



Graphic Design Course outline

Introduction

Intro to Graphic Design

What Is Graphic Design?

Elements of Design

Illustrator Essentials

Illustrator and Graphic Design

Creating Vector Art

Illustration Fundamentals

The basic drawing tools

In this course we will talk about three basic ideas , Which we can consider as the three main pillars of Graphic Design as a career and a process of thinking . All a long with the great adobe illustrator software as an electronic executer

These three pillars can be summarized as follows .

*** *COMPOSITION***

PLACEMENT AND DIVISIONS

Principle of unequal spacing

Multiple point placements

Visual agreement

Line placement

The horizon line

Multiple line placements

Line and point placement, example

Dynamic spacing makeover

Static placement

The golden section

Dimensions and fold considerations

GROUPING

Simple associations

Visual and thematic associations grouping makeover disconnect

HARMONY

Repetition

Visual echo

Thematic reference harmony workshop

EMPHASIS

Visual hierarchy.

Relativity
Sizes relationships
Decisive presentation
Dimension
Color and value accent
Softening contrast

ALIGNMENT

Alignment basics, samples
Alignment don'ts
Strict alignment, with exceptions
Loosened alignment
Alignment realities
Opportunistic placement
Grid systems
Grid samples

FLOW

Directing the eye
Stationery flow
Flowing across the gutter
Poor gutter lumping
Right, left, up, down
Flow, outside in
Circulating flow, bridging elements
Trapped space
Interrupting flow

**** COMPONENTS**

SHAPE WORKSHOP

tools
shape terms
variances: shapes and forms
variances: color/value
variances: texture
variances: size
real world relevance
constructions: shape altering
constructions: compositions
constructions: repetition
constructions: pattern
treatments: style and volume
treatments: action and presentation

ICONS

image and icon
selection
simplification

shapetting
intuition and practicality
practical considerations
logo and color exploration

USING IMAGES

displaying Images
cropping
alternative cropping
eye treatments

TYPOGRAPHY,

Type love
type terms
fonts categories
large font families
legibility
text block readability
text alignment
lending, and letter spacing
initial caps and paragraphs
emphasizing type Elements
columns
subheads
headline treatments
typographic don'ts
graphics with text

***** CONCEPT**

CONVEYANCE
THEME

The CREATIVE PROCSS

CONCEPT EVALUATION