



Course: Professional Certificate in Graphic Design

Contact Hours: 30 hrs.

Pre-requisite: Computer Literacy

Abstract

This course will introduce learners to the important fundamentals of the graphic design industry and expose professionals to the required knowledge of key principles and concepts associated with design theory with the use of various design software.

This intention is twofold; firstly, it will help learners create, visually compelling and aesthetically appealing visuals for their projects. Secondly, it will assist them at tailoring a design product that fits a specific purpose, thus fulfilling the goals of its users and the client.

Target Audience- This course is designed for persons who are interested in Graphic Design and wish to understand the basics of the Design industry.

Learning outcomes

On completion of this course, learners will be able to:

1. **To understand and recount important concepts in design theory.**
2. **To use the appropriate idea generation and project management activities.**
3. **To know the basics of prerequisite design tools and software.**
4. **To implement the appropriate marketing techniques to various projects.**

Course Content

Session 1 Introduction to design fundamentals (Learning Outcomes 1 and 2)

- Design development cycle
- Overview of design tools
- Project management

Session 2 Introduction to design theory (Learning Outcomes 1 and 2)

- Elements and principles of design
- Important art styles and movements
- Brainstorming and innovative thinking

Session 3 Digital illustration (Learning Outcome 3)

- Basics of vector software
- Drawing fundamentals

Session 4 Photography in Design (Learning Outcome 3)

- Basics of raster software
- Fundamentals of photography

Session 5 Design for print (Learning Outcome 3)

- Desktop publishing
- Process of print production

Session 6 Design for web. (Learning Outcome 3)

- Process of website production

Session 7 Design entrepreneurship (Learning Outcome 4)

- Introduction to marketing fundamentals
- Mastering social media

Session 8 Workshop Session

- Assignment completion and presentation

Assessment Criteria:

In order to apply the aforementioned principles and techniques, learners must present a design product by the end of the course, as stipulated by the instructor.

Importantly, this course will place emphasis on time management and organization of duties. Learners will be pressed to create and present their own timetables, as well as a log that will allow them to monitor and keep track of their own progress as they develop their project outcomes. In doing so it is hoped that learners will get an idea of the time-sensitive nature of supplying requested design products in a simulated real-world setting.

| In order to achieve Learning Outcome... | The Learner must... |
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| 1. To understand and recount important concepts in design theory. | Know and be able to implement key elements and principles of design in order to create appealing visuals and aesthetics. Possess a presumptive and basic knowledge of various modes and styles associated with and employed in art and design. |
| 2. To use the appropriate idea generation and project management activities. | Be able to develop and present ideas through visual research and key brainstorming activities. Be able to create and present a workable and practical timetable of activities and deliver project outcomes on time. |
| 3. To know the basics of prerequisite design tools and software. | Understand the different interfaces of key design software and be able to use them to create project outcomes. Have working knowledge of different formats of design products based on their intended function and how to use design tools to create them. |
| 4. To implement the appropriate marketing techniques to various projects. | Have a basic knowledge and understanding of key marketing concepts and terminology and their importance in design. Be able to use social media platforms to create a persuasive online presence to targeted audience. |