

CREATIVE

part time - digital graphic design course



Visual Skills School (Pty) Ltd 2011/005518/07
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digital graphic design [part time: 10 weeks]

Graphic Design is one of the 'tools' of visual communication which forms the backbone of advertising and promotion in the business world - corporate identity, branding, signage, packaging, presentation, etc. This course focuses on acquiring these visual communication skills by learning a design package, Corel Draw / Corel Paint, and combining it with design principles, composition, colour modules, printing processes and applied design. The course facilitator explains Corel Draw applications and describes how you have to apply these applications in manipulating or designing certain specified assignment topics. It also touches on the basics of copywriting and copy right which is invaluable to graphic designers. All you need is the drive, commitment and discipline to follow the steps and practice as much as you can.

Part time over ten weeks. Students receive a VSS Creative Photo & Design College Certificate on successful submission of a portfolio of assignments.

Course dates: See Year Plan.

Admission:

Matric certificate (or equivalent). Computer Literacy is an absolute requirement.

Fees: R4 900.00 includes the Graphic Design Handbook and DVD's with fonts, graphic images, royalty free photos and shareware programs.

Facilities: It is advisable that students bring their own laptops. For those who do not have laptops, computers are available in the classroom. The course is presented by a lecturer who demonstrates each application and assists students during classes.

Equipment (absolute requirement for distance learning students):

Minimum computer specs for homework: Pentium 4; 80 Gb HDD; 256 Mb display adapter; 4 Gb RAM; DVD RW.

Software: Corel Draw X7 (Students can buy the student version of Corel Draw X7 from VSS at reasonable rates)

Internet access

Registration: Completed registration form and proof of payment of registration fee will secure your place on a course. Registration must take place at least a week prior to commencement of the course.





UNIT 1: Principles of Visual Design

- Visual Elements – Line, colour, texture, shape, value, size & format
- Composition, Design & Layout Principles – centre of interest, balance, harmony, contrast, directional movement, rhythm, etc.
- Visual Effects

UNIT 2: The Design Brief

- The client brief
- The creative brief
- The deadline
- Interpretation of brief
- Deliverables required
- Time frames and schedules
- Developing the concept

UNIT 3: Prepare the computer environment using CorelDraw software

- Launching your Corel Draw application
- Understand layout of Corel Draw work space
- Customise workspace
- Identify most common tools & toolbars
- Saving and closing of a document
- Create a vector image in Corel Draw.

Assignment 1: Word Play.

UNIT 4: Fonts

Customise your Desktop

- Install Fonts
- Understand font types and uses.

Assignment 2: Create personal (favourite) font list in families with the example from font DVD, supplied by VSS Creative College

UNIT 5: Scanning & Tracing

- Understand the difference between a bitmap / raster image and a vector
- Understand layout of Photo Paint application
- Identify most common tools and toolbars
- Scanning a bitmap directly into Photo Paint
- Creating vector images in Corel Draw
- Importing a bitmap into Corel Draw.

Assignment 3: Tracing an image

UNIT 6: Photo Paint

- Editing and improving quality of scans
 - Creating objects by using masks
 - Editing new objects
 - Creating a new document in Photo Paint
 - Transfer images from one document into another
- Assignment 4: Multi imaging (combine a landscape, an object and a living organism)

UNIT 7: Colour

- Difference between main colour models: - CMYK - RGB
 - Spot
 - Creating duo tone designs.
- Assignment 6a: HOT - Design a book cover
 Assignment 6b: COLD - Design a CD cover
 (One of these designs must be a duo tone design)





UNIT 8: Corporate Identity

- Corporate image (designing a logo)
- Standard CI sizes
- View Menu
- Editing guidelines
- Embedding fonts
- CorelDRAW versions

Assignment 7: Logo design (Letterhead, follow-up, business card, comp slip, etc.).

UNIT 9: File Types

- Definition of file types and / or extensions
- Understand importance and relevance of using different file types
- Define bleed
- Designing a Brochure
- Designing an Advertisement
- Copywriting: Writing text for advertisements, brochures, etc.
- Plagiarism and The Copyright Act of SA: Legal implications

Assignment 8a: Advertisement / label (remember legal implications)

Assignment 8b: Brochure A4 folded to DL - different folding methods

UNIT 10: Printing & Printing Processes

- Printing Processes: Digital versus litho printing; bleed; sizes; folding, etc.
 - o Die cutting, embossing, foiling.
 - o How to set up a print file
 - o Corel Draw menu items
- Packaging

Assignment 9: Design package, die cut and insert bar code

REVISION

- Revision of Photo Paint
- Using the clone tool
- The Object Docker window.

Assignment 10: Use old damaged photo, scan and retouch

EXHIBITION & PRESENTATION OF FINAL PORTFOLIOS



STUDENT ENROLMENT FORM

VSS Creative Photo & Design College COMPETENCE CERTIFICATE: DIGITAL GRAPHIC DESIGN

Instructions for completing this contract:

1. Complete **all sections** of this enrolment contract.
 2. E-mail or deliver by hand this contract to VSS.
- ENSURE THAT THE SIGNATURES ON ALL FORMS ARE THOSE OF THE PERSON RESPONSIBLE FOR THE PAYMENT OF COURSE FEES. Person must have legal capacity.**

A. PERSONAL INFORMATION	
1. Surname	
2. First Names	
3. Title	4. Initials
5. Date of Birth	
6. ID or Passport no	7. Home Language
8. Telephone no <i>(Include dial code)</i>	Work
Mobile	
9. Email address	
10. Postal Address	11. Home Address
Postal Code	Postal Code
B. GENERAL INFORMATION	
12. Highest Qualification: _____ Year Completed _____ School _____	
13. Disability: _____	
14. Special Needs: _____	
C. PROGRAMME DETAILS	
Computer Graphic Design	
D. COURSE FEES	
R4 900.00	
VSS BANKING DETAILS: BANK: ABSA BRANCH: 632005 AC TYPE: Current AC NUMBER: 406 7624 782	Signature Student: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
	Signature Parent / Guardian: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>

