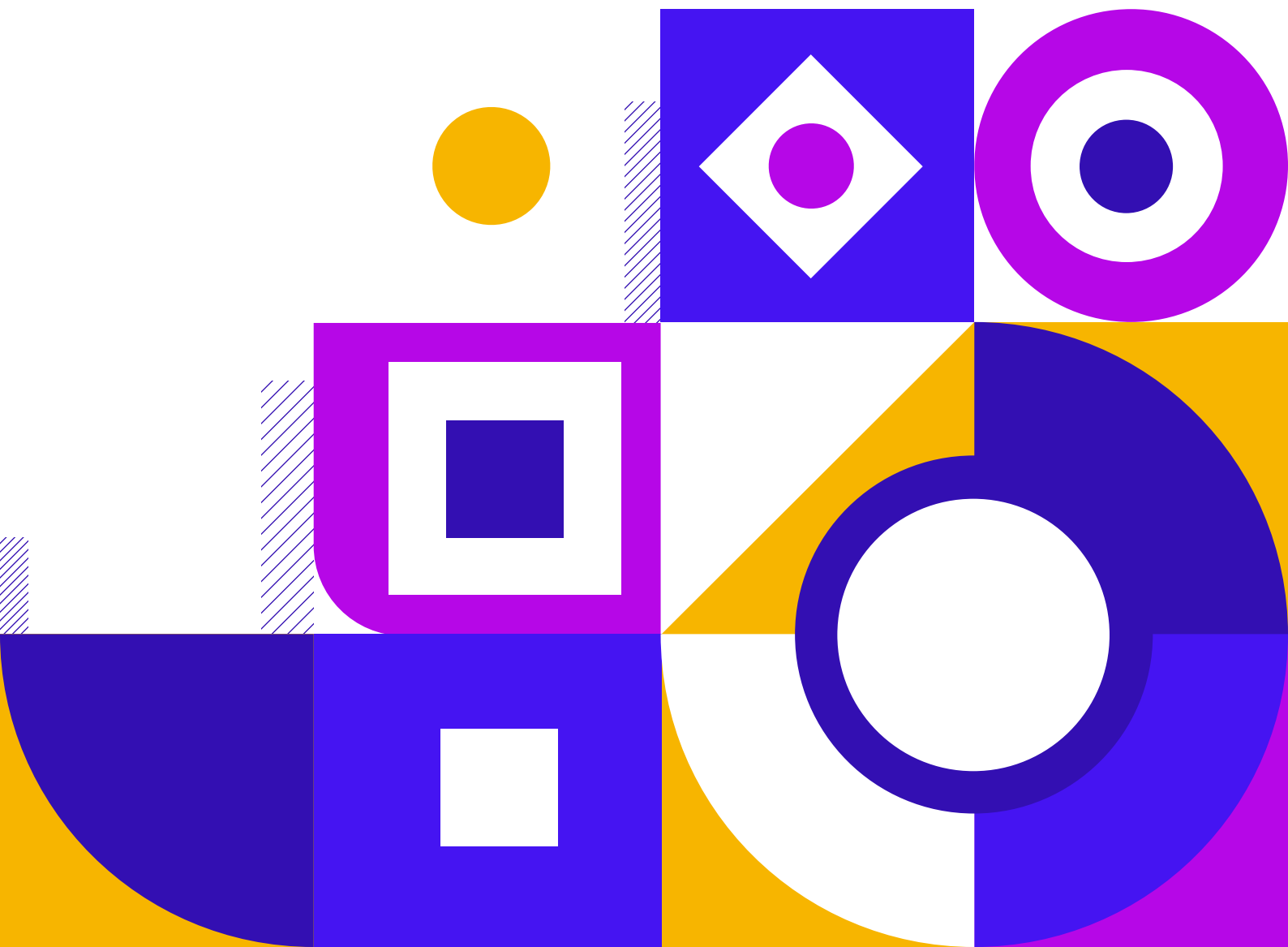# JIT

JAPHSON INSTITUTE OF TECHNOLOGY

GRAPHIC DESIGN
SYLLABUS

Graphic Design Syllabus

Course Description

Students will learn and apply the fundamentals of various software applications (such as Illustrator and Photoshop), design, image editing, drawing, graphics, and branding. Students will experience what it's like to work on advertising and marketing industry projects while coordinating technical tasks with such import - ant skills as:

- Organization,
- Management,
- Communication,
- Ethics,
- Teamwork.

Instructional Philosophy

Students will be given challenging real-world projects and assignments typical for the graphic design industry. Students are expected to create quality works and students will be given opportunities to redo their work so that it meets the stan - dards discussed during the course. Classroom activities will also include reading, research, projects, and problem-solving. Students will often work in teams, but they are expected to complete individual assignments in relation to the team's work. Assessment methods will be based on the following assignments:

- Written Exams
- Tests
- Quizzes
- Oral & Written Research Reports
- Reading Assignments
- Various Projects

Course Goals

- Demonstrate a thorough understanding of the graphic design elements.
- Read, understand and communicate in graphic design language
- Use professional software programs such as Adobe Photoshop and Illustrator
- Demonstrate positive work behavior and learn to solve problems with critical thinking.

INTRODUCTION TO ADOBE ILLUSTRATOR

Our course will help you create unique vector artworks, learn how to use drawing tools and create your own designs more easily and professionally with the help of such powerful application as Adobe Illustrator. If you learn to use Adobe Illustrator, you will be able to find a job in an advertising agency, design studio or for any company that produces promotional materials for their own business.

Get to Know the Illustrator Interface

Understanding vector graphics and use of tools

- Exploring the interface
- Choosing a workspace
- Opening a file Using artboards
- Changing your view
- Zooming and scrolling
- Using tools and panels

Introduction to Drawing

Creation of visual shapes, working with vector objects (including working with lines & structures), and understanding drawing tools.

Creation of visual shapes, working with vector objects (including working with lines & structures), and understanding drawing tools.

Here's what is included:

- Working with straight & curved lines
- Learning Image Tracing
- Creating a tracing template

Painting using Illustrator

Color modes and their switches; creation of custom colors

Illustrator Output Options

- Export Options
- Exporting in PDF
- Print File Format and Proof Setup Option

Vector Shapes and Fills

- Creating Shape Gradients and Pattern Fill Edges
- Compound Shapes
- Lines and Pen Tool Creating Curves Modifying Shapes

Adding and Formatting Text

- Paragraph formatting
- Using paragraph and character styles,
- Editing styles Putting text on a path
- Creating outlines

Saving as a JPEG

- JPEG
- Optimizing JPEGs
- JPEG Smoothing Selective Quality

Saving as a PNG

- Web PNG
- Optimizing PNGs

INTRODUCTION TO ADOBE PHOTOSHOP

Whether or not you've used Adobe Photoshop, the chances are that you've prob-ably heard a lot about it. Nowadays, Photoshop is one of the must-have programs for all graphic designers, professional photographer and even hobbyists who edit graphics or manipulate various images. Photoshop is very flexible and fun to use; it can make an amateur into a professional with the help of few tools and skills.

If you've ever used any software program to edit graphics or images, then the Photoshop interface may seem familiar to you, and some of the tools might be easy to learn. It is because most image editing programs on the market are usual-ly based on Photoshop. With that being said, Photoshop is by far the most exten-sive and detailed program available, which offers the most number of features and tools on the market.

- Introduction to Adobe Photoshop
- Getting Started using Photoshop
- Working with Images
- Resizing and Cropping Images
- Working with Basic Selections
- Layers
- Painting in Photoshop
- Photo Retouching
- Color Correction
- Using Masks And The Quick Mask Mode
- Working With The Pen Tool
- Creating Special Effects
- Printing And Exporting Your Work

Second Month of the Course

Elements of Design

Students learn about design elements through such tasks as creating examples of color schemes, using graphic software and creating an original alphabet based on a theme. Each project includes self-reflection and a peer review.

Here are the elements of design

- Color
- Line
- Shape
- Space
- Texture
- Value

Principles of Design

Students learn the principles of design through assignments like - creation of posters, magazine covers, product ads, cereal box prototypes, candy wrappers, and other original designs that reflect an emotion. They do a self-reflection on their projects in addition to peer review. Some projects also include presentations for the class.
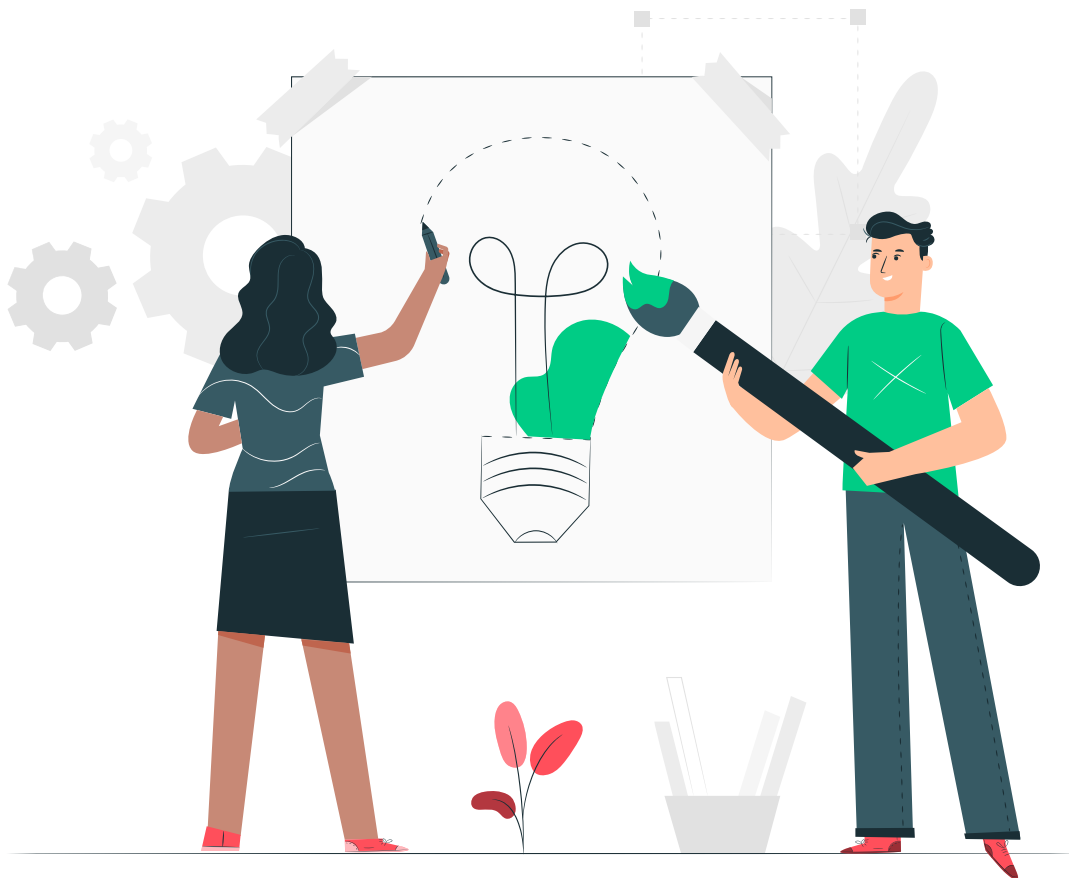
- Balance
- Contrast
- Emphasis/Dominance & Harmony
- Movement/Rhythm
- Repetition/Pattern
- Unity Variety

Creating images for print & web

Students learn when to use particular image formats in their individual projects. They create collages, logos, album covers, etc. Each project includes self-reflection and peer review.

- Formats
- Resolution
- Raster Vs Vector

Upon completion of the course, students will have a big opportunity to enter the ever-growing and evolving field of art and design. They will get the chance to establish themselves as professionals and find relevant jobs in the industry. All students who decide to make graphic design their main career will be able to succeed and be part of the local and global world of design.