



certificate - digital designcourse (10 week) - introduction

Visual Skills School (Pty) Ltd 2011/005518/07
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Website: www.visualskillsschool.com
Email: info@visualskillsschool.com

Graphic Design is one of the 'tools' of visual communication which forms the backbone of advertising and promotion in the business world - corporate identity, branding, signage, packaging, presentation, etc. This course focuses on acquiring these visual communication skills by learning a design package, Corel Draw / Corel Paint, and combining it with design principles, composition, colour modules, printing processes and applied design. The course facilitator explains Corel Draw applications and describes how you have to apply these applications in manipulating or designing certain specified assignment topics. It also touches on the basics of copywriting and copy right which is invaluable to graphic designers. All you need is the drive, commitment and discipline to follow the steps and practice as much as you can.

Part time over ten weeks. Successful students receive a Competence Certificate totalling 15 credits towards the National Certificate: Visual Arts.
SAQA US 263024: Plan and produce two dimensional computer aided drawings

Course dates: 24 July - 21 Sep
Admission: Matric certificate (or equivalent). Computer Literacy.
Fees: R4 900.00 includes the Graphic Design Handbook and DVD's with fonts, graphic images, royalty free photos and shareware programs.

Facilities: A computer is assigned, in the classroom, (own laptop optional) to each student at the beginning of the course for the duration of the course. The course is presented by a lecturer who demonstrates each application and individually assists each student during classes.

Equipment (absolute requirement for distance learning students):
Minimum computer specs for homework: Pentium 4; 80 Gb HDD; 256 Mb display adapter; 4 Gb RAM; DVD RW.

Software: Corel Draw X5 (Students can buy the student version of Corel Draw X5 from VSS at reasonable rates)
Internet access

Registration: Completed registration form and proof of payment of registration fee will secure your place on a course. Registration must take place at least a week prior to commencement of the course.



mictseta

Accreditation no: ACC/2014/07/3059

Media, Information and Communication Technologies
Sector Education and Training Authority

Accelerating quality skills towards an information savvy society



Mon. Jul. 24:

Principles of Visual Design

- Visual Elements – Line, colour, texture, shape, value, size & format
- Composition, Design & Layout Principles – centre of interest, balance, harmony, contrast, directional movement, rhythm, etc.
- Visual Effects

Thu. Jul. 27

The Design Brief

- The client brief
- The creative brief
- The deadline
- Interpretation of brief
- Deliverables required
- Time frames and schedules
- Developing the concept

Mon. Jul. 31

Prepare the computer environment using CorelDraw software

- Launching your Corel Draw application
- Understand layout of Corel Draw work space
- Customise workspace
- Identify most common tools & toolbars
- Saving and closing of a document
- Create a vector image in Corel Draw.

Assignment 1: Word Play.

Thu. Aug. 3

Fonts

Customise your Desktop

- Install Fonts
- Understand font types and uses.

Assignment 2: Create personal (favourite) font list in families with the example from font DVD, supplied by VSS Creative College

Mon. Aug. 7

Scanning & Tracing

- Difference between a bitmap / raster image and a vector
- Layout of Photo Paint application
- Identify most common tools and toolbars
- Scan bitmap into Photo Paint
- Vector images in Corel Draw
- Importing a bitmap into Corel Draw.

Assignment 3: Tracing an image

Wed. Aug. 9

Photo Paint

- Editing and improving quality of scans
- Creating objects by using masks
- Editing new objects
- Creating a new document in Photo Paint

- Transfer images from one document into another
Assignment 4: Multi imaging (combine a landscape, an object and a living organism)

Mon. Aug. 14

Colour

- Difference between main colour models: - CMYK - RGB – Spot
- Creating duo tone designs.

Assignment 6a: HOT - Design a book cover

Assignment 6b: COLD - Design a CD cover

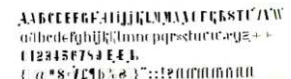
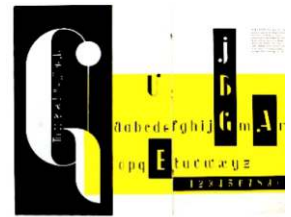
(One of these designs must be a duo tone design)

Thu. Aug. 17

Corporate Identity

- Corporate image (designing a logo)
- Standard CI sizes
- View Menu
- Editing guidelines
- Embedding fonts
- CorelDRAW versions

Assignment 7: Logo design (Letterhead, follow-up, business card, comp slip, etc.).





Mon. Aug. 21

File Types

- Definition of file types and / or extensions
- Understand importance and relevance of using different file types
- Define bleed
- Designing a Brochure
- Designing an Advertisement
- Copywriting: Writing text for advertisements, brochures, etc. Plagiarism and The Copyright Act of SA: Legal implications
- Assignment 8a: Advertisement / label (remember legal implications)
- Assignment 8b: Brochure A4 folded to IDL - different folding methods

Thu. Aug. 24

Printing & Printing Processes

- Printing Processes: Digital versus litho printing; bleed; sizes; folding, etc.
- Die cutting, embossing, foiling, etc.
- How to set up a print file
- Corel Draw menu items
- Packaging

Assignment 9: Design package, die cut and insert bar code

Mon. Aug. 28

Photo editing

- Revision of Photo Paint
 - Using the clone tool
 - The Object Docker window.
- Assignment 10: Use old damaged photo, scan and retouch

Thu. Aug. 31

Revision

Fonts and formatting.

Mon. Sep. 4

Silkscreen

- Theory on silkscreen
- Inks
- Substrate

Thu. Sep. 7

Prepare silkscreen

- Halftone imaging and tracing.
- Registration of colours.

Sat. Sep. 9

Print Silkscreen

Mon. Sep. 11

Revision

Tracing

Thu. Sep. 14

Prepare portfolio

finalise assignments for completion of Portfolio of Evidence and summative assessment. Digital printing technology processes within the production of digital images.

Sat. Oct. 14

Presentation

Present and exhibit photo portfolio at end of course exhibition at VSS.





STUDENT ENROLMENT FORM

186 Jack Hindon Str, Pretoria North Tel: 012-565 5204 Fax: 086 611 9252 E-mail: info@vsscreative.com www.vsscreative.com

VSS Reg Doc 02

PART QUALIFICATION CERTIFICATE: DIGITAL GRAPHIC DESIGN

Instructions for completing this contract:

1. Complete **all sections** of this enrolment contract.
 2. E-mail, fax or deliver by hand this contract to Visual Skills School.
- ENSURE THAT THE SIGNATURES ON ALL FORMS ARE THOSE OF THE PERSON RESPONSIBLE FOR THE PAYMENT OF COURSE FEES. Person must have legal capacity.**

A. PERSONAL INFORMATION	
1. Surname	
2. First Names	
3. Title	4. Initials
5. Date of Birth	
6. ID or Passport no	7. Home Language
8. Telephone no (Include dial code)	
Home	Work
Mobile	
9. Email address	
10. Postal Address	11. Home Address
Postal Code	Postal Code
B. GENERAL INFORMATION	
12. Highest Qualification: _____ Year Completed _____ School _____	
13. Disability: _____	
14. Special Needs: _____	
C. PROGRAMME DETAILS	
SAQA US ID: 263024 Plan and Produce two dimensional computer aided drawings	
VSS Competence Certificate: Computer Graphic Design	
D. COURSE FEES	
R4 900.00	
VSS BANKING DETAILS:	
BANK: ABSA	
BRANCH: 632005	
AC TYPE: Current	
AC NUMBER: 406 7624 782	
Signature Student:	Signature Parent / Guardian:



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