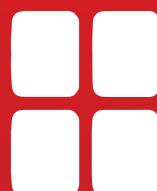


GRAPHIC DESIGN

PROFESSIONAL
CERTIFICATE



Excellence
Training Centre

OVERVIEW

Students learn and apply fundamentals of various software applications (i.e. Photoshop), **design principles, image editing, drawing and graphic collages**. In addition to, advertising and marketing graphic projects. Coordinating technical skills with organization, management, communication, ethics and teamwork.





INSTRUCTIONAL PHILOSOPHY

Students will be given challenging real world projects and assignments typical of the graphic design industry. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work individually, but will be expected to complete certain discussions (i.e. Critics & Graphics Design) as teams. Assessment methods will include art assignments; and conceptual projects.

COURSE GOALS

1. Demonstrate a thorough understanding of the elements of graphic design.
2. Read, understand and communicate in the language of graphic design.
3. Use technology to its fullest potential (i.e. Photoshop, InPaint, etc).
4. Students will learn to demonstrate positive work behavior.
5. Students will learn to solve problems using critical thinking.
6. Students will learn how to interpret clients demands and translate them into design guidelines.

COURSE OUTLINE

PROGRAM AREA 1

Introduction to the Graphic Design Industry

Students are introduced to the graphic design industry through magazines, internet, etc. We begin to talk about audience and clients.

PROGRAM AREA 3

Elements of Design

Students learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an original design boards and collages. Which familiarizes the students with design elements, such as color, line, shape, space, texture, value

PROGRAM AREA 5

Creating images for print & web

Students learn when to use particular image formats for individual projects. They create collages, logos, cd covers, etc. Highlighting important design specifications such as formats, resolution, and raster vs vector.

PROGRAM AREA 6

Ethics, legalizations, and copyright laws.

Students use images scanned and from the internet to create projects while learning to cite sources and understand whether or not they can legally use the image.

PROGRAM AREA 2

Introduction to the equipment

Students use multimedia elements to create projects with graphic design software. The introduction of each piece of equipment would be tied to a relevant graphics project.
(i.e. Computer, Camera, Printer)

PROGRAM AREA 4

Principles of Design

Students learn the principles of design through projects such as; posters, creating original designs that reflect an emotion, magazine covers, product ads, etc. Some projects include a presentation to the class as part of Designer x Clients practices. This results in familiarizing the students in the principles of design such as balance, contrast, emphasis / dominance & harmony, movement / rhythm, proportion, repetition / pattern, unity, variety, etc.

APPROACH

THEORY: (NO LAPTOP NEEDED)

1. INTRO TO GRAPHIC DESIGN

What is graphic design, its fundamentals and all the different career opportunities it provides.

2. DESIGN ELEMENTS

Design elements include colors, shapes, typography and art related elements.

3. CONCEPT DESIGN PROCESS

Developing and creating a design concept and clients design proposals.

4. FINAL DESIGN AND POLISHING

Final stage of design generating and developing, re-edits, and polishing.

PRACTICE: (LAPTOP NEEDED)

5. CLIENTS DESIGN PROPOSAL

How to create a design proposal to clients based on their needs, budget and requirements

6. ADVERTISING AND SOCIAL MEDIA DESIGN

How to create design to different platforms' guidelines.

7. PORTFOLIO DESIGN

How to create your own professional portfolio to present to clients.

8. COMPANY BRANDING DESIGN

Designing company profiles and branding complying with both the clients' requirements and copyright laws.



Duration: **3 Months**



Course Fee: **5000 QAR**



COURSE SYLLABUS

MODULE 1

INTRODUCTION TO GRAPHIC DESIGN

Module 1 offers an overview of what graphic design is and the immense professional opportunities it provides. Students will be inspired and enlightened whilst being taken on a journey to the great works of past and present iconic graphic designers. You will be introduced to the most popular designer sites encompassing work within the various industries that designers work in.

Content of Module 1

- Definition: A definition of graphic design and its specialized industries.
- History: The history of written communication from ancient to present times with visual examples of pivotal movements and designer work.
- Specialities: Explanation of the various specialties within the industry of graphic design. An understanding of graphic design's role in future industries.
- Social Networks: Introduction to professional organisations and affiliations that will enrich the student's understanding of the profession.

Learning outcomes of Module 1

- A definition of graphic design.
- An introduction to pivotal historic and contemporary designers.
- An introduction to the various specialties included in the graphic design profession.
- An introduction to online design resources that will inspire and enrich student's education.

MODULE 2

DESIGN ELEMENTS

In this module, students will begin putting design elements and principles into practice. Students will begin to make decisions using the visual language of a designer. By doing simple studies.

Content of Module 2

- Vocabulary: Design elements and principles.
- Studies: Illustrated studies reinforcing the concepts and vocabulary of design. Refinement of final studies.
- Software: theoretical introduction to Adobe Photoshop™

Learning outcomes of Module 2

- A working knowledge of design elements and how to use them.
- A working knowledge of design principles and how to use them.
- Ability to manipulate space to communicate specific objectives.

MODULE 3

CONCEPT DESIGN PROCESS

Concept design is a critical skill to the graphic designer. In Module 3, students will get an overview of what conceptual design is and the integral role it plays in graphic design. They will learn how conceptual design is the foundation of any successful design. How to interpret clients' needs into guidelines to create a conceptual design that get the client's approval and then move on to finalizing and polishing the design into a selling product.

Content of Module 3

- History: Students will be introduced to the evolution of the formation of conceptual design in art.
- Studies: Students will learn how to illustrate conceptual designs traditionally and through collages.

Learning outcomes of Module 3

- A knowledge of art, design, and concept generation.
- An introduction to conceptual design and how to translate client's needs to design elements.
- Ability to classify the different methods of conceptual design.

MODULE 4

FINAL DESIGN AND POLISHING

In Module 4 students will get an overview of graphic design in its final stages. They will learn the basic tools they need to provide their clients with a polished idea, product, etc. Will learn how graphic designer's work with professional photographers and printers in order to get to the final stage. In addition to, how to source online stock photography. They will be introduced to pixel-based graphic design programme Adobe Photoshop™.

Content of Module 4

- Vocabulary: Students will learn the tools and vocabulary associated with printing and photography.
- Studies: Students will display a working knowledge of the concepts in this Module by completing a studio style photoshoot. They will also create their first advert design.
- Software: Students will learn basic photo manipulation tools Adobe Photoshop™ software

Learning outcomes of Module 4

- An understanding of the basic tools for photography.
- An understanding of vocabulary, resolution and file formats.
- The ability to create an impacting photographic composition.
- The ability to crop and manipulate photographs to enhance meaning.
- An introduction to layout and advert design.

MODULE 5

CLIENTS DESIGN PROPOSALS

In Module 5, students will use the tools they have learnt to create design proposals. This is how dynamic design proposals are made. Students will be introduced to the creative process and will learn how to use it to create, analyze and manage concepts that comply with clients' needs. They will also learn how to manipulate design elements to create legible, well crafted, dynamic and meaningful proposals.

Content of Module 5

- Process: Students will learn the processes & tools needed to create meaningful design proposals.
- Studies: Students will display a working knowledge in this Module by completing several exercises.
- Software: Students will use illustration and Adobe™ software to illustrate, design and refine projects.

Learning outcomes of Module 5

- An understanding of the creative process.
- The ability to generate, analyze, edit and refine concepts.
- The development of a dynamic unified mark.

MODULE 6

ADVERTISING AND SOCIAL MEDIA DESIGN

Module 6 is all about social media platforms. Students will begin to show a command for design principles by creating a graphic interpretation for social media advertising and advertising in general. This project reinforces the creative process and the integral part that research plays in concept and design. Students will use Adobe Photoshop™ software to develop their marks.

Content of Module 6

- Process: Students will follow the creative process to define their own goals for the projects in the Module.
- Studies: Students will conceptualize, develop and refine design systems to create social media designs.
- Software: Students will use advanced Adobe™ software knowledge to illustrate, design & refine projects.

Learning outcomes of Module 6

- The ability to create, identify and refine advanced design systems.
- The ability to evaluate design decisions to enhance communication and simplify graphic systems.
- The development of a dynamic, unified organic form.
- The development of a unified series of icons.
- Working with the Adobe Photoshop™ tools in a more advanced way.

MODULE

PORTFOLIO DESIGN

Module 7 will teach students the importance of marketing themselves and their work. Students will begin to refine their professional portfolio; design a personal identity system, learn basic professional practices and how to further their design education.

Content of Module 7

- Resources: Students will be introduced to various graphic design job resources.
- Studies: Students will learn how to design a personal identity system, and create a professional graphic design portfolio with a design system in place.
- Software: Students will use the appropriate software for the projects.

Learning outcomes of Module 7

- An introduction to career opportunities in graphic design.
- The ability to create and design a personal identity system.
- The ability to develop a healthy professional practice.
- The ability to create a design system and impactful portfolio.

MODULE 8

COMPANY BRANDING DESIGN

In Module 8, students will learn the essential elements of composition and branding layout design. Students will create dynamic branding compositions in multi-page layout programme.

Content of Module 8

- Vocabulary: Students will reinforce vocabulary from earlier modules that applies to layout.
- Studies: Students will learn how to manipulate branding principles to create dynamic layout design.

Learning outcomes of Module 8

- Advanced understanding of proportion and its application in layout design.
- The ability to create unified systems out of dissimilar elements.
- The development of a type and image project.
- An introduction to multi-page layout planning, design and software.
- The development of advanced typographic layout.
- The development of a multi-page magazine layout.

ASSESSMENT AND CERTIFICATIONS

1. Student should submit the required Assignment within **30 days** from the last day of the class for Assessment
2. Excellence Training Center will conduct the Assessment with the charge of **QAR600** for the first time; in case of failure on the first Assessment, student can apply for re-assessment (**per re-assessment charged QAR150**)
3. Upon passing the Assessment, Excellence Training Center will issue the Certificate of Successful Completion within **14 days**

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