

extra ordinary tuition

GRAPHIC DESIGN: INTRODUCTION

Whether it's to enhance your career prospects or just for fun, this course will give you an insight into 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 logo design or newsletter and that will form the basis of the session.

* If you have not attended previous Adobe InDesign /Photoshop courses then this element will only be an insight to the software.

Course duration

On application - bespoke course tailored to your needs and budget. Call for more information.

Location

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

Requirements

No previous experience

Contact

Email: celia@amberdesigns.com
www.amberdesigns.com

COURSE SUGGESTIONS

Pick and choose from the following topics and build your course:

The Theory

Typography

- Serif verse Sans serif
- Ranging text
- Columns - ideal width
- Widows and orphans
- Avoiding 'white rivers'
- Readability

Layout

- Principles of layout including use of negative space, proximity, hierarchy, continuance etc.

Colour

- The colour wheel
- Pantone books
- Colour use in graphic design - a look at the use of colours in the consumer market

The Practice

Choose a brief from one of the following design areas:

- Brand Identity
- Leaflet design
- Advert design

Or preferably bring along a project of your own to design. This project can be built into the other Adobe courses (InDesign, Photoshop and Illustrator).

STEP ONE:

The Creation

- Thought showers
- How to get started with initial concepts. A practical opportunity to bounce ideas around with a professional 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:

The production

- Sourcing images to purchase or as reference - internet research and photo libraries
 - Choose colours: discuss spot colour verses four colour print work with a practical look at printers' plates
 - Deciding on a typeface and layout
- * Insight into creating the design using:**
- Adobe Illustrator
 - Adobe Photoshop
 - InDesign

* There will either be an opportunity to watch a Tutor demonstration in your chosen software or have a go at producing your design yourself. This depends on the course length and content chosen when booking your course.