

We make

# learning plain sailing

## Graphic Design Introduction

As all our courses are tailored to the individual - this course content may vary.

### Overview

Whether its to enhance your career prospects or just for fun, this course will give you an insight to the Graphic Design industry. The course is a mixture of theory and practical design briefs which takes place in a modern studio, set in a tranquil, garden setting. You will have an opportunity to produce your ideas on the latest Apple Mac equipment and graphic packages\*. Your tutor is an experienced Graphic Designer and holds a Certificate in Education so you will be getting first hand industry knowledge taught by a qualified teacher. Why not bring along an actual project that you are interested in e.g a logo design or newsletter and we're use that to base your day's training on.

### Course duration:

1 day - from 10-4pm

### Location:

Amber Designs, 9 Kings Park  
Canterbury, Kent CT1 1QH

### Requirements

Enthusiasm! No prior experience required, although it would be beneficial to attend our Introduction to Illustrator course first.

Price pp: £250 + vat \*

\* Price is per person per day and includes refreshments, full lunch and post-training support.

### Course Content

#### The Theory

##### Typography

- Serif verse Sans serif
- The typeface challenge - a fun exercise intended to demonstrate the visual impact different fonts have.
- Ranging text
- Columns - ideal width
- Widows and orphans
- Avoiding 'white rivers'
- Readability

##### Colour

- The colour wheel
- Pantone books
- Colour and branding - a look at the use of colours in logos used in the consumer market

##### Layout

- White space
- When less is more - how to get a clear message across

#### The Practice

Choose a brief from one of the following design areas:

- Brand Identity
- Leaflet design
- Advert design

Or bring along a project of your own to design.

#### Step One: The Creation

##### Thought showers

- How to get started with initial concepts  
A practical opportunity to bounce ideas around with a trained Graphic Designer.
- Thumbnails - what are they and their importance
- Look at existing printed examples of brand identities, leaflet or advert examples. How can they be improved?
- Target audiences
- Unique selling propositions

#### Step Two: production

- Sourcing images to purchase or as reference - internet research and photo libraries
- Choose colours:  
discuss spot colour verses four colour print work
- Deciding on a typeface

#### Graphic Packages

Choose from the following packages:

- Adobe Illustrator
- Adobe Photoshop
- QuarkXpress
- InDesign

Either watch a Tutor demonstration in your chosen software or have a go at producing your design yourself. (see note below)

\* The object of this course is to learn some of the fundamental aspects of Graphic Design and how to use creative techniques that will enable you to create designs more confidently. **The use of the software to produce the design will be limited to the student's experience on the programme.** Attending one or more of the following courses prior to the day would be an advantage:

- Adobe Illustrator Introduction
- Adobe Photoshop Introduction
- Adobe Photoshop Intermediate
- QuarkXpress Introduction
- QuarkXpress Intermediate
- InDesign