



## GRAPHIC DESIGNING

Nature of the Course: Theory + Practical

Total Hours per Day: 2 Hour

Course Duration: 1.5 months

### Course Summary

This course is designed for absolute beginners, you don't need to have prior experience in design (Photoshop, Illustrator and Indesign). Any version of Adobe, preferably the CC (Creative Cloud) Version. To have the willingness and desire to finish the course. It is recommended (nor required) to have basic knowledge for design concepts.

### Completion Criteria

After fulfilling all of the following criteria, the student will be deemed to have finished the Module:

- Has attended 90% of all classes held.
- Has received an average grade of 80% on all assignments
- Has received an average of 60% in assessments.
- The tutor believes the student has grasped all of the concepts and is ready to go on to the next module.

### Prerequisites

- Experienced in graphic designing.

### Course Details

#### Week I

#### Photoshop

#### Getting Started

- Zooming
- Scrolling
- Getting around tools

- Copying and pasting

## **Photo Retouching**

- Spot healing brush
- Healing brush
- Clone stamp
- Content-Aware Fill

## **Cropping Photos**

- Cropping Photos
- Straightening Photos
- Straightening a Layer

## **Creating Graphics: Combining Photos, Text and Graphics**

- Adding type
- Smart Objects
- Importing Vector Graphics (Such as Logos)

## **Replacing Backgrounds**

- The Magic Wand tool
- Image Compositing

## **Color Correction Using Color Balance**

- Creating adjustment layers for color correction
- Adjusting color balance
- Adjusting brightness/contrast
- Color correction with a levels adjustment layer
- Setting white, black and gray points

## **Preparing Digital Photos for Print**

- viewing/ setting image size
- Resampling pros and cons
- Saving as PSD / TIFF

## **Saving Photos for the Web as JPEG**

- Resizing images for web

- Reducing image size with resampling
- Setting JPEG Quality

## **Creating Shadows and Layers**

- Adding effects to layers
- Drop shadows
- Bevel and Emboss

## **Ghosting Part of an Image**

- Setting a layer's opacity
- Feathering layers

## **Week II**

### **Fill Opacity / Effects and Rotation**

- More practice with layer effects
- Layer opacity vs fill
- Rotating Images

## **Layers**

- Layer Basics
- Locking and Hiding
- Masks and Channels

## **Cropping, Resizing and Blending**

- The Gradient tool
- Blending modes

## **Color Correction using Curves**

- Color correction with a Curves adjustment layer
- More practice setting white, black and gray points
- Working with midpoints

## **Adjustment Layers and Masks**

- More curves practice

- Masking out unwanted adjustments
- Organizing layers into groups

## **Shadows / Highlights**

- Creating a Smart Object
- The Shadows / Highlights adjustment
- More masking out unwanted adjustments

## **Special Effects with Type and Clipping Masks**

- Masking a photo with the type
- Clipping masks

## **Creating Paths with the Pen Tool**

- The Pen Tool
- Creating paths of Bezier curves

## **Using Clipping Paths**

- Clipping paths
- More pen tool practice

## **Using Filters for Special Effects**

- The Motion and Spin Blur Effects
- Copying layers

## **Brochure Design**

- Working with guides
- More practice with adjustment layers
- Layer Styles
- More Practice with blending modes

## **Addition Retouching**

- Converting Black and White Photo into Colors
- Correcting and Enhancing Digital Photographs
- Typographic Design
- Advanced Layered Techniques

- Animating GIF Images for the Web
- File Formats

## **Exporting**

- Right color mode selection
- Adjusting resolution and Image Size
- Bleed setting for Print

## **Week III**

### **Illustrator**

#### **Basic Introduction**

- Introduction to Illustrator
- Custom Workspace
- Control Palettes and Menus
- Rulers, Guides, Grids
- Components for Images
- Vectors Vs Bitmaps
- Text, Shapes and Colour

#### **Enhancing and Drawing**

- Using the shape tools
- Transforming tools
- Drawing with the line tools
- Developing a logo
- Locking, Hiding, Selecting, Copying and Moving
- Files and Colors
- Drawing Curves

#### **Images**

- Importing and Placing Images
- Gradient and Patterns
- Stroke and Fill Attributes
- Swatches and Paint Bucket Tool

## **Text**

- Introduction to Text
- Alignment and Paragraph Text
- Coloring Text
- Adding point type and area type
- Vector path on text
- Type Effects
- Placing text around objects
- Find and replace Texts
- Using group and duplicate
- Layers objects hiding and locking
- Alignments
- Clipping Masks

## **Alignment and Path**

- Creating and Editing Paths
- Pen Tools
- Drawing lines and curves
- Convert smooth points into corner
- Converting and anchor point and pinch a curve inward
- Bezier Curve

## **Colors and Brush**

- Introduction to Colors
- Types of Colors
- Selections of Colors
- Introduction to Gradients
- Creation and modification of gradient
- Creating and editing Gradient meshes
- Drawing using Paintbrush tool
- Edit a brushstroke to an existing path
- Creation and modification of brushes
- Edit a scatter art or pattern brush

## **Layers and Tracing**

- Creation and modification of layers
- Creating Sub Layers
- Hide and lock
- Layers Palette
- Converting Images into Designs

## **Adobe Indesign**

### **Introduction**

- Introduction to Indesign
- Overview of Indesign tools and its outcomes

### **Letter Creation**

- Setting preferences
- Control panel
- Text frames
- Basic text attributes
- Basic keyboard shortcuts

### **More Text Styling**

- Baseline shift
- Small caps
- The line tool
- Making proper fractions

### **Magazine Ad**

- Setting up a document bleed
- Placing images
- Combining text and images
- White type on a black background

## **Week IV**

### **Advanced Word Processing / Formatting**

- Paragraph spacing
- Tabs

## **Sporktown Brochure Design**

- Placing text, photos, and illustrations
- Gradient swatches
- Drop shadows
- Alignment
- Text wrap

## **Professional Typesetting Techniques**

- Bulleted list
- Hanging bullets
- Hyphenation
- Discretionary hyphens
- Special break characters

## **Drawing Curves**

- The pen tool
- Segments, anchor points and curves

## **Multiple Column Ad with Text Wrap**

- Multiple text columns
- Drop caps
- The baseline grid
- Text wrap

## **Magazine Cover Design**

- Placing transparent art
- Defining and using color swatches
- Type on a path

## **Style Sheets in a Magazine Article Design**

- Paragraph styles
- Character styles
- Nested styles



## Tables

- Placing Excel tables (with their formatting)
- Table Headers
- Formatting tables (Fills, strokes, etc)
- Reordering table cells

## Pages

- Master Pages
- Automatic Page Numbering
- Automatic text flow
- Running headed

## Creating a Table of Contents

- Defining and building a table of contents
- Formatting & updating a table of contents

## Exporting

- Bleed and Slug Setting
- Exporting the files in printable format
- Saving the files in editable format

## Labs

Lab assignments will focus on the practice and mastery of contents covered in the lectures; and introduce critical and fundamental problem-solving techniques to the students.

## Learning Outcomes

By the end of this course, students will be able to:

- How Learning and Competencies relates to the view Develop Competence.
- What is competence and how does it relate to teams?
- How to set up and use a Team Competency Matrix.
- What is needed to help each other to grow competencies including four practices to support helping each other: peer learning, knowledge hours, exploration days and lead by example.

- How to set up and use a Team Competency Matrix.
- How does diversity in a team, including different roles, support learning in a team.