

## GRAPHIC DESIGN (HIGHER CERTIFICATE) COURSE OUTLINE

### PROGRAMME ACCREDITATION DETAILS:

NQF level 5; 152 Credits; one-year full-time contact mode learning programme  
SAQA ID 85248 - <http://allqs.saqa.org.za/showQualification.php?id=85248>

#### 1. Purpose of the Qualification:

This qualification is designed for individuals who seek a thorough grounding in the knowledge and skills needed to work in the print media industries. Successful completion of the qualification will enable progression into an Advanced Certificate, Diploma or Degree programme in the same or a similar field. The course is intended for the individual to master the latest print related technologies and develop and utilise design skills acquired on the course to produce professional and appropriate visual print and screen solutions to suit their client's needs. The qualification emphasises general principles and their application, and includes and real-world project applications.

Learners will master the tools, practices and terminology required to work in the print media industry, and be confident to apply their skills from prepress to post-press. Learners will develop skills and knowledge in design and layout to produce print-ready designs, using industry standard applications such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Adobe Acrobat, together with all the essential theory needed to solve a design brief.

#### 2. Main Outcomes of the Learning Programme:

- Receive a brief and conceptualise a visual solution.
- Present the ideas professionally through the use of scamping, storyboarding and moodboards.
- Execute a concept digitally through the use of and integration of the wide range of industry standard application programmes.
- Apply finishing art techniques to take to press.
- Present the final work in a professional manner.

Ultimately, the students need to demonstrate knowledge of the main areas of Print and Publishing, related disciplines and practices, including an understanding of the key terms, concepts, facts, principles, rules and theories of Print and Publishing and print design, discipline or practice. They must be able to select and apply standard methods, procedures, and/or techniques within the field of Print and Publishing. The range of activities include but are not limited to: accepting, reading and understanding a brief, conceptualising a visual solution, sketching and planning the solution, presenting the idea, digital implementation, reverts and corrections and final output onto the planned medium.

### **3. Methodology and Assessment Strategy:**

Theoretical concepts are gained primarily through lectures and self-study with lecturer support through online forum postings and the module notes provided on the LMS Moodle. Other learning activities include group work; WIL-projects; research studies and practical presentation. Students are required to achieve minimum of 50% for each module of the course in order to submit their final summative assignment and to achieve the qualification. This involves attending all contact sessions, working through prescribed course notes, completing class exercises, tasks, assignments or group projects; and presenting final completed work to the class for feedback and assessment.

The lecturer will post extra material and links to resources on digital forums. Students are able to post problematic areas of tasks for open discussion and feedback on the digital forum. The course consists of summative and formative assessments. Ongoing formative class assessments are conducted and include practical assignments, theoretical test, research project, individual presentations and group projects. Each module has ongoing formative practical assignments and a final summative.

### **Assessment Guidelines**

This module consists of summative and formative assessment – all assessment briefs can be found on the LMS. Ongoing formative class assessments will be conducted and will include practical assignments, test or group projects. Assessment types used in this course include the following: Observation ; Written tests; Oral tests or questioning; Simulation; Case studies; Peer reviews, Reports, Portfolios.

Each module have both formative practical assignments and summative assignments specific to each subject. The final Digital Portfolio summative assignment will be completed during final module in November – published online and a backup must be submitted to internal college server.

### **4. Modules included in the programme with subject breakdowns and credit allocation:**

All modules contained in the learning programme are core compulsory modules:

#### **1) INTRODUCTION DTP HAND-RENDERING / INTRODTP**

*Design Theory ( 2 weeks )*

##### **Intro to DTP and Workflows**

- *Understanding the History of Design.*
- *What is DTP vs Graphic Design?*
- *Design Principles and Elements*
- *Applying creative thinking techniques.*
- *History of Graphic Design.*
- *Resesarch and essay writting*

*2 x Individual Written Assignments*

*Group Presentation*

*Test*

*Practical Project*

*Hand-rendering and Type Appreciation ( 3 weeks)*

##### **Intro to Elements and Principles**

- *The elements and principles of Design.*
- *Understanding Typography and its principles*

*2 x Practical Projects*

*Oral/Visual Presentation*

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## **2) VECTOR ILLUSTRATION PRINCIPLES AND TECHNIQUES ILLU / BRA**

Vector Illustration & Branding ( 7 weeks )

### **Illustrator Fundamentals of design for:**

- Digital Illustrations
- Poster Design
- Icon Design
- Brand development

Oral/Visual Presentation

5 x Practical Projects

## **3) RASTER IMAGE EDITING / MANIPULATION RIE**

Raster Image Editing / Manipulation ( 6 weeks )

### **Photoshop Fundamentals of design for:**

- Digital Manipulation
- Advertising Design

3 x Practical Projects

## **4) LAYOUT DESIGN PRINCIPLES / IND**

Layout Design Principles ( 6 weeks )

### **Indesign Fundamentals of design for:**

- Layout Design
- Editorial Design
- Typography

Oral/Visual Presentation

3 x Practical Projects

## **5) PACKAGING AND FINISH ART / FA**

Finish Art & Packaging ( 3 weeks )

### **Fundamentals of Finish Art & Packaging:**

- Intro to print finishes
- Creating Dielines
- Building mock ups
- Rebranding

Practical Project

Product Evaluation

## **6) CROSS MEDIA / CM**

Live Project ( 3 weeks )

### **Fundamentals of:**

- Campaign Design
- Digital Design

Group Practical Project

Group Oral/Visual Presentation

Peer Reviews

### **7) PROFESSIONAL PRACTICCE & PRESENTATION TECHNIQUES / PP**

*Professional Practicce & Presentation Techniques ( 2 weeks )*

**Fundamentals of:**

- *Business of Design*
- *Professional Conduct*

*Simulations*

*Group Practical & Written Assignment*

*Peer Reviews*

### **3) FINAL PORTFOLIO / FP**

*Elective ( 8 weeks )*

**Self-driven practical roject exploring a particular area of design:**

*Practical Project*

*Written Assignment*

*Self Promo & PDF Portfolio ( 4 weeks )*

**Fundamentals of:**

- *Portfolio Design*
- *Self promotional Design*

*2 x Practical Projects*

## **MODULE SUBJECTS AND DESCRIPTIONS**

### **HAND RENDERING / INTRODUCTION TO DESKTOP PUBLISHING**

Hand Rendering / Introduction to DTP is designed to provide learners with a foundation in design theory and design principles with an aim towards applying this to practical projects. The module covers topics such as history of design, colour theory, conceptualisation, critical and creative thinking techniques, typography and hand-rendering. The module will provide learners with an understanding of what role design plays in society and the intelligent application of creativity. During the contact sessions, students will learn how to demonstrate theoretical concepts gained through independent exercises set by the lecturer. Students are required to show understanding of the theory through a visual diary, practical projects, written assignments, presentations and moodboards.

The module is presented over 5 weeks

**Module Subjects:**

Design Theory ; Hand Rendering and Type Appreciation

### **VECTOR ILLUSTRATION PRINCIPLES AND TECHNIQUES**

Vector Illustration Principles & Techniques is designed to teach students the theories of branding, icon design and digital illustrative techniques, as well as give them a basic introduction to layout principles and illustrative techniques. The module focuses, however, on the theories of developing a logo, corporate identity and brand development by expanding on the theories of brand characteristics, brand positioning and applying a brand's visual language / style to communication and collateral. Students will also build on their application of design principles and elements. Students by the end of this module should be able to understand and apply these processes to various systems and contexts. During the contact sessions, students will learn how to demonstrate the theoretical concepts

gained through independent exercises set by the lecturer. The course also teaches students from beginner through to advanced software skills, and these methods and procedures must then be implemented in the series of briefs, as mentioned above. Students are additionally required to show understanding of the theory through written rationales, presentations and practical briefs.

The module is presented over a total of 7 weeks.

**Module Subjects:**

Vector Illustration Principles and Techniques; Branding

**RASTER IMAGE EDITING PRINCIPLES AND TECHNIQUES**

Raster Image Editing / Manipulation walks students through understanding and practically demonstrating the manipulation of raster images. Poster design theory and advertising are taught, along with the fundamental skills needed for retouching, combining multiple images and digital painting using Photoshop. The summative assignment requires students to direct their own photo shoot. During the contact sessions, students will learn to demonstrate the theoretical concepts gained through independent exercises set by the lecturer. Students will build on design theories, principles and elements taught in Design Theory.

The course teaches students from beginner through to advanced software skills, they are then required to apply the methods and procedures to the series of briefs. Students are required to show understanding of the theory through written rationale, presentations and practical briefs.

The module is presented over a total of 6 weeks

**Module Subjects:**

Raster Image Editing / Manipulation

**LAYOUT DESIGN PRINCIPLES AND TECHNIQUES**

Layout Design Principles & Techniques is designed to teach students the more advanced theories of layout, editorial design, infographics and typesetting. The aim of the module is to teach students the fundamentals of combining images and type on page into eye-catching layouts. The module introduces new design principles such as designing using a grid and hierarchy; and expands on topics such as colour theory and application of design principles and typography. Students will learn these principles with the purpose of communicating a clear key message to an intended audience.

This module also requires students to start combining the various Adobe software packages in order to answer the design brief. During the contact sessions, students will learn how to demonstrate the theoretical concepts gained through independent exercises set by the lecturer. Students will build on design theories, principles and elements taught in Design Theory at the beginning of the year. Students are required to show understanding of the theory through written rationales, presentations and practical briefs.

The module is presented over a total of 6 weeks

**Module Subjects:**

Layout Design Principles and Techniques

### **PACKAGING & CROSS MEDIA PUBLISHING**

Packaging and Cross Media Publishing is designed to teach students how to apply a design style to multiple design platforms and medium's. Students will learn to apply a digital design, onto 3Dimensional objects and various print collateral. In the Finish Art and Packaging subject, students are taught the theory and practices of getting artwork ready for print, creating finishes for designs and packaging design. The Live subject incorporates a work integrated learning (WIL) where students are briefed and work along side a client. Students are required to compile a design campaign for the client's brief.

This cross media practical assessment also allows the students to explore designing for digital with fundamental classes in designing a website and for social media The aim of the project is for students to practically demonstrate their understanding of design theory, practice and principles, as well as have the opportunity to experience a real world client-designer relationship. Students potentially have the opportunity get their work published. The Live project requires students to answer the client brief through a group practical project. Students are required to show understanding of the theory through a series of practical projects, rationales and presentations.

The Finish Art is presented over 3 weeks, and Live Project is presented over 3 weeks

#### **Module Subjects:**

Finish Art and Packaging ; Live Project

### **PROFESSIONAL PRACTICE & PRESENTATION TECHNIQUES**

Professional Practice & Presentation Techniques is designed to teach students about business workflow for a graphic designer. The aim of the module is to teach students the fundamentals of self-promotion, income generation, client services, ethics and practices. Students will develop a corporate identity, business card and CV for themselves, as well as learn the fundamentals of interviews. This second aspect of the course runs as a simulation where the students learn the methods and procedures of the business side of design, through a client simulation created by the lecturer. Students are organised into groups and are required to demonstrate their scope of knowledge by following the design process from briefing to pitching ideas to a client. Students are required to show understanding of the theory through written assignments and presentations.

The module is presented over 2 weeks

#### **Module Subjects:**

Professional Practice & Presentation Techniques

### **FINAL PORTFOLIO**

The Final Portfolio consists of the final summative assessment where students are required to demonstrate their knowledge and understanding through a practical project. The aim of the Final Portfolio is for students to demonstrate this skill by compiling a portfolio work. The portfolio of work consists of an elective project, digital portfolio, printed mini portfolio and self-promotional printed item. The elective project allows students to choose and create a practical project which aligns to their strengths, this is an independent project where students have a mentor to guide them through the phases of design, but the students are required to work on the elective project in their own time. For the portfolio portion of the module students are required to compile a digital portfolio of the work done throughout the year. This is accompanied by a printed mini portfolio booklet and self-promotional item. Students will also be introduced to some basic photography techniques to help assist them with photographing their mock ups for their portfolio's.

The Elective is presented over 1 week contact time, and the Final Portfolio is presented over 4 weeks

#### **Module Subjects:**

Elective / Final Portfolio

## RESOURCE MATERIALS

### Software used in practice:

Print Design and Display Software

Print Design Graphics Editors

Additional resources and class handouts – will be available weekly on Moodle

### Recommended Reading – available in the campus library:

Computer Arts Magazine

People of print - Marcroy Smith

Tinkertoys - Michael Michalko

A history of graphic design - Von Nostrand Reinhold Company Inc.

Graphic Design Visionaries. Caroline Roberts

The Elements of Typographic - Styleby R. Bringhurst

Hello, I am ErikErik Spiekermann: Typographer, Designer, Entrepreneur - Johannes Erler

A History of Graphic Design for Rainy Days (Illustrated Book) - Studio 3

Los Logos Books

Thinking with Type - Ellen Lupton

Podcast Debbie Millman - Design Matters

Brand Thinking and Other Noble Pursuits - Debbie Millman

Novum Magazine

### Additional Textbooks / reference material:

Know your Onions - Graphic Design - Drew de Soto

Fully Booked - Ink on Paper - Design & Concepts for new Publications (Gestalten)

Typographic Universe - Steven Heller & Gail Anderson

The Green Design and Print Production Handbook - Adrian Bullock & Meredith Walsh

I Used To Be A Design Student - Laurence King Publishers

Problem Solved - Michael Johnson

Thinking With Type - Ellen Lupton

Logo Design Love - David Airey

Type on Screen - Ellen Lupton

Steal Like an Artist - A. Kleon

Why Fonts Matter - Sarah Hyndman

Graphic Design as communication - M. Barnard

The Design Method: A Philosophy and Process for Functional Visual Communication

- Eric Karjaluoto Publisher

**Online resources**

Digital tutors

Creativebloq

Digital arts online

Skillshare

Information Aesthetics

Book Cover Archive

Tutsplus

99 design

Safari Books

Design History

**\*\*\* Note that Academy of Digital Arts conducts quarterly and annual course and module reviews in all its academic programmes, therefore changes and updates to content and assessment tools may be implemented at any stage during the year.**