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Graphic Designing – PSDF Program

Course Guide

Graphic design is the process of visual communication and problem-solving using one or more of typography, photography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously.

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Graphic Designing Contents

This curriculum is for the course of Graphic Design (Print Media) and comprises of 08 modules.

Module 1: Familiarization with Terminologies and Tools

Learning Unit - 1
Elements of design: They are the building blocks used to create a work of art. The elements of design can be thought of as the things that make up a painting, drawing, design etc.

Differentiate, describe, practice the use of the following design elements:
- Dot/Point are the smallest and most basic element. It can vary in size, value, regularity, and can be used alone or as a unit in a group which form a line or shape in the design
- Understand Line Characteristics and Types of Lines; Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet
- Understand Categories of Shapes; A shape is a self-contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.
- Direction of lines, which can be Horizontal, Vertical or Oblique; Horizontal suggests calmness, stability and tranquility. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action
- Size is simply the relationship of the area occupied by one shape to that of another
- Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.
- Value/ Tone which is the lightness or darkness of a color. Value is also called Tone
- Identify Positive/ Negative

Learning Unit - 2
Principles of Design: The Principles of design can be thought of as what we do to the elements of design. How we apply the Principles of design determines how successful we are in creating a work of art.

Differentiate, describe, practice the use of the following design principles:
- Understand that Balance is psychological sense of equilibrium
- Apply Gradation to size and direction in order to produce liner perspective
- Compare how Repetition can make an image either interesting or monotonous
- Define how Contrast is the juxtaposition of opposing elements on the color wheel
- Identify how Harmony brings together a composition with similar or related visual images
- Understand the use of Dominance to give a design interest, counteracting confusion and monotony
- Understand Unity in a design helps the relationship among elements of a visual in functioning together

Learning Unit - 3
Understanding the concept of perspective:
- Perspective is created through the arrangement of objects in two-dimensional space to look like they appear in real life.
- Perspective is a learned meaning of the relationship between different objects seen in space. E.g. Is the dark rectangle in front of a circle, or beside a semi-circle?
- Perspective can be used to draw the audience into a visual.
- Perception can be achieved through the use of relative sizes of objects, overlapping objects, and blurring or sharpening objects

Learning Unit - 4
Color theory and the meaning of color in a design
- Knowledge of color families: Warm colors include red, orange, yellow and variations of these colors. Red and yellow are both primary colors, with orange falling in the middle. Use warm colors in your designs to reflect passion, happiness, enthusiasm, and energy.
- Cool colors include green, blue, and purple, are often more subdued than warm colors. They are the colors of night, of water, of nature, and are usually calming, relaxing, and somewhat reserved. Blue is the only primary color within the cool spectrum Use cool colors in your designs to give a sense of calm or professionalism.
- Neutral colors often serve as background in design. They're commonly combined with brighter accent colors, but they can also be used on their own in designs, and can create very sophisticated impressions.
- Understanding concepts and terminology of hue (color), chroma (purity of color), saturation (how strong or weak a color is), value (how light or dark a color is), tones (are created by adding gray to a color, making it duller than the original), shades (are created by adding black to a color, making it darker than original), tints (are created by adding white to a color, making it lighter than original).

Learning Unit - 5
Typography:
- Define Typography Anatomy, the expression of different fonts, their families and its use in graphics design
- Choose typeface and how you make it work with the layout, grid, colour scheme, design theme

Learning Unit - 6
Study tools and software for graphics and artwork creation:

Learn and practice the use of:
- Tools in Adobe Photoshop for creating and editing images, graphics, pictures, etc.
- Tools in Adobe Illustrator for creating and editing type, and text
- Tools in Adobe InDesign for creating and editing type, text, and layout
- Tools in Corel Draw

Module 2: Develop Design Concept

Learning Unit - 1
Identify Unique Selling Point (USP) of Product/ Service:
- Extract USP of a given product/ service by analyzing product characteristics, price structure, placement strategy or promotional strategy
- Analyze requirements/ needs of target market/ audience
- Decide what emotional need is being specifically met by your product or service
- Know what motivates your customers' behavior and buying decisions
- Identify aspects of your product or service that your competitors cannot imitate
- Create design about your unique product or service

Learning Unit - 2
Define particular branding guidelines and themes:
- Pick up the big idea which permeates the brand
- Live the brand; design the guidelines in the look and feel of the new brand design
- Use knowledge of elements, principles of elements, perspective, typography, colour theory to create brand guidelines, brand manual and themes

Learning Unit - 3
Visualize the Layout of the Concept Following Brand Guidelines
- Develop thumbnails of objects and design

- Create and design the page or canvas layout based on brand guidelines
- Identify the composition of elements following concepts learned in module 2
- Collection, organization and application of material in the layout

Module 3: Analyze Cost Effective Solution

Learning Unit - 1
Determine suitable size of the document
- Elaborate on various paper sizes both international and local paper sizes available (Letter, Legal, Tabloid, Letter Half Size, A4 – A1, Compact Disc, Postcards, Business Cards, Posters, Banners, etc)
- Knowledge about creating custom paper sizes in a graphics software, and being able to set it for printing without effecting the image quality
- Selection of appropriate orientation and size of paper or document
- Knowledge of offset printing process and its printing machines like Rota

Learning Unit - 2
Understand the Usage of Appropriate Printing Material and Texture
- Explain various printing material available (glossy, matte paper, vinyl, cloth, etc)
- Present various papers" weights
- Explain various paper textures
- Understand Laminations (Glossy, Matte, Textured)

Module 4: Photo editing and graphics development

Learning Unit - 1
Photo Editing and Scanning

- Explain different color correction techniques
- Adjust brightness, contrast, color tint, color saturation of the image as a whole
- Define sharpening, retouching, removing dust specks and scratches
- Understand and practice use of visual effects
- Define transformation and styles
- Correct lens aberrations (barrel and pincushion), chromatic aberrations and light falloff in wide angle lens
- Adjust the geometry by crop, rotate, correct perspective, distortion

- Explain photo enhancement/ manipulation through the use of filters
- Understand how two or more photos can be merged together to form one photo
- Importing photos through scanning them in a layout

Learning Unit - 2
Create Layout
- Create objects (media elements, graphics, graphs, tables, diagrams, etc.) on canvas
- Apply colors into objects

Module 5: Preparing pre-press job

Learning Unit – 1
Setting bleed, margins, gutter and slug for cropping (printing)
- Knowledge of what bleed is, and type of documents that require bleed
- Using bleed to extend the images background color beyond live area to ensure clean edges
- Applying of standard size margins to the document
- Knowledge of gutter setting for the document to be printed
- Understanding of slug

Learning Unit - 2
Apply cropping marks and registration marks
- Understand the use of crop marks or trim marks, which are lines in the corner of the document to show to the printer where to trim
- Using of crop marks for printing makes it much easier to then trim the sheet back to create the bleed
- Using trim marks to set the final intended size of the document or design

Learning Unit - 3
Apply ups guidance
- Understand the use of rulers
- Define document size and paper size for ups

Learning Unit - 4
- Prepare and publish artwork
- Understand the how to save artwork on CD/DVD or other storage media
- Know the submission guidelines for artwork
- Knowledge of formats used for preparing artwork for publishing

Module 6: Perform software and hardware maintenance

Learning Unit - 1
Install Graphics Software
- Method of installing graphics software
- Learn the configuration
- (if any) required by software
- Describe work environment of Photoshop, Illustrator, Indesign for designing artwork
- Introduction to Corel Draw

Learning Unit - 2
Install/ Uninstall Operating System
- Installing Operating System on a computer/ laptop
- Un-installing operating system on a computer/ laptop
- Explain upgrade and configuration of operating systems

Learning Unit - 3
Install/ Configure Drivers, Input/ Output Devices
- Explain installation of software and configuration of drivers
- Explain installation and configuration of input/output devices
- Define plug and play devices

Learning Unit - 4
Connect devices to ports using appropriate cables
- Understand the different types of connector
- Differentiate between different types of cables
- Explain different ports used for connection of various devices
- Installing the drivers of devices

Module 7: Communicate with others

Learning Unit – 1
Communicate with Client/Owner/ Boss/stakeholder
- Introduction to communication and interpersonal communication
- Learn skills needed to interact in a social environment
- Communicate attentively in order to gather requirements and needs
- Apply communication skills to facilitate understanding to enable them to undertake decisions as equal partners
- Communicate effectively both orally and in writing
- Synthesize and present information appropriate to the needs of the client, and discuss achievable goals and final product/ services

Learning Unit - 2
Communicate with Senior/Junior/ Peers
- Communicate effectively with colleagues, peers, the community, other related personals to exchange information over an extended period of time
- Monitor and critically reflect on your use of communication skills, adapting your strategy as necessary, to produce the quality of outcomes required

Module 8: Duties and rights at a work place

Learning Unit - 1
Ethics and professional conduct
- The responsibility to take ownership for the decisions and actions they make or fail to make and their consequences. This can be learnt through role play.
- The duty to show a high regard for resources entrusted to them. This includes accountability to subordinates, tangible assets such as equipments, and company profile.
- The responsibility to make decisions and act impartially and objectively; free from self interest. (Quantified self assessment can be performed e.g. case studies/white papers, for areas like conflict of interest.)
- Being able to understand truth and act in truthful manner in conduct and communication. E.g. daily attendance enrolment on register, "What you say is what you did"

Learning Unit - 2
Planning of the business process activities
- Provide due assistance to in-line manager e.g. coordinating recurring meetings, intimate resource availability, create and keep documentations, validate applicable company defined standards.
- Define activities, e.g. Apply specific life cycle methodologies – (Requirement gathering, design solution, prototype, testing, documentations)
- Estimate time, e.g. hours" calculations for an activity; consider calendar year official leaves, company working timings.
- Achieve work breakdowns, divide module in smaller and more manageable components. E.g. testing a product may have components like interface, performance, and test cases.
- Resource leveling due to work load, e.g. calculations of leisure hours of a worker.

Learning Unit - 3
Awareness to rights
- Inform ourselves and uphold the policies, rules and regulations that govern the work and workplace.

- Report illegal conduct or illegitimate action to appropriate management.
- Protect propriety or confidential information

Learning Unit - 4
Understanding of copyrights and piracy
- Learn and adapt to the process of purchasing photos or any other required material from
- internet which has copyrights.
- Understanding what royalty free content.
- Explain what can be used and what cannot be used from internet or other resources

Practical Approach
- A real example will be given throughout the lectures/course.

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