



## certificate - digital designcourse (10 week) - introduction

Visual Skills School (Pty) Ltd 2011/005518/07  
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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.



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Accreditation no: ACC/2014/07/3059

Media, Information and Communication Technologies  
Sector Education and Training Authority

Accelerating quality skills towards an information savvy society



## 22 Jan. 2018: (Week 1 a)

### 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

## Week 1 b

### The Design Brief

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

## Week 2 a

### 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.

## Week 2 b

### 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

## Week 3 a

### 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

## Week 3 b

### Photo Paint

- Advanced trace techniques
- Advanced vector effects

## Week 4 a

### 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)

## Week 4 b

### Photo Paint

- Advanced filters
- Layers and styles
- Skin-tone rendering in Photopaint

## Week 5 a

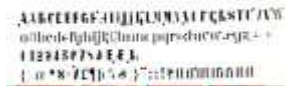
### Colour

- 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)





## Week 5 b

### 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.).

## Week 6 a

### 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

## Week 6 b

### 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

## Week 7 a

### Photo editing

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

## Week 7 b

### Revision

Fonts and formatting.

## Week 8 a

### Silkscreen

Theory on silkscreen

- Inks
- Substrate

## Week 8 b

### Prepare silkscreen

Halftone imaging and tracing.  
Registration of colours.

Sat. 18 Mar. 2018

### Print Silkscreen

## Week 9 a

### Revision

Tracing

## Week 9 b

### Prepare portfolio

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

## Week 10

### Presentation

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



VSS Reg Doc 02

## STUDENT ENROLMENT CONTRACT PART-QUALIFICATIONS

Page 1 of 2

### Instructions for completing this form:

1. Complete **all sections** of this application for admission.
2. E-mail this application to VSS Creative College
3. Attach documents:
  - Certified copy of ID
  - National Senior Certificate / Statement of Results
  - Curriculum Vitae (short)
4. Proof of payment of registration fees. (See schedule on page 2 of this document)

**Start Date:**  /  / 20\_\_

### A. SKILLS CERTIFICATE / PART-QUALIFICATION

Indicate clearly which Part-Qualification you are applying for:

SKILLS CERTIFICATE PHOTOGRAPHY SAQA US ID: 336114 & 336096 Credits: 20	<input type="checkbox"/>
SKILLS CERTIFICATE GRAPHIC DESIGN SAQA US ID: 117509 & 117512 Credits: 20	<input type="checkbox"/>

### B. 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 Home	Parent/Guardian
(Include dial code)	
Mobile	Parent/Guardian Mobile
9. Email addresses: Own:	Parent/Guardian:
10. Postal Address	11. Home Address
	(Domicilium citandi et executandi)
Postal Code	Postal Code

### C. GENERAL INFORMATION

12. Highest Qualification:	Year Completed	Institution
13. Disability:		
14. Special Needs:		

### D. PAYMENT AND DOCUMENTS

1. Registration fee of **R4 900.00** must be paid into bank account by direct deposit or EFT. Proof of payment must be supplied.
  - Bank: Absa**
  - Branch: 632005**
  - Ac no: 406 7624 782**
  - Reference: Surname and initials**
2. Certified copy of identity document
3. National Senior Certificate OR Statement of Results Grade 12 or Grade 11.
4. Curriculum Vitae (short)

### E. SIGNATURES OF PARTIES TO THE CONTRACT

Date:	Student:	Parent/Guardian:	On behalf of VSS:
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



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## D. TERMS AND CONDITIONS

I hereby apply for admission as a student to Visual Skills School (Pty) Ltd, herein after referred to as VSS, with the following terms and conditions:

1. I acknowledge receipt of the Assessment Guide and Curriculums and I submit to all rules, regulations and conditions.
2. I acknowledge and fully understand that I am liable for full payment of my study fees, irrespective if I complete my studies or not.
  - 2.1 I agree that I take responsibility for paying the full course fee OF R4 900.00.
  - 2.2 In the event of an arrangement of payment of fees, I agree that I have to pay the full course fee of R4 900.00 in two instalments and that the final instalment must be paid in full before completion of lectures of the course.
  - 2.3 In understand and agree that late or non-payment will prohibit me from receiving learning materials and that no assessments will take place or results will be made known until study fees have been settled in full.
  - 2.4 I understand that if I am under the age of 18 my parent, sponsor or legal guardian should co-sign this document to legalise my enrolment at VSS.
  - 2.5 I also understand that in the event of my parent, sponsor or legal guardian being responsible for my study fees, he/she has to sign all other agreements regarding the payment of fees and that he/she is responsible for the payment of fees as per agreement.
  - 2.6 I waiver all legal exceptions including *non causa debiti, non numerata, errore calculi*, revision of accounts and no value received.
3. I agree that the address provided herein is my *domicilium citandi et executandi* and undertake to notify VSS of any change of address in writing.
4. I understand that I have been admitted subject to the rules, regulations and conditions set out in VSS policy documents and I undertake to respect the Copyright on all lectures, textbooks, study guides, CDs, DVDs and mnemonic devices received from VSS.
6. **Cancellation and Refund policy:**
  - 6.1 In the event of a valid reason for inability / impossibility to attend the course enrolled for, I understand that I will remain liable for the full course fees and that I will be able to attend and complete the course during the next term.
7. **Student obligations:**
  - 7.1 A student has an obligation to pay the course fees as agreed.
  - 7.2 A student has an obligation to obey all rules and regulations as provided for in the Code of Conduct for Students.
  - 7.3 A student has an obligation to ensure that he/she submits all practical work and assignments for assessment as indicated in the Student Guide to Assessment.
  - 7.5 A student is obliged to respect the Copyright that subsists in all study material as set out in 5.
8. **Provider obligations:**  
VSS College will provide study materials, practical work sessions, student support, career guidance and counselling. Furthermore VSS undertakes to do all assessments, moderation and submission of PoEs to MICTS for certification.
9. **Guarantee policy:**  
VSS guarantees the student quality assurance on all study material and support within our scope and capability. Should VSS be unable to deliver stated services, excluding reasonable circumstances, VSS will refund the student the study fees.
10. **Declaration and undertaking:**  
I declare that all particulars furnished by me on this form are true and correct and I undertake to comply with the rules, regulations and decisions of VSS and any amendments thereto and have taken note of advice which may be applicable to students in general and or to course for which I have registered.

I also acknowledge that this form, by signature thereof, becomes a binding contract.

### E. SIGNATURES

Signature of Student	Date	Signature of Parent/Guardian/Sponsor	Date
	__/__/20__		__/__/20__

### F. OFFICE USE

**Student No:**

Registration Fee Received on:	__/__/20__
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