Foundations of Graphic Design

Tuesday 14 April – Tuesday 19 May
Tuesday evenings, 18:30-20:30
Digital Studio, Sackler Centre

Over six evenings, develop the foundations of your graphic design toolkit to become an effective visual communicator.

Learn the basics of colour theory, gain an understanding of layout, composition and visual hierarchy and confidence analysing graphic design, alongside developing your Adobe Photoshop, Illustrator and InDesign skills.

Through talks and practical tasks, Art Director, Ansel Neckles will lead you through different topics during each weekly Tuesday evening session, to build the foundations of your graphic vocabulary and work towards creating an A2 poster to take home.

Week 1 - Tuesday 14 April
The Fundamentals

Kick-starting an exploration into visual communication, we will get to grips with the fundamental principles that inform graphic design and design theory.

Starting work in your sketchbook from the outset, you will experiment with your new visual toolkit of line, shape, colour, texture and form. You’ll also be set your project brief for the course duration.

Week 2 - Tuesday 21 April
Moodboards as Your Mood / Technical Introduction

Your moodboard is a way to collate creative information, research and inspiration in order to prepare for a new project. A good moodboard will bridge the gap between initial thoughts or meeting and the first draft of your project—perhaps shaping it for years to come.

In this session, we’ll be looking at:

- Visual research: what to look for when creating a moodboard
- Framing your graphic references
- Start producing moodboard in Photoshop
- Work on a project brief
Week 3 – Tuesday 28 April
Get Wavey in Illustrator

Learn how to create psychedelic patterns in Adobe Illustrator using an array of shapes and duplicate tools.

In this session, we’ll be looking at:
• A basic pattern making tutorial with step-by-step functions
• Adding colour and gradients from image references (provided)
• Work on project brief

Week 4 - Tuesday 5 May
Type-setting

Develop your design skills using page grids, choosing typefaces and content imagery to create a poster / magazine cover or album artwork design. You will be asked to consider an artist, theme and body of images for use in this two-hour session.

In this session, we’ll be looking at:
• How to use typesetting layout grids in Adobe InDesign
• How to structure pages, placing images and text
• Working with body-copy / paragraphs using type justification tools
• Work on a project brief

Week 5 - Tuesday 12 May
Playing with Type

Learn your ligatures from your leading and your kerning from your cap-heights as you develop:
• Introduction to type-terminology
• Playing with type as shape
• Work on a project brief

Week 6 - Tuesday 19 May
Digital vs. Print

In this session, you will be learning some of the key distinctions between digital and print design:
• RGB and CMYK: The importance of colour profiles
• How to setup pages for print, and the importance of bleed
• Work on a project brief

This course is suitable for students with limited or no experience of graphic design and Adobe Creative Cloud software.

Please arrive 18:15 for each session to allow a prompt 18:30 start time.