (I)
- Count (I)

D Retouching tools

- Spot Healing Brush (J)
- Healing Brush (J)
- Patch (J)
- Content Aware
- Red Eye (J)
- Clone Stamp (S)
- Pattern Stamp (S)

- Eraser (E)
- Background Eraser (E)
- Magic Eraser (E)

- Blur
- Sharpen
- Smudge

- Dodge (O)
- Burn (O)
- Sponge (O)

- Path Selection (A)
- Direct Selection (A)

- Rectangle (U)
- Rounded Rectangle (U)
- Ellipse (U)
- Polygon (U)
- Line (U)
- Custom Shape (U)

E Painting tools

- Brush (B)
- Pencil (B)
- Color Replacement (B)
- Mixer Brush (B)

- History Brush (Y)
- Art History Brush (Y)

- Gradient (G)
- Paint Bucket (G)
- 3D Material Drop

F Drawing and type tools

- Pen (P)
- Freeform Pen (P)
- Add Anchor Point
- Delete Anchor Point
- Convert Point

- Horizontal Type (T)
- Vertical Type (T)
- Horizontal Type Mask (T)
- Vertical Type Mask (T)



G Navigation tool



- Hand (H)
- Rotate View (R)
- Zoom (Z)

■ Indicates default tool * Keyboard shortcuts appear in parenthesis

HOTKEYS FOR ADOBE INDESIGN



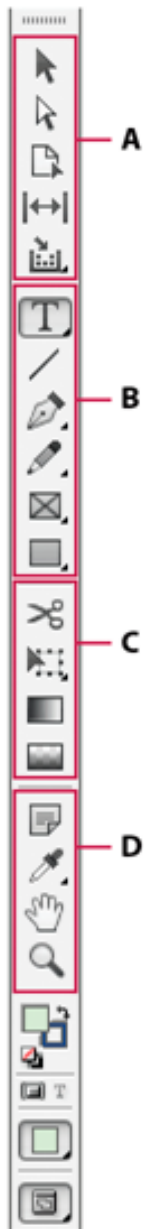
Tools SHORTCUTS		
Selection tool	V, Esc	V, Esc
Direct Selection tool	A	A
Toggle Selection and Direct	Cmd+Tab	Ctrl+Tab
Page tool	Shift+P	Shift+P
Gap tool	U	U
Pen tool	P	P
Add Anchor Point tool	=	=
Delete Anchor Point tool	-	-
Convert Direction Point tool	Shift+C	Shift+C
Type tool	T	T
Type On A Path tool	Shift+T	Shift+T
Pencil tool (Note tool)	N	N
Line tool	\	\
Rectangle Frame tool	F	F
Rectangle tool	M	M
Ellipse tool	L	L
Rotate tool	R	R
Scale tool	S	S
Shear tool	O	O
Free Transform tool	E	E

Tools SHORTCUTS		
Eyedropper tool	I	I
Measure tool	K	K
Gradient tool	G	G
Scissors tool	C	C
Hand tool	H	H
Temporarily selects Hand tool	Spacebar (Layout mode), Opt (Text mode), or Opt+Spacebar (both)	Spacebar (Layout mode), Alt (Text mode), or Alt+Spacebar (both)
Zoom tool	Z	Z
Temp selects Zoom Intool	Cmd+Spacebar	Ctrl+Spacebar
Toggle Fill and Stroke	X	X
Swap Fill and Stroke	Shift+X	Shift+X
Toggle between Formatting Affects Container & Formatting Affects Text	J	J
Apply Color	, [comma]	, [comma]
Apply Gradient	. [period]	. [period]
Apply No Color	/	/
Switch between Normal View and Preview Mode	W	W
Frame Grid tool (horizontal)	Y	Y
Frame Grid tool (vertical)	Q	Q
Gradient Feather tool	Shift+G	Shift+G



HOTKEYS FOR ADOBE INDESIGN

Toolbox overview



A Selection tools

- Selection (V, Escape)*
- Direct Selection (A)
- Page (Shift + P)
- Gap (U)
- Content Collector (B)
- Content Placer

B Drawing and Type tools

- Type (T)
- Type on a Path (Shift+T)
- Line (\)
- Pen (P)
- Add Anchor Point (=)
- Delete Anchor Point (-)
- Convert Direction Point (Shift+C)
- Pencil (N)
- Smooth
- Erase
- Rectangle Frame (F)
- Ellipse Frame
- Polygon Frame
- Rectangle (M)
- Ellipse (L)
- Polygon

C Transformation tools

- Scissors (C)
- Free Transform (E)
- Rotate (R)
- Scale (S)
- Shear (O)
- Gradient Swatch (G)
- Gradient Feather (Shift+G)

D Modification and Navigation tools

- Note
- Eyedropper (I)
- Measure (K)
- Hand (H)
- Zoom (Z)

■ Indicates default tool * Keyboard shortcuts appear in parenthesis



FOR FURTHER ENQUIRIES VISIT US ONLINE AT
WWW.SHAWACADEMY.COM
