Course Outline

Course Title	Graphic Design
Course Length	12 Weeks
Target Audience	Any Age Group
Prerequisites (if any)	N/A
Language of Instruction	English, Urdu

Course Description
Advanced Graphic Design combines design principles and software, typography, digital illustration, digital imaging, page layout, and prepress techniques with a focus on design processes from the point of visualization to production. Students will be responsible for the design and production of a campaign consisting of projects, including several components across multiple media forms. Individual and collaborative work is expected including branding and packaging as well as creating prototypes for interactive media. Each student is responsible for design products, critique and feedback, creating a portfolio and presentation.

Course Summary		
	Module Name	**Key Concepts/Topics Covered**
LO1:	Introduction to Graphic Design	1. Design elements 2. Design Principles 3. Use of Graphic design 4. Examples of Graphic Design 5. Application of Graphic Design. 6. Types of Graphic Design 7. Famous Designers around the globe
LO2:	Color in Graphic Design	1. Understanding Color 2. Color Wheel 3. Types of Color 4. Warm & Cool Color

LO3:	Typography in Graphic Design	1. What is Typography? 2. Types of Fonts 3. Typography hierarchy in Design 4. Combination of Typography in Design
LO4:	What is Advertising	• Types of Advertising • What is Poster Design • Copy writing in Advertising
LO5:	Corporate Design	• Logo • Business Card • Letterhead • Brochure • Flyer • Book Cover • Standee • Roll up • Billboard

Adobe Illustrator

LO6:	Selection Tool, Direct Selection Tool
LO7:	Pen Tool and Shape Builder Tool
LO8:	All About Strokes, Rotate Tool
LO9:	Learn Gradients, Learn Scale, Shear and Reshape
LO10:	Pathfinder and Type Tool
LO11:	Typography and Types of Masks
LO12:	Color, Pattern Swatches and Blend Tool
LO13:	Mesh Tool
LO14:	Custom Brushes
LO15:	Layers Panel and Appearance Panel
LO16:	Perspective Grid
LO17:	3D in Illustrator
LO18:	Image Trace, Live Paint and Envelope Distort
LO19:	Transform Panel, Transform Each, Artboard Tool and Settings
LO20:	Path Menu, Actions and Repeat Objects

Adobe Photoshop	
LO21:	Basic Selections
LO22:	More Selections and Layers Panel
LO23:	Crop Tool and Brush Tool
LO24:	Clone Stamp Tool and Healing Tools
LO25:	Content Aware Fill, Move Tool and Eraser Tools
LO26:	Blur, Sharpen, Smudge Tools and Layer Mask
LO27:	History Panel, History Brush, Pen Tool and Path
LO28:	Vector and Raster Smart Objects
LO29:	Vector, Raster Smart Objects and Clipping Mask
LO30:	Dodge, Burn, Sponge Tools and Gradients
LO31:	Layer Styles / Blending Options and Patterns
LO32:	Vanishing Point Filter and Liquify
LO34:	
LO35:	
LO36:	