**COAGD201 - BASIC GRAPHIC DESIGN**

**BDCPC301 - Apply Basic Graphic Design**

**Competence**

**RQF Level: 2 Learning Hours**

**150**

**Credits: 15**

**Sector: ICT and Multimedia**

**Trade: Computer Application**

**Module Type: Specific**

**Curriculum: ICTCOA201- TVET Certificate II in Computer Application**

**Copyright: © Rwanda TVET Board, 2022**

**Issue Date: December, 2022**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Purpose statement** | This specific module describes the skills required to design graphic objects using Microsoft Office, Publisher and Adobe Illustrator. Upon completion of this module, the learner will be able to Design cards, Design Labels, Design Banners, Design Calendar and Design Logos. | | | | | |
| **Learning Assumed to be in Place** | * Safety, Health and Environment at workplace * Computer and its peripherals | | | | | |
| **Delivery modality** | Training delivery | | 100% | Assessment | | Total 100% |
| Theoretical content | | 15% | Formative assessment | 15% | 50% |
| Practical work: | | 85% | 85% |
| * Group project and presentation | 35% |
| * Individual project /Work | 50% |
|  | | Summative/Integrated Assessment | | | 50% |

**Elements of Competency and Performance Criteria**

|  |  |
| --- | --- |
| **Elements of competency** | **Performance criteria** |
| **1. Describe Graphical Objects** | 1.1. Describe Cards according to design requirements. |
| 1.2. Describe Label according to design requirements. |
| 1.3. Describe Banner according to publication requirements. |
| 1.4. Describe Calendar according to design requirements. |
| 1.5. Describe Logo according to work to be done. |
| 1.6. Describe the Elements and Principles of graphic design as used in graphical objects design. |
| **2. Use MS Office publisher** | 2.1. Create and open Publications and templates in MS Office Publisher. |
| 2.2. Use Insert  and Page design ribbons appropriately in accordance with the work to be done. |
| 2.3. Use Review and View ribbons appropriately in accordance with work to be done. |
| **3. Use adobe illustrator** | 3.1. Create and open workspace according to work requirements |
| 3.2. Use Drawing tools appropriately to meet the work requirements. |
| 3.3. Use Color tools appropriately to meet the work requirements. |
| 3.4. Use Type tool appropriately to meet the work requirements |
| **4. Create card** | 4.1. Select and open card template according to the work to be done. |
| 4.2. Align properly and format images, text and logo according to specified requirements. |
| 4.3. Manipulate properly images, text, and typefaces according to specified requirements. |
| 4.4. Apply Colors properly according to the message requirements. |
| 4.5. Save and Export Cards according to output required. |
| **5. Create Label** | 5.1. Select and open label template according to the work to be done. |
| 5.2. Align properly and format label shapes, images, text and logo according to specified requirements. |
| 5.3. Manipulate properly Label shape, images and typefaces according to specified requirements. |
| 5.4. Choose and Use Colors correctly according to the message to convey to the target audience |
| 5.5. Save and Export Label according to output required. |
| **6. Create Banner** | 6.1. Select and open banner template according to the work to be done. |
| 6.2. Align and treat photo appropriately according to the design requirements and message to convey. |
| 6.3. Manipulate properly images, text and typefaces correctly according to specified requirements. |
| 6.4. Choose and use Colours correctly according to the message to convey to the target audience |
| 6.5. Save and export Banner according to output requirement. |
| **7.Create Calendar** | 7.1. Select and open calendar template according to the work to be done. |
| 7.2. Align properly and format images, text and logo according to specified requirements. |
| 7.3. Manipulate properly Images, text and typefaces according to specified requirements. |
| 7.4. Choose and use Colours correctly according to the message requirements. |
| 7.5. Save and export Calendar according to output requirement. |
| **8. Create Logo** | 8.1. Sketch and Create Logo design ideas according specified requirements |
| 8.2. Apply Logo motifs and effects correctly to meet specified requirements |
| 8.3. Choose and treat Typeface appropriately to meet the specified requirements |
| 8.4. Choose and apply Logo colours appropriately to meet specified requirements |
| 8.5. Save and export logo according to usage requirements |

**Course content**

|  |  |
| --- | --- |
| **Learning outcomes** | **At the end of this module learner will be able to:** |
|  | 1. Describe Graphical Objects  2. Use MS Office publisher  3. Use adobe illustrator  4. Create card  5. Create Label  6. Create Banner  7.Create Calendar  8. Create Logo |

|  |  |
| --- | --- |
| **Learning outcome 1: Describe Graphical Objects** | **Learning hours:20** |
| **Indicative content** | |
| * **Description of Cards** * Definition * Types of cards * Business cards * Invitation cards * Service cards * Business card * Types * Elements * Format * Invitation cards * Types * Elements * Format * Service cards * Types * Element * Format * **Description of Label** * Definition * Labels elements and features * Care and use of the product * Recipes or suggestions * Ingredients or nutritional information * Product guarantees * Manufacturer name and address * Weight statements * Sell by date / expiration dates * Warnings * Symbols /infographics used on Labels * Product labelling process * Die cutting * Product labelling machinery * Design Considerations * Multilingual issues * Legal requirements * Product type * Product shape * Product size * Product weight * **Description of Banner** * **Definition** * **Types of banner** * Vinyl banner * Double sided * Outdoor * Hanging * Custom vinyl * Tear drop * Sport break away * Types of banner stands * Banner requirements and considerations * Consider the placement of your banner * Choose bright & contrasting Colours * Choose a bold and readable Font * Keep the copy simple * Include appropriate information * Use a call-to-action * Keep your brand in mind * **Description of calendar** * Definition * Type of calendars * Regional/historical * Promotional calendar * Highlight the official holidays * **Description of logo** * Definition * Types of Logo * Logotype(Text) * Monogram (Initials) * Brand mark (Symbol or Icon) * Combination Mark (Text and Symbol) * Emblem (Text Inside Symbol) * Logo design considerations * Versatile * Simplicity * Meaning * Memorable * Timeless * Consistency * Uniqueness * **Description of elements and principles of graphic design** * Elements of design * Color * Shape * Texture * Line * Form * Type * Space * Classifications of colours * Primary * Secondary * Tertiary * Colour preferences * By gender (male, female) * By the age group * Describe design principles * Balance * unity * Proximity * Alignment * Repetition * Contrast * White space * Simplicity * Alignment * Function | |

|  |  |
| --- | --- |
| **Resources required for the learning outcome** | |
| **Equipment** | * Computer |
| **Materials** | * Internet * Electricity * Colors * Cards * Labels * Calendar * Banner and Logo * Module Handout |
| **Tools** | * Blackboard * Chalks |
| **Facilitation techniques** | * Brainstorming, * Group Discussion * Jig Saw * Demonstration Visual Aids |
| **Formative assessment methods** | * Written assessment * Performance |

|  |  |
| --- | --- |
| **Learning outcome 2:** **Use MS Office publisher** | **Learning hours: 15** |
| **Indicative content** | |
| * **Create a publication** * Definition * Types of publications * Opening publication * Manipulate template * **Page design tab** * Change template * Using color & font schemes * Inserting bullets * Inserting numbers * AutoFit options * **Insert tab** * Pages group * Tables group * Illustrations group * Building blocks group * Text group * Links group * Header and footer group * **Review tab** * Language group * Proofing group * **View tab** * View group * Layout group * Show group * Zoom group * Window group * **Export publication** * Save as publication * Save publication * File formats | |

|  |  |
| --- | --- |
| **Resources required for the indicative content** | |
| **Equipment** | * Computer |
| **Materials** | * Module Handout, * Electricity |
| **Tools** | * MS Office Publisher |
| **Facilitation techniques** | * Demonstration * Individual and group work * Practical exercise * Individualized * Trainer guided * Group discussion * Brainstorming |
| **Formative assessment methods** | * Written assessment * Performance assessment |

|  |  |  |
| --- | --- | --- |
| **Learning outcome 3: Use Adobe Illustrator** | | **Learning hours:25** |
| **Indicative content** | | |
| * **Introduction of Adobe Illustrator** * Adobe Illustrator workspace * Creating new documents * Customise user interface * Setting Preferences * Setting, Switching and saving workspaces * Using keyboard shortcuts * Modifying and saving documents * Using Artboards * Creating multi art board document * The Artboards panel * Exporting Artboards as files * Using layers * The layer panel * Creating and editing layers and sublayers * Moving layers * Merging layers * Arranging layers * Using vector paths * Path types * Anchor points * Control handles * The Selection tool * The Scale tool * The Rotate tool * The Direct selection tool * **Draw shapes** * Drawing basic shapes * Lines * Curves * Spirals * Rectangles * Ellipses * Polygons * Stars * Using Pencil tool for freehand drawing * Modifying shapes and paths * Drawing modes * Creating compound paths and shapes * Using the Brush tool * Working with the Pathfinder panel * Using the Eraser tool * Using the Pen tool * Using the Shape Builder tool * Transforming objects * Scaling objects * Rotating objects * Reflecting objects * Distorting objects * Moving and duplicating objects * **Use colour tools** * Manipulating fills and strokes * Adding color fill * Creating and using gradient fills * Adding strokes to objects * Using the Swatches panel * Using the Color panel * Picking color from image * Using opacity * **Working with Type** * Using Type tools * Using the Type Command * Using the character style panel * Flowing type around objects * Setting Type onto path * Converting text into path | | |
| **Resources required for the indicative content** | | |
| **Equipment** | * Computer | |
| **Materials** | * Electricity * Visual Aids | |
| **Tools** | * Adobe Illustrator | |
| **Facilitation techniques** | * Demonstration * Trainer guided * Group discussion * Individual practical exercise. | |
| **Formative assessment methods** | * Written assessment * Performance assessment | |

|  |  |
| --- | --- |
| **Learning outcome 4: Create Card** | **Learning hours:20** |
| **Indicative content** | |
| * **Selection and opening card template** * Set the size of artwork * Service card Sizes * Business card sizes * Invitation card sizes * Menu card sizes * **Alignment and formatting of images, text and logo** * Modifying the font size and type * Align text, image and logo * **Manipulation of Image, text and typeface** * Choosing the right fonts * Scaling objects * Rotating objects * Reflecting objects * Moving and duplicating objects * Arrange Logo * Delete objects * **Apply colours** * Adding color fill * Modifying font color * Modifying background color * **Export cards** * Preparing for print * Arrange artwork according to the size * Save work * Export (PDF, PNG, JPG) * Print | |

|  |  |
| --- | --- |
| **Resources required for the indicative content** | |
| **Equipment** | * Computer |
| **Materials** | * Internet * Teaching manual * Invitation card * Service card * Business card * Electricity |
| **Tools** | * MS Publisher |
| **Facilitation techniques** | * Demonstration * Practical exercise * Trainer guided * Group discussion |
| **Formative assessment methods** | * Written assessment * Performance assessment |

|  |  |
| --- | --- |
| **Learning outcome 5: Create Label** | **Learning hours:15** |
| **Indicative content** | |
| * **Selection and opening label template** * Set the size of artwork * **Alignment and formatting label shapes, image, text and logo** * Setting Up Document * Creating the dieline * Use drawing shapes * Dieline line thickness * Use shapes to draw the label shape * Placing and editing images * Placing product logo, name, tag line, value statements, graphics and arts * Set guides and smart guides * **Manipulation of label shape, image, text and typeface** * Choosing the right fonts * Scaling objects * Rotating objects * Reflecting objects * Moving and duplicating objects * Delete objects * Fitting product logo, name, tag line, value statements, graphicsand arts to panels * **Choose and use color** * Selecting colors * Dieline color * Setting the color palette * Adding color chips * **Export label** * Preparing for print * Arrange artwork according to the size * Save work * Export (PDF, PNG, JPG) * Print | |

|  |  |
| --- | --- |
| **Resources required for the indicative content** | |
| **Equipment** | * Computer |
| **Materials** | * Internet * Teaching manual * Invitation card * Service card * Business card * Electricity |
| **Tools** | * MS Publisher |
| **Facilitation techniques** | * Demonstration * Practical exercise * Trainer guided * Group discussion |
| **Formative assessment methods** | * Written assessment * Performance assessment |

|  |  |
| --- | --- |
| **Learning outcome 6: Create Banner** | **Learning hours:15** |
| **Indicative content** | |
| * **Selection and opening banner template** * Setting the size of artwork * Sizing the banner, and resolution * ANSI C,D, and E * ISO A * JIS B * Wide * Medium * Short * Address * **Alignment and formatting banner shapes, image, text and logo** * Improving banner design according to defined purpose * Improving by simplifying the design * Modifying the font size and type * Aligning logo, images and text * **Manipulation of banner shape, image, text and typeface** * Using fonts * Helvetica * Trajan * Garamond * Future * Bodoni * Bickhamscript pro * Frutiger * Inserting images * Adding text * **Choose and use color** * Changing the background color * Modifying color * **Export banner** * Preparing for print * Arrange artwork according to the size * Save work * Export (PDF, PNG, JPG) * Print | |

|  |  |
| --- | --- |
| **Resources required for the indicative content** | |
| **Equipment** | * Computer |
| **Materials** | * Internet * Teaching manual * Invitation card * Service card * Business card * Electricity |
| **Tools** | * MS Publisher, illustrator |
| **Facilitation techniques** | * Demonstration, practical exercise, trainer guided, group discussion |
| **Formative assessment methods** | * Written assessment * Performance assessment |

|  |  |
| --- | --- |
| **Learning outcome 7: Create Calendar** | **Learning hours:15** |
| **Indicative content** | |
| * **Selection and opening Calendar template** * Set the format and size of artwork * Setting up the new image document * Page size and orientation * Resolution * Background contents * Editing image * Resizing image to a specific size * Specifying the number of page * Setting the page size * **Alignment and formatting calendar shapes, image, text and logo** * Choosing the page orientation * Specifying the margins * Specifying the column number * Selecting facing page or Master text frame * Working with master pages * Adding guide to the master pages * Organizing the application workspace * Showing the ruler * Inserting guides * Placing and arranging text * **Manipulation of Calendar shape, image, text and typeface** * Setting image resolution * Image cropping * Image rotation * Correcting image * Creating and adjusting layers * Placing image * Showing import option * Replacing selected item * Creating static caption * Working with the Link Panel * Editing text and numbers * Selecting table dimensions * Building cell styles * Merging cell for header row * Selecting and applying table effects * Choosing desired fonts * Creating and applying character style * Creating and applying paragraph style * Creating and applying object style * Using based-on styles * Creating a calendar cover * **Choose and use color** * Changing image color mode * Adjusting colors * Choosing fill color and gradients * Selecting color mode * Using appropriate color of Sunday and Saturday holiday * **Export calendar** * Preparing for print * Arrange artwork according to the size * Save work * Export (PDF, PNG, JPG) * Print | |

|  |  |
| --- | --- |
| **Resources required for the indicative content** | |
| **Equipment** | * Computer |
| **Materials** | * Internet * Teaching manual * Invitation card * Service card * Business card * Electricity |
| **Tools** | * MS Publisher |
|  |  |
| **Formative assessment methods** | * Written assessment * Performance assessment |

|  |  |
| --- | --- |
| **Learning outcome 8: Create Logo** | **Learning hours:25** |
| **Indicative content** | |
| * **Sketching blueprint** * Free hand sketching on paper * Drawing basic shapes to build a logo symbols using adobe illustrator * Lines * Geometric shapes * **Apply motif and effects** * Start Creating Logo motifs * Seal logo * Ribbon * Shield * Swirls and swooshes * Custom shapes * Typing around a shape * Convert type into shape * Transform type shape * **Choose and treat typeface** * Choosing the right typefaces * Using outline types * Create typographic effect by combining types * Wrap type * Image tracing * Apply blending options * **Apply color** * Creating color schemes * Logo color association * Color consistency * Combining colors * Creating black and white alternations * **Export cards** * Preparing for print * Prepare print-ready files * Prepare screen files * Save art work * Export (PDF, PNG, JPG) * Print | |

|  |  |
| --- | --- |
| **Resources required for the indicative content** | |
| **Equipment** | * Computer |
| **Materials** | * Internet * Electricity * Visual aids |
| **Tools** | * Adobe Illustrator |
| **Facilitation techniques** | * Demonstration * Practical exercise * Trainer guided * Group discussion * Individual work |
| **Formative assessment methods** | * Written assessment * Performance assessment |

**Integrated/Summative assessment**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Integrated Situation  EVA TECHNOLOGY Co. Ltd located in Musanze District/Muhoza Sector, received a command from VUBA Hotel locate in Kigali-Rwanda requesting to design their logo and menu. The Hotel availed their services and prices together with pictures.  As an end user IT assistant, you are requested to:   1. Sketch a combination mark logo using freehand. 2. Design a combination mark logo using hotel initials in adobe illustrator, 3. Design menu. The cover of the menu will be designed in Publisher by combining various graphics, photos, text and logo. The menu will be assembled in Publisher as Avery A4 card Portrait document; inside the Menu, list in a table their services with prices and corresponding photos. VB Hotel wishes to include a Calendar on the back of the menu. The background color to be used is Light Brown. Export the work in a pdf format and print.   The work must be performed within five hours (5).  All equipment, tools and materials are provided in the printing house.  Resources   |  |  | | --- | --- | | Tools | * Adobe Illustrator * MS Publisher * Mathematical toolbox | | Equipment | * Computer * Printer | | Materials/ Consumables | * Paper * Cartridge * Ink * Electricity | | | | | | |
| **Assessable outcomes** | **Assessment criteria (Based on performance criteria)** | **Indicator** | **Observation** | | **Marks allocation** |
| **Yes** | **No** |
| **Create card (40%)** | Select and open template according to the work to be done. | Indicator 1. Avery Template is selected. |  |  | 4 |
| Indicator 2. Logo is imported to the front of the menu. |  |  | 4 |
| Indicator 3. Template is A4 page size. |  |  | 4 |
| Indicator 4. The Menu is portrait. |  |  | 4 |
| Align properly and format images, text and logo according to specified requirements. | Indicator 1. Photos, text and logo are aligned. |  |  | 2 |
| Indicator 2. Text is formatted |  |  | 2 |
| Indicator 3. Tables of services and price are created. |  |  | 5 |
| Manipulate properly images, text, and typefaces according to specified requirements. | Indicator 1. Service pictures are manipulated |  |  | 5 |
| Indicator 2. Typefaces are applied |  |  | 2 |
| Indicator 3. Text styles are applied |  |  | 2 |
| Apply Colors properly according to the message requirements. | Indicator 1. Colors are applied |  |  | 2 |
| Indicator 2. Light brown color is used in the background |  |  | 4 |
| **Create Calendar**  **(25%)** | Select and open calendar template according to the work to be done. | Indicator 1. Template is well selected |  |  | 3 |
| Indicator 2. The calendar is at the back of the menu |  |  | 4 |
| Indicator 3. Public holidays are highlighted. |  |  | 3 |
| Manipulate properly Images, text and typefaces according to specified requirements. | Indicator 1. Calendar images is manipulated. |  |  | 3 |
| Indicator 2. Typefaces are applied |  |  | 3 |
| Indicator 3. Text styles are applied |  |  | 3 |
| 4. Choose and use Colors correctly according to the message requirements. | Indicator 1. Colors are applied |  |  | 3 |
| Indicator 2. Light brown color is used in the background |  |  | 3 |
| **Create Logo**  **(35%)** | 1. Sketch and Create Logo design ideas according specified requirements | Indicator 1. Logo blue print is provided |  |  | 3 |
| Indicator 2. Logo is designed in Illustrator |  |  | 3 |
| Indicator 3. Shapes and symbols are used. |  |  | 3 |
| Indicator 4. Text is used. |  |  | 3 |
| 2. Apply Logo motifs and effects correctly to meet specified requirements | Indicator 1. Hotel initials are used. |  |  | 4 |
| Indicator 2. Shapes are arranged. |  |  | 4 |
| Indicator 3. Icon is available. |  |  | 4 |
| 3. Choose and treat Typeface appropriately to meet the specified requirements | Indicator 1. Font styles are used on initials |  |  | 3 |
| Indicator 2. Typefaces are applied |  |  | 4 |
| 4. Choose and apply Logo colors appropriately to meet specified requirements | Indicator 1. Light brown color is used. |  |  | 4 |
| **Total marks** | | **100** | | | |
| **Percentage Weightage** | | **100%** | | | |
| **Minimum Passing line % (Aggregate): 70%** | | | | | |

References:

1. (2022, June 4). Retrieved from 1. https://www.linkedin.com/learning/illustrator-2021-essential-training?trk=lynda\_redirect\_learning
2. (2022, June 4). Retrieved from https://www.linkedin.com/learning/illustrator-2020-one-on-one-fundamentals?trk=lynda\_redirect\_learning
3. (2022, June 4). Retrieved from https://www.linkedin.com/learning/illustrator-2020-one-on-one-fundamentals?trk=lynda\_redirect\_learning
4. (2022, June 4). Retrieved from https://www.researchgate.net/publication/262934023\_The\_Elements\_of\_Graphic\_Design\_Second\_Edition
5. (2022, June 4). Retrieved from https://acementortools.org/wp-content/uploads/2020/08/ACE\_The-Elements-and-Principles-of-Design.pdf
6. (2022, June 4). Retrieved from http://www.cheltenhamcourseware.com.au/office-2010/microsoft-publisher-2010-
7. (2022, June 4). Retrieved from http://www.cheltenhamcourseware.com.au/office-2010/microsoft-publisher-2010-
8. Armstrong, H. (2009). *Graphic Design Theory* (1 ed.). (P. A. Clare Jacobson, Ed.) Baltimore, Maryland: Princeton Architectural Press. Retrieved July 18, 2022
9. ARNTSON, A. E. (2012). *Graphic Design Basics* (6 ed.). (K. Apfelbaum, Ed.) Boston, USA: Clark Baxter. Retrieved july 18, 2022, from https://www.academia.edu/27307301/Graphic\_Design\_Basics\_6th
10. Eck, D. J. (2021). *Introduction to Computer Graphics.* Geneva, NY, USA: Hobart and William Smith Colleges. Retrieved JULY 18, 2022, from https://math.hws.edu/eck/cs424/downloads/graphicsbook-linked.pdf
11. Giannattasio, T. (2010). *Mastering Photoshop For Web Design.* (V. F. Sven Lennartz, Ed.) Freiburg, Germany: Smashing Media GmbH. Retrieved July 18, 22
12. Giannattasio, T. (2010). *MASTERING PHOTOSHOP FOR WEB DESIGN.* (V. F. Sven Lennartz, Ed.) Freiburg, Germany: Smashing Media GmbH. Retrieved JULY 18, 2022
13. Harris, G. A. (2009). *The Fundamentals of Graphic Design.* Switzerland: AVA Publishing SA. Retrieved JULY 18, 2022, from https://ebooks.papacambridge.com/directories/AQA/AQA-ebooks/upload/epdf-pub\_the-fundamentals-of-graphic-design.pdf
14. Sherin, A. ( January 1, 2013). Design Elements, Using Images to Create Graphic Impact: A Graphic Style Manual for Effective Image Solutions in Graphic Design. New York City: Rockport Publishers. ISBN-13 ‏ : ‎ 978-1592538072.
15. White, A. W. (2011). The Elements of Graphic Design (Second Edition ed.). Allworth Press. ISBN: 978-1-58115-762-8.