

Graphic Design for the Accidental Designer

PART ONE: Photoshop

Overarching section objectives: Concept Development, Intro to Basic Design Elements and Principles, Usage of Photoshop

	THEORY	PRACTICE
5/21	<p>LEARNING TO TELL A STORY</p> <p>Purpose of design: Communication! / Knowing your audience / Gathering and organizing info / Concepting, Brainstorming, and Sketching / Resources and Inspiration / Opening and saving files / Basic photoshop practices.</p>	<p>PHOTOSHOP WEEK 1</p> <p>Brainstorming: Mind mapping, thumbnail sketches, talking with others, creating prototype/mockup to set up your PSD document, resource folder organization, sourcing images, web/print output, defining your specs, setting up shortcuts, setting up document, measurements, using grids, layers and paths, zoom, image cropping & relationship, selection tools, basic shapes and lines, basic color palette, text boxes, saving files</p> <p>In class: Begin to develop your story</p>
5/28	<p>MORPHING YOUR VIEW</p> <p>Importance of design discussion, critique, feedback, revising, design voice development, immersing yourself in work and critical thinking. Learning design elements for image manipulation.</p> <p>Mini project: Bring Moleskine home and draw basic 5x7in images of 1 item that you purchased/consumed that day (Total at least 3 drawings). Bring back to class!</p>	<p>PHOTOSHOP WEEK 2</p> <p>Complete your storyline design, in-class critique and finish development/changes</p> <p>In class: In-class presentation and critique. ALSO, Photo retouching basics: light, color, contrast, cloning, healing brush, patch tool, alignment</p>
6/4	<p>HERALDING A MESSAGE, PT. 1</p> <p>Conveying the correct message and branding for someone else. Discuss design elements: line, shape, direction, size, texture, value, and color. How these elements help to tell the story.</p>	<p>PHOTOSHOP WEEK 3</p> <p>More in-depth discuss on text. Begin to use our these elements to create a simple layout/signage for a community client.</p>
6/11	<p>HERALDING A MESSAGE, PT. 2</p> <p>Finishing our message. Discuss design principles: balance, energy, gradation, repetition, contrast, harmony, emphasis/hierarchy, unity, grouping, harmony.</p>	<p>PHOTOSHOP WEEK 4</p> <p>More in-depth discuss on color and flow. Use these principles to finish a simple layout/signage for a community client. If time allows, a sign painting party will ensue!</p>

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PART TWO: Illustrator

Overarching section objectives: Logo / Brand / Pattern / Element

	THEORY	PRACTICE
6/18	<p>TECHNICOLORED</p> <p>Color wheel. The meaning of colors. Hue, Saturation, Value, Tone, Shade, Tint. Pairing of colors. Color output</p> <p>Web Resources: http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/ http://www.smashingmagazine.com/2010/02/02/color-theory-for-designers-part-2-understanding-concepts-and-terminology/ http://www.smashingmagazine.com/2010/02/08/color-theory-for-designer-part-3-creating-your-own-color-palettes/</p>	<p>ILLUSTRATOR WEEK 1</p> <p>Find your color palette: https://kuler.adobe.com/</p> <p>Application of color for web and print jobs.</p>
6/25	<p>LESS IS MORE</p> <p>Discussion on elegance in design. White space.</p> <p>Read/Watch: Read Ellen Lupton's White Space: http://elupton.com/2009/10/white-space/</p>	<p>ILLUSTRATOR WEEK 2</p> <p>Pen tool week! Lets get comfortable with creating imagery with our pen tool.</p> <p>In class: Using our pens and color palette tool to start a poster project</p>
7/2	<p>TYPOGRAPHY PRIMER</p> <p>Type history, font selection, types of fonts. Type pairing: http://www.lynda.com/home/Player.aspx?lpk4=121852&playChapter=False</p> <p>Game Time!: http://www.typeconnection.com/ http://type.method.ac/</p>	<p>ILLUSTRATOR WEEK 3</p> <p>Client to come in and introduce a logo project. Begin typographic and thumbnail exploration of her brand.</p>
7/9	<p>TAKING SHAPE</p> <p>Importance of brand and image</p> <p>In-class: Critique with client</p>	<p>ILLUSTRATOR WEEK 4</p> <p>Finalize logo and in class presentation/critique with client</p>

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PART THREE: InDesign

Overarching section objectives: Hierarchy / Multipage design / Information organization and grids / Printing

	THEORY	PRACTICE
7/16	APPROACHING THE COMPLEX Discussion on organizing content. Layouts. Copy. Thinking practical aspects of layout for printing needs: folds / margins / crops / hole punches / emboss / paper selection / mailing specs / types of ink (spot vs process) / multi-page booklets / binding	INDESIGN WEEK 1 Starting a new document. When to use InDesign. Saving document. Pages. Master Pages. Placing Images. Linking images and missing links. In class: Beginning the layout and image selection of a client's pamphlet
7/23	MAKING AND BREAKING THE GRID Layout format, organization, grid making. Improving legibility by making a grid and interest by breaking that grid	INDESIGN WEEK 2 Text layout. Guides. Margins. Gutter. Paragraph tools.
7/30	TYPOGRAPHIC MASTERS Hierarchy, text layout and perfection. Type rules to follow. Attention to details. Game Time! http://www.typeconnection.com/ http://type.method.ac/	INDESIGN WEEK 3 Kerning, leading, text orientation, creating spacing correctly and creating styles.
8/6	FINAL REVIEW Presentation and critique of pamphlets. Overview of important concepts covered in class. Q&A session. Resource: http://designinstruct.com/print-design/a-guide-to-preparing-files-for-print/	INDESIGN WEEK 4 Exporting for the printer. Saving as a PDF Color readiness/choosing PMS colors.