



REAL WORLD
TECHNOLOGY TRAINING & SOLUTIONS
"Training You Can Really Use"

Graphic Design Advance

Duration: 6 Days

Method: Instructor-Led Training (ILT) | Live Online Training

Course Description

This course provides a practical and interactive training experience in the creation of professional graphics with a focus on Graphics Illustration. The course provides participants with the basics of working with design system and software, including but not limited to; elements and principles of design, other areas such as artboard control, perfecting image transformations, manipulating text and techniques involved in scaling projects.

Target Audience

This course is intended for:

- Persons with basic Graphic Design skills and who would like to increase their knowledge.
- Persons who would like to refresh their Graphic Design skills.

Prerequisites

To attend this course, candidates must have:

- Basic computer knowledge.
- Basic Graphics Design knowledge.

Course Objectives

Upon successful completion of this course, attendees will be able to:

- Understand the terminologies in Graphic Design.
- Explain the difference between Vector and Raster images.
- Work with paths and anchor points to transform objects.
- Create vector-based graphics for use in design projects.
- Create and modify paths through the effective use of Pen Tools.
- Demonstrate a working familiarity with the Adobe Illustrator software interface.
- Create professional designs for various design projects through the use of tools and techniques.
- Prepare designs for the final stage of publication across varying marketing medium.



Course Topics

Module 1: Organizing and Planning Project Requirements

- Project Purpose and Audience
- Standard Copyright Rules for Artwork
- Graphic Fair Use Policies
- Project Management Tasks and Team Members' Responsibilities

Module 2: Identifying Design Elements Used When Preparing Graphics

- Graphics and Graphic Design Terminologies
- Design Principles, Elements, and Graphic Composition
- Graphic Resolution, Project and Graphic Size,
- Asset Requirements for Design Projects
- Graphic File Format for Web, Video, and Print
- Typeface Classification and Typography
- Use of Symbols and Representative Graphics

Module 3: Working With and Understanding the Design Software

- Understand the Software User Interface, Tools and Their Functions.
- Manage Colour, Pattern, and Gradient Swatches
- Vector Drawing Concepts
- Work with Brushes, Symbols, Graphic Styles, and Patterns
- Layers and Masks
- File Preparation – Import, Export, and Save Files

Module 4: Creating Graphics Using the Design Software

- Create Graphic Design Documents
- Use Drawing and Shape Tools
- Use Type Tools
- Use Assets for Design Projects – Vector, Raster and Stock Images
- Create Realistic Graphics
- Modify and Transform Objects

Module 5: Organizing (Archiving, Exporting) and Publishing Graphic Design Projects

- Prepare Graphics for Web, Print, and Video
- Prepare Design Projects for Final Publishing Stage
- Prepare Graphic Design Projects for Interaction with the Printers and Digital Medium

EXERCISES INCLUDED