



Subject Outline (Short Course)

Subject Name: Graphic Design

Duration: 5 Days

Contact Hours: 25 9.30am-3.30pm (1 hour for lunch at 12 noon)

Subject Purpose: To introduce students to the fundamentals of graphic design. Students will begin to learn about techniques, styles and principles using different studio media in practical applications. They will have an introduction to art & design and illustration with a general overview of the graphics and design industry.

Topic Description

1 What is Graphic Design?

- Definition
- Discuss image and type based design
- Summary of graphic design elements
- Introduction to typography

2 Experimentation with organic drawing.

- Make a series of studies from a collection of interesting objects that showcase form, tone and line
- Use variety of media
- Create a colour poster from a section of the drawings executed
- Brainstorm name businesses and apply lettering to the design

3 Design a logo using own initials

- Discuss logos with examples of those that have become legendary
- Using your initials as graphic icons
- Thumbnails and logo development (letter compositions and problem solving)

4 Illustration/ Art & Design

- Summary and group discussion
- Look at some examples of techniques
- Traditional and contemporary illustration and mark making

5 Feedback

- Look at some real industry briefs
- Discuss methods of research
- Feedback on work completed during summer school. Class will share constructive input and comments on the effectiveness of the work achieved. Objectives for further study



Schedule: (flexible)

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	<ul style="list-style-type: none">• Introduction to graphic design• Image & type based design	<ul style="list-style-type: none">• Summary of graphic design elements• Look at illustration and art/design	<ul style="list-style-type: none">• Intro to typography• Look at some current graphic design trends	<ul style="list-style-type: none">• Discuss logos plus famous logos	<ul style="list-style-type: none">• Industry briefs• Research methods
Afternoon	<ul style="list-style-type: none">• Thumbnails and drawings of objects supplied	<ul style="list-style-type: none">• Development of images produced into a graphic composition	<ul style="list-style-type: none">• Continue poster plus lettering	<ul style="list-style-type: none">• Work on logo project	<ul style="list-style-type: none">• Complete projects plus class feedback

Successful completion of this subject provides sufficient evidence of achievement of all the following learning outcomes.

Learning Outcomes:

On successful completion of this unit, learners will be able to:

- Have an overview of graphic design with a basic knowledge of applied principles
- Use some studio techniques to create a portfolio piece
- Have an understanding of the creative process
- Assess their own interest in graphic design as a career path