

THE DESIGN PROCESS

WEEK 1

CERT III

INTRODUCTION OF TEACHER

CHECKLIST

myAPC.HUB - NEWS, LESSON PLANS, RESOURCES, EXERCISES, DISCUSSIONS, SUBMISSIONS

MAKE YOUR LIFE EASY - CREATE A FOLDER/FILE STRUCTURE

SUBJECT OVERVIEW

ASSESSMENTS - DUE

WHAT IS A GRAPHIC DESIGNER

ADOBE SOFTWARE OVERVIEW - FOUNDATION SOFTWARE AS A DESIGNER

GRAPHIC DESIGN - THE DESIGN PROCESS

GRAPHIC DESIGN - ILLUSTRATOR EXERCISES

Introductions:
Trainer: Andy Scott



Introductions

Trainer: Andy Scott

- 20 + years experience in Graphic Design, Photography Web, Commercial and Digital Media industry
- Photographer & Designer, Pacific Press Magazine
- Art Director, Digital Design Factory
- Art Director, BAM Cre8tive
- Studied Masters of Multimedia majoring in film and Design, The University of Technology Sydney
- Diploma of Digital Media, ACPTE
- Diploma of Marketing and Advertising
- Blogs include Digital Arts
- The Digital Online Republic & Digital Arts Club



AUSTRALIAN
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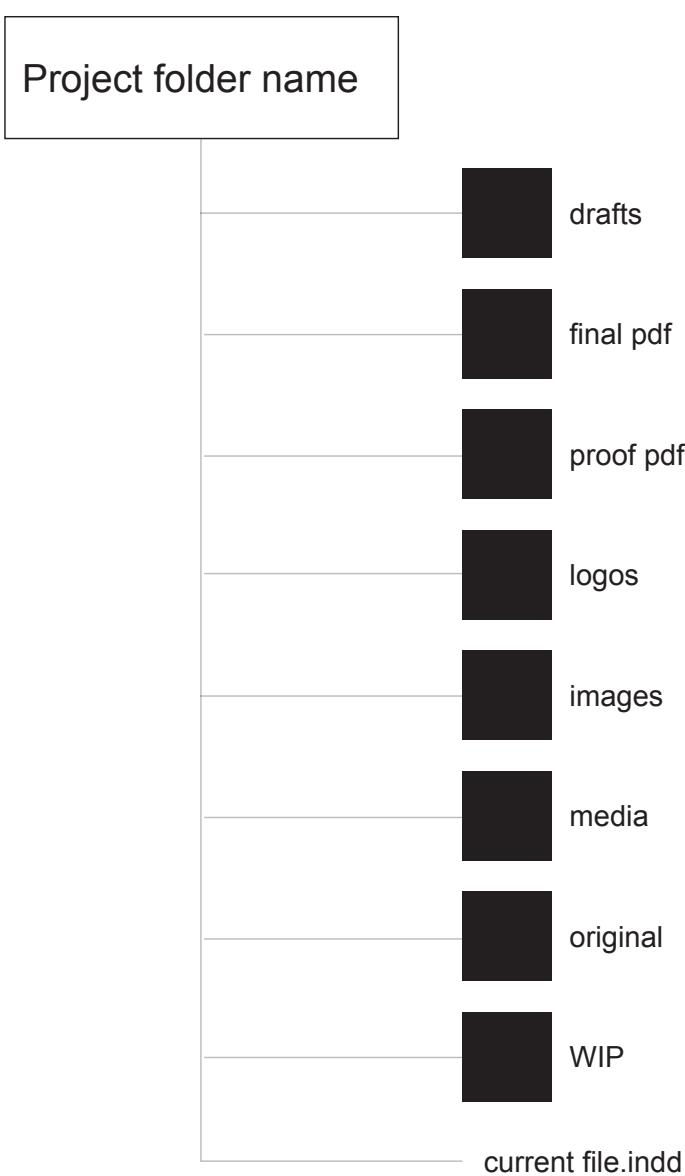
INFO@APC.EDU.AU

1 - MAKE YOUR LIFE EASY!

CREATE A FOLDER/FILE STRUCTURE

MAKE YOUR LIFE EASY - BE ORGANISED!

FILE STRUCTURE



MAKE YOUR LIFE EASY - BE ORGANISED!

FILE STRUCTURE

Project folder name

| | | |
|---|-----------|--|
| ► | drafts | indesign file date.indd |
| ► | final pdf | signed off final pdf |
| ► | proof pdf | pdf proof versions |
| ► | logos | logos - original |
| ► | images | optimised images |
| ► | media | media files |
| ► | original | word, excel files |
| ► | WIP | working files not finished psd or ai files etc |
| | | current file.indd |

THE DESIGN PROCESS

SUBJECT OVERVIEW

The Design Process' covers a selection of fundamental skills and knowledge for designers.

In this subject students will gain a critical understanding of the **fundamentals of design, including the elements and principles of design and colour theory.**

They will be guided from concept to **creation through their first client based design brief** and in the process learn how to critically analyse their own work and that of other artists and designers.

Students will be **introduced to industry standard design software** as they learn about the design process and experience moving through the stages of design as they complete their design brief.

In the first week we look at the overview of The Design Process subject and dive into **Illustrator** to build on your design skills.

ADOBE

USE INDUSTRY STANDARD SOFTWARE



**ASSESSMENT 1 - DUE WEEK 4
ASSESSMENT 2 - DUE WEEK 8**

WHAT IS A GRAPHIC DESIGNER

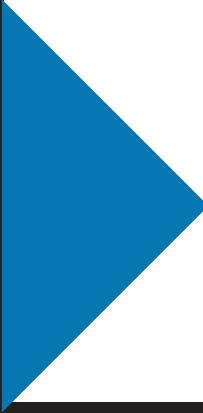


A Graphic Designer is a creative who combines graphic design skills with imagination and technology to produce a large range of visual media from advertisements to websites, digital images to animation, 2D and 3D modelling and graphics.

Basically a graphic designer is responsible for how something looks on traditional print or on digital platforms and devices such as on computers, mobile phones or even extend into video.



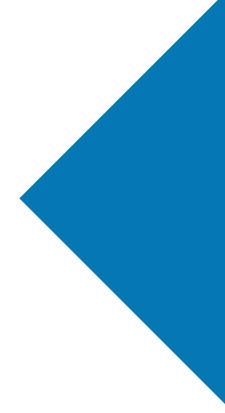
THE ROLE OF A GRAPHIC DESIGNER



CREATIVE

DESIGN

HAVE FUN



BUSINESS

PROJECT MANAGEMENT

UNDERSTAND THE DESIGN PROCESS

ADOB SOFTWARE

USE INDUSTRY STANDARD SOFTWARE



ILLUSTRATOR - VECTOR



INDESIGN - LAYOUT



PHOTOSHOP - PIXEL



PDF - ARTWORK OUTPUT

FOUNDATION SOFTWARE SKILLS NEEDED AS A GRAPHIC DESIGNER



WHEN CREATING ARTWORK WE USE ILLUSTRATOR OR PHOTOSHOP. EACH HAVE THEIR STRENGTHS.



ILLUSTRATOR - VECTOR

WHAT IS ILLUSTRATOR?

https://helpx.adobe.com/au/illustrator/how-to/what-is-illustrator.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:orientation/en_AU.json&ref=helpx.adobe.com



PHOTOSHOP - RASTER

WHAT IS PHOTOSHOP?

<https://www.youtube.com/watch?v=VseIS2-YAi0>

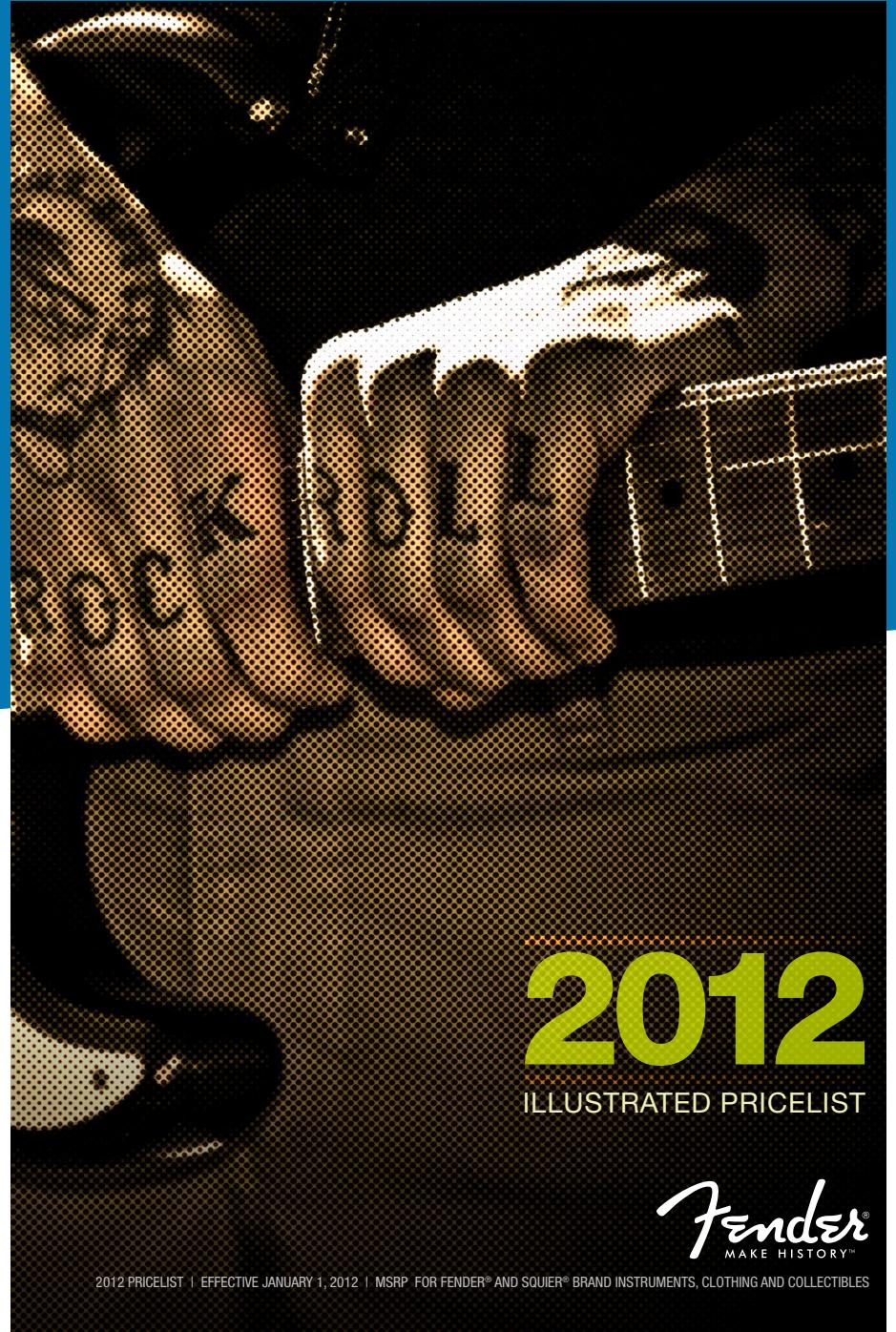
**THE DESIGN PROCESS
FOCUS IS ON LEARNING
ILLUSTRATOR SKILLS**



INTRODUCTION TO IMAGE COMPOSITION

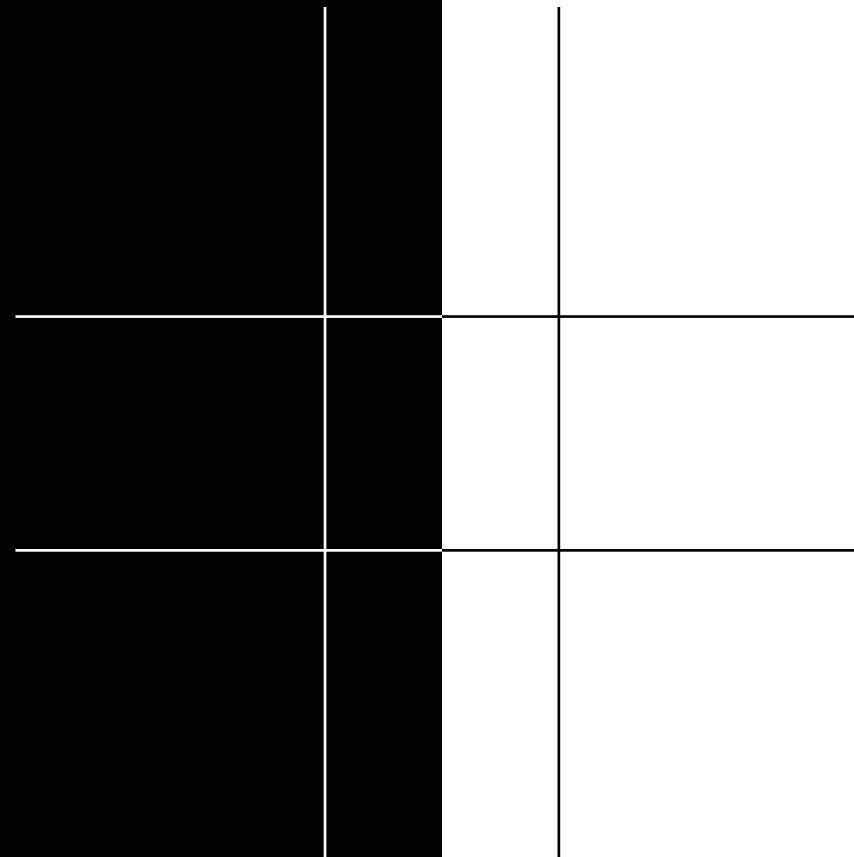
An image can **make or break** a design.
Using a great image creates impact and helps the viewer to make a decision within a split second.
It communicates a message and builds trust.

As designers we can also use design theory to help the image create impact. A basic technique is the **Rule of Thirds**. We will also explore other visual communication techniques later in the course.



DESIGN PRINCIPLES

GRID LAYOUT



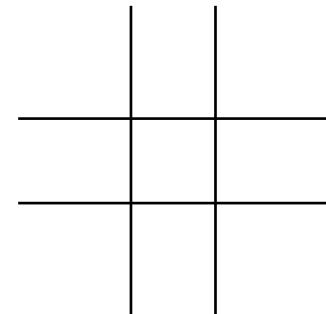
GRID LAYOUT

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A typographic grid is a two-dimensional structure made up of a series of intersecting vertical and horizontal axes used to structure content.

The grid serves as an armature on which a designer can organize text and images in a rational, easy to absorb manner.

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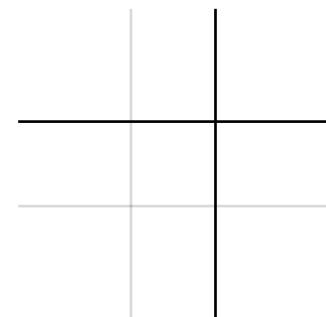
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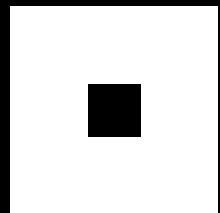
The rule of thirds is a “rule of thumb” or guideline which applies to the process of composing visual images such as photographs and designs.

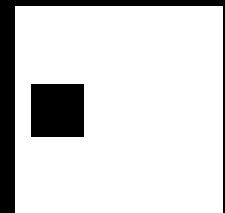
The guideline proposes that an image should be divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.

Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would.

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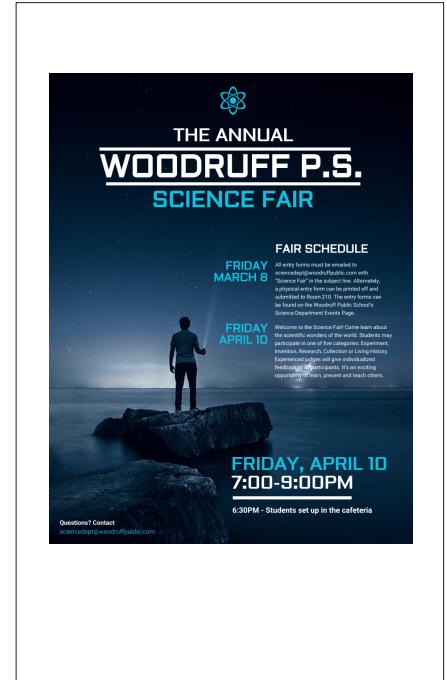
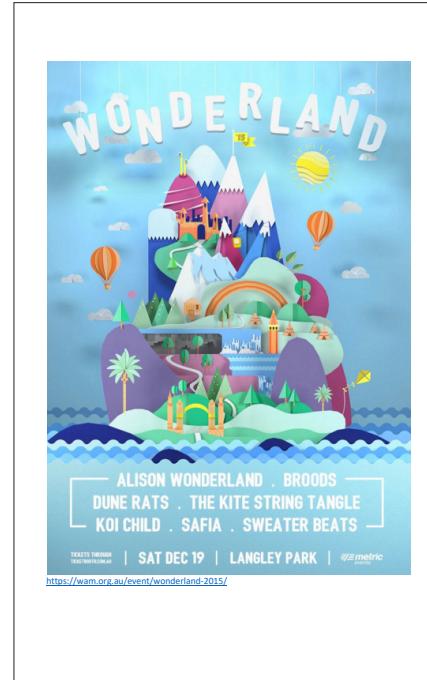
THINK ABOUT LAYOUT OF DESIGN ELEMENTS

Go to Assessment 1 Resources and look at Poster examples.

Think how the designs have been laid out.
Some use rule of thirds, some centre elements.
Some poster designs use header and footer sections
to present information.

There should always be a hierarchy (order) of communication.

Search poster designs and find some that inspire you. Consider how the designer has used layout techniques.



EXAMPLE OF POSTER DESIGN



HIERARCHY
ALIGNMENT

[behance.net](#)
By Shanti Sparrow Design
Taste of the Upper West Side
Food Festival

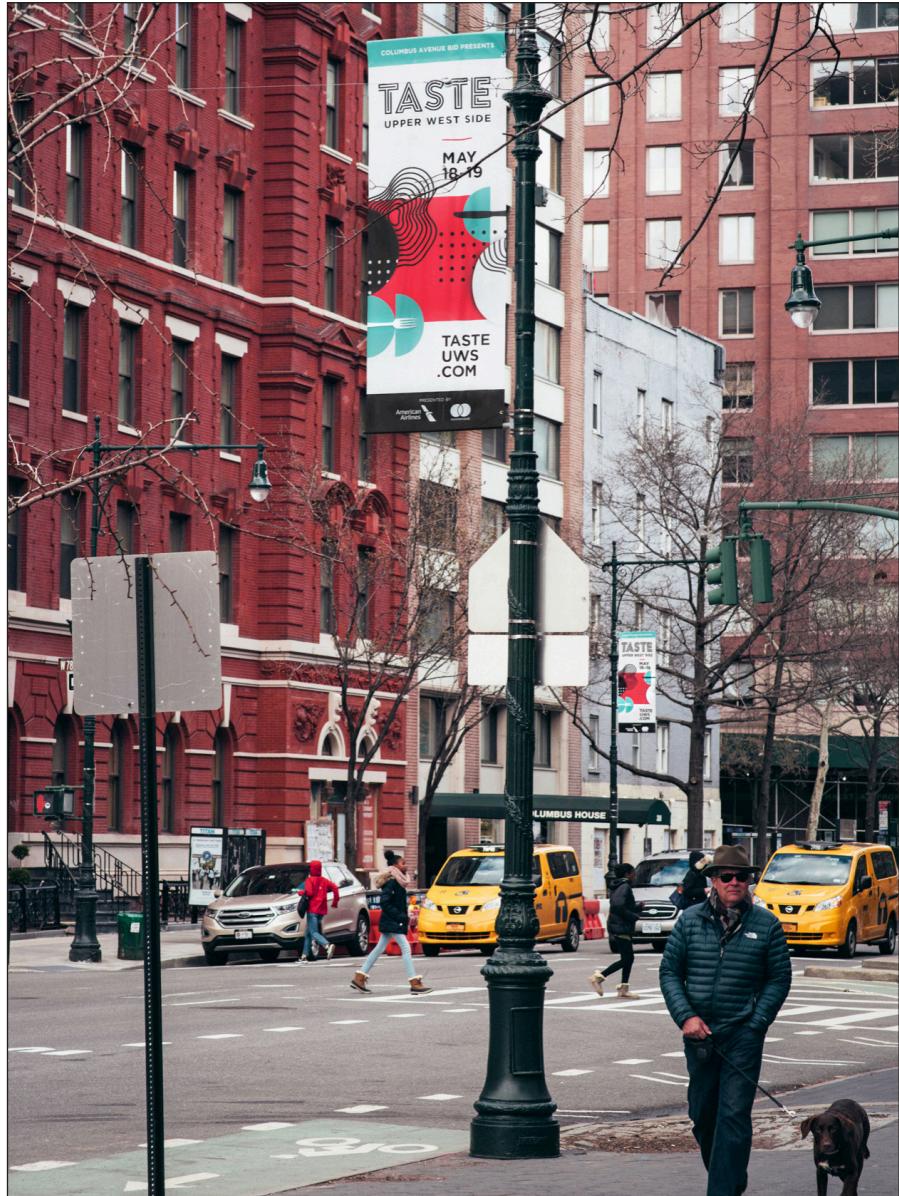
EXAMPLE OF POSTER DESIGN

CONTRAST
SPACE



behance.net
By Shanti Sparrow Design
Taste of the Upper West Side
Food Festival

EXAMPLE OF POSTER DESIGN



HIERARCHY
PRACTICAL

behance.net
By Shanti Sparrow Design
Taste of the Upper West Side
Food Festival

EXAMPLE OF A DESIGN PROCESS

BRIEF

| |
|-------------------------------------|
| CLIENT |
| EMAIL |
| PHONE |
| CONTACT PERSON |
| ROLE TITLE |
| DECISION MAKER |
| |
| DESIGN PROJECT TITLE |
| PROJECT OBJECTIVE |
| |
| COMPANY DETAILS - SERVICES PRODUCTS |
| |
| TARGET AUDIENCE |
| |
| ORIGINAL RESOURCES - TEXT SUPPLIED |
| IMAGES REQUIRED |
| LOGO SUPPLIED |
| COPYRIGHT PERMISSION ON CONTENT |
| |
| DELIVERABLES |
| SPECIFICATION - SIZES/ FILE FORMATS |
| |
| PRODUCTION TIMELINE FOR CONTENT |
| DEADLINE |
| |
| OUTSOURCING? PRINTER/PHOTOGRAPHER |
| REFERENCE EXAMPLES |

DESIGN CONCEPT - FINAL DESIGN

Understanding brief
Research
Development of concepts/elements
Approval
Refinement
Development of chosen concept
Working with our sourced suppliers
Proofing
Final sign off
Artwork to suppliers - eg Printer, signage etc
Installation
Photography

FINAL DESIGN



Documentation - How the branding is to be used.
This can include logo's, fonts, layouts of all signage and marketing collateral.

EXAMPLE OF A BRIEF



| |
|-------------------------------------|
| CLIENT |
| EMAIL |
| PHONE |
| CONTACT PERSON |
| ROLE TITLE |
| DECISION MAKER |
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| DESIGN PROJECT TITLE |
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| REFERENCE EXAMPLES |

Make sure to **understand** your brief - Use it as a **checklist** when completing your design project.

ILLUSTRATOR EXERCISES - WEEK 1

Goto myAPC.hub and work through Week 1 Illustrator exercises, remember practice, practice, practice!

You can watch the recorded lecture to step through the exercises.

The best way to learn is to play :)