

2017-18

# maggie | walker | arts topics in DIGITAL A

GRAPHIC DESIGN

#### Coach Hall

CoachHall.com



## Things we'll learn...

coach@coachhall.com



Room 109



804-354-6800x1310



Quia Class: TEC399





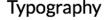
Textbook: Graphic Design The New Basics by Ellen Lupton and Jennifer Cole Phillips



Design Thinking is a methodology used by designers to solve complex problems, and find desirable solutions for clients. It draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

#### Design/Layout

Page layout is the part of graphic design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives.



Typography is the art of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and kerning.

#### Color Theory

Color theory is a body of practical guidance to color mixing and the visual effects of a specific color combination. There are also categories of colors based on the color wheel: primary color, secondary color and tertiary color.

#### Adobe Creative Cloud

InDesign, Photoshop, and Illustrator are software tools from Adobe Systems that are industry standard tools for graphic design, photography, and illustration.



#### **Grades**

50% Projects

30% Sketchbook/ Websites

20% Quizzes

### **Digital Art Rules**

- 1. Be present, on time and prepared for class every day.
- Be respectful to me and your classmates.
- Be on task for the entire class period.
- Follow directions. Look, Listen, then Do. Always do your best. I expect nothing less.
- NO FOOD OR DRINK IN LAB!!!!

Mid-term and final exams will be given and will count as 10% of the semester grade.

# **Course Outline**

2017-2018



Digital Art Skill Inventory

"Design Thinking" Process

**Graphic Design Basics** 

- -Comp/Layout -Typography -Color

Adobe Illustrator

Rhythm/Balance

Scale

**Texture** 

Hierarchy

Corporate Identity package

Design in the Middle East



Adobe Photoshop

Figure/Ground relationship

Color Theory

Layers/Transparency

Poster Design

Typography Design

European Design



Adobe InDesign

Grid

Framing

Diagram

Modularity

Infographic Design

Magazine/Document Layout design

Russian Design



Careers in Design

Ad campaigns

Package design

Presentation design

Full magazine design

Web design

Design in India