

FS4T - Graphic Design 101

Course Overview:

This course is designed to introduce students to the fundamentals of graphic design. Through a combination of theoretical concepts and practical applications, students will gain a comprehensive understanding of graphic design principles and tools. The course will cover various aspects, including design elements, design principles, color theory, typography, branding, and the design process.

Objectives:

Introduction to Design (Week 1):

Define graphic design and understand its significance.

Setting up Your Space (Week 2):

Establish effective organizational practices for a design workspace.

Learn file management techniques for efficient project workflow.

How to Use Common Applications (Week 3):

Gain proficiency in popular graphic design applications.

Elements of Design (Week 4):

Explore the seven types of design elements.

Apply these elements to create visually compelling designs.

Principles of Design (Week 5):

Understand the five types of design principles.

Color Theory (Week 6):

Analyze the psychological and emotional effects of color.

The Design Process (Week 7):

Break down the design process into manageable steps.

Apply a step-by-step approach to create cohesive designs.

Learning the Grid (Week 8):

Understand the importance of grids in design.

Follow design guidelines using grids for layout and composition.

Typography (Week 9):

Explore the significance of fonts and typefaces in design.

Learn how to choose and use typography effectively.

Branding (Week 10):

Examine the elements that make up a brand.

Understand the role of graphic design in building brand identity.

Creating a Campaign (Week 11):

Apply design principles to create a cohesive marketing campaign.

Develop a final campaign project including planning and execution.

Table Talk - Discussion with Graphic Designers (Week 12):

Observe discussions with industry professionals.

Gain insights into real-world applications of graphic design.

Outcomes:

By the end of this course, students should be able to:

- Demonstrate a solid understanding of fundamental design principles.
- Use common graphic design applications proficiently.
- Apply color theory to create visually appealing designs.
- Navigate the design process from concept to completion.
- Implement typography effectively in design projects.
- Understand the role of graphic design in branding and marketing campaigns.
- Engage in informed discussions about graphic design with industry professionals.

Assessment:

Assessment will be based on a combination of class participation, project completion, weekly quizzes and final test, and a final project that showcases the application of learned concepts in a comprehensive design task.