

CREATIVE

PHOTO & DESIGN COLLEGE



GRAPHIC DESIGN



mictseta

Media, Information and Communication Technologies
Sector Education and Training Authority

Accelerating quality skills towards an information savvy society

Accreditation no: **ACC/2014/07/3059**

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Skills Program - Graphic Design

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 materials explain Corel Draw applications and describe how you have to apply these applications in manipulating or designing certain specified assignment topics. It also touches on the basics of copywriting and copyright 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-qualification Competence Certificate:
Graphic Design totalling 20 credits on the NQF:
US 117509 Interpret and Respond to a Brief [5]
US 117512 Realise and Review a Design [15].

Admission Requirements:

Matric certificate (or equivalent) or Gr 11 report.
Computer Literacy is an absolute requirement.

Fees: R4 900.00 includes the Graphic Design Handbook, information DVDs, tutorial letters, feedback on assignments, assessment and moderation.

Distance Education:

The advantage of Distance Education is that you can do a course in your own time and at your own pace. Commitment, self-discipline and excellent time-management is crucial for successful completion.

Equipment (absolute requirement):

Minimum computer specs for homework:

Intel Pentium 4, AMD Athlon 64.
2GB of RAM.

1GB of hard disk space.

1280×768 or higher monitor resolution.

DVD drive for installation by disc.

Mouse or tablet.

Microsoft Internet Explorer 8 or higher.

Software: Corel Draw X7

(Students can buy the student version of Corel Draw X7 from VSS at reasonable rates)

Internet access

Registration: Course materials are despatched on receipt of a completed registration form and proof of payment of the course fee.





UNIT 1: 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

UNIT 2: The Design Brief

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

UNIT 3: 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.

UNIT 4: 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

UNIT 5: Scanning & Tracing

- Understand the difference between a bitmap / raster image and a vector
- Understand layout of Photo Paint application
- Identify most common tools and toolbars
- Scanning a bitmap directly into Photo Paint
- Creating vector images in Corel Draw
- Importing a bitmap into Corel Draw.

Assignment 3: Tracing an image

UNIT 6: 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)

UNIT 7: 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)





UNIT 8: 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.).

UNIT 9: 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 DL - different folding methods

UNIT 10: Printing & Printing Processes

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

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

REVISION

- Revision of Photo Paint
- Using the clone tool
- The Object Docker window.

Assignment 10: Use old damaged photo, scan and retouch

SUBMISSION OF PORTFOLIO OF EVIDENCE FOR ASSESSMENT.



STUDENT ENROLMENT FORM

PART-QUALIFICATION: COMPETENCE CERTIFICATE: DIGITAL GRAPHIC DESIGN [20 CREDITS]

Instructions for completing this contract:

1. Complete **all sections** of this enrolment contract.
 2. E-mail or deliver by hand this contract to VSS.
- 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 <i>(Include dial code)</i>	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	
Competence Certificate: Graphic Design US: 117509 Analyse and interpret a brief [5 Credits] US: 117512 Realise and review a design [10 Credits]	
D. COURSE FEES	
R4 900.00	
VSS BANKING DETAILS: BANK: ABSA BRANCH: 632005 AC TYPE: Current AC NUMBER: 406 7624 782	Signature Student: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
Signature Parent / Guardian: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	

