



Graphic Design Professional Training

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**1
Introduction to Graphic Design**

What is graphic design?
What does a graphic designer do?
What is visual communication?
What are the tools of a graphic designer?



**2
Introduction to Graphic Design**

Basic design principles in graphic design

INTRODUCTION TO MORPHOLOGY
a. The dot and the line

ASSIGNMENT: Design with dots and lines

**3
Introduction to Graphic Design**

Discussion of homework assignment in class

INTRODUCTION TO MORPHOLOGY
Square, rectangle, triangle and circle

ASSIGNMENT: Designs with square or other of the above shapes.

**4
Introduction to Photoshop and Image editing**

- a. Navigating the Photoshop-Workspace
 - the menu bar
 - the tool bar
 - the windows
- b. Difference between pixel and vector programs
 - Image size, pixels, resolution
- c. Selections in Photoshop:
 - What is a selection?
 - Adding and subtracting to/from selections
 - Photoshop selection tools:
 - Marquee tool
 - Exercises

**5
Introduction to Photoshop and Image editing**

- a. Selection tools:
 - Lasso Tools (with exercise)
 - Magic wand (with exercises)
 - Quick Selection tool (with exercise)

 - Saving selections
 - Refining and changing selections

 - Select Menu and its commands
- b. Basic introduction to color
 - Color and Swatch palettes
 - Color Picker,
 - Eyedropper

6
Introduction to Photoshop and Image editing

Selections and Channels
Alpha Channels and the Channel Palette

Color Modes in Photoshop
RGB
CMYK
Greyscale

Exercices



7
Introduction to Graphic Design

Object Relationships
Proportions
The Golden Ratio

Exercices with varying proportions and the golden ratio

8.
Introduction to Photoshop and Image editing

Introduction to Layers
The Layers Palette

Layer exercises

9.
Introduction to Photoshop and Image editing

The Pen tool
Building a path
Working with the path palette
From selections to paths and vice versa
Clipping paths

Exercices

10.
Introduction to Photoshop and Image editing

a. Painting tools
Paint Bucket and Fill commands
Gradients
Brush tools and the concept of brushes
Eraser tool

11.
Introduction to Photoshop and Image editing

a. Retouching Tools
Clone Stamp
Dodge, Burn, Sponge tools
Blur, sharpen, smudge tools

Retouching exercises

12
Introduction to Photoshop and Image editing

Layer Masks
Layer and Layer Mask Exercise: Four Seasons

Layer styles
Layer modes



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Introduction to Graphic Design

BASICS ABOUT PERSPECTIVE
From 2D to 3D

14
Introduction to Graphic Design

BASICS ABOUT PERSPECTIVE
Bird and frog perspective
Central perspective with 1 vanishing point
(with exercises and homework)

ASSIGNMENT: Photoshop Collage about given themes.
What is a collage/montage?
Reviewing and analyzing examples from art history

15
Introduction to Graphic Design

Assignment discussion in class

BASICS ABOUT PERSPECTIVE
2 vanishing points
3 vanishing points

16
Introduction to Adobe Illustrator

Assignment discussion in class

INTRODUCTION TO ADOBE ILLUSTRATOR AND VECTOR BASED GRAPHIC PROGRAMS
The Illustrator workspace
Illustrator tools
Selection Tool
Direct selection tool
The Illustrator pathfinder

INTRODUCTION TO COLOR THEORY

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Introduction to Graphic Design

COLOR THEORY
Introduction to Color Theory – The Color Theory by Johannes Itten
The color wheel and its inner relationships
The 7 major color contrasts
Color harmonies

Color exercise with the 7 color contrasts

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Introduction to Graphic Design

COLOR THEORY

Introduction to Color Theory
Working with color in art and design
Discussion of design examples and applying it in the work of art and design

Introduction to the psychology and meaning of color

ADOBE PHOTOSHOP

Color correction tools and the concept of color correction in Photoshop
Levels
Curves
Hue and Saturation



19
Introduction to Illustrator

Brushes and swatches
Creating brushes and swatches

The colorizing tool
Live Trace
Live Paint

Excercises

Adobe Photoshop Review and Repetition

20
Introduction to Graphic Design

INTRODUCTION TO MORPHOLOGY II

Shapes and forms and their meaning for logo design.

LOGO DESIGN

What is a logo?
Reviewing history and meaning of famous logo designs.
How do we approach logo design?

ASSIGNMENT: Developing a logo for a given theme.

21
Introduction to Adobe InDesign

Assignment discussion in class

Introduction to Adobe InDesign and the concept of a layout program

What is layout?
What are basic elements and principles of setting up a layout?
• formats
• type area
• typographic grid systems

22
Introduction to Typography

Assignment discussion in group

Historic overview of the development of type

THE TYPOGRAPHERS'S ABC

a. type and character (with exercise and homework)

23
Introduction to Typography

THE TYPOGRAPHERS'S ABC

- b. typeface, typefamily, typestyles.
- c. linespacing
- d. wordspacing
- e. kerning
- f. choosing typefaces
- g. the importance of readability and it's decisive factors

Working with typography in Adobe Illustrator
Type tool, type on a path tool etc.

Assignment: "Typography poster" to a given theme.



24
Introduction to Adobe InDesign

The InDesign workspace
The InDesign tool bar
Setting up print documents
Working with typography in InDesign
Placing images, editing and integrating them into a layout

25
Introduction to Adobe InDesign

The "Pages" window
The concept of master pages
How to set up master pages for print documents.
Running page numbers, glyphs and special character

Assignment: Layout and typesetting of a collection of short stories

26
Introduction to Adobe InDesign

Assignment discussion in class

THE TYPESETTERS ABC

- Paragraph length and size
- Justifications
- Widows and orphans etc.

INTRODUCTION TO ADOBE INDESIGN

Working with
character styles, paragraph styles and nested styles

27
Introduction to the print designer's ABC

Assignment discussion in class

PRINTING

Overview of the most important industrial
and artistic printing techniques I
Offset
Flexography
Screen printing

Adobe Illustrator Review and Repetition

28
Introduction to the print designer's ABC

PRINTING

Overview of the most important industrial and artistic printing techniques II

Digital
Thermal Transfer
Pad Printing

PAPER

paper making and the use of paper in modern printing

ADOBE ILLUSTRATOR

Symbol sprayer tool, creating symbols
Creating 3D Objects and applying symbols
Clipping masks
Mesh and blend tool



29
Introduction to the print designer's ABC

Methods of binding and folding (books, flyers etc.)

Creating a sample of book of folding methods

ADOBE INDESIGN

Setting up print documents in InDesign for different types of folds

ASSIGNMENT: CD Design, Cover, booklet, CD label.

30
Introduction to Graphic Design

Assignment discussion in class

INTRODUCTION TO PHOTOSHOP

Adjustments and adjustment layers
Clipping paths

THE ADOBE CREATIVE SUITE WORKFLOW

Linked images,
File formats
Layout Corrections
Preparing documents for the printer

31
Introduction to Adobe Acrobat Professional

Assignment discussion in class

THE ACROBAT WORKSPACE

What is a PDF?
Preparing documents for the printer
Writing a print PDF
Editing PDFs in Acrobat, InDesign and Illustrator
Integrating color and printer profiles

32
Introduction to Graphic Design

Assignment discussion in class

THE DESIGNER'S PORTFOLIO

How do I present myself as a graphic's artist?
Different types of portfolio
Preparing images for a portfolio

33
Introduction to the print designer's ABC

Assignment discussion in class

SCANS

Bits, DPI, LPI and resolution
What is important for making good scans
What's a Moirée and how can I avoid it?
Which scanner?
Professional scanner software



34
Introduction to Typography

Assignment discussion in class

TYPOGRAPHY

Finetuning typography – Microtypography
Mixing different type faces
The correct usage of different numbers, hyphens and dots

35
Introduction to Graphic Design

Assignment discussion in class

REPETITION I

of design concepts discussed so far,
preparation for a written test

36
Introduction to Graphic Design

REPETITION II

of the programs so far, in preparation for a practical test
where the students have to demonstrate what they learned till then.

37
Introduction to Graphic Design

PRACTICAL TEST IN CLASS WORKING ON THE COMPUTER

Practical test to check the student's level of knowledge.

Reviewing the given exercises with expected results.
Corrections etc.

Free creative exercises.

38
Introduction to Graphic Design

WRITTEN TEST

Written test to check the student's level of knowledge.
Discussion of test with expected answers etc.

Introduction to Gestaltpsychology

What is Gestaltpsychology?
The development of psychoanalysis and its relevance to art, design and advertisement today?
How do people process what they see?
What are the Gestalt Laws of Perceptual Organization?



Introduction to Gestaltpsychology

Applying the concept of Gestaltpsychology in graphic design
Design exercise "Web-Design – Develop a homepage" that integrates different approaches of Gestaltpsychology

ART HISTORY

Handing out themes for speeches that the students have to prepare to be held before the class on a given topic of art history.
What is important when I present myself in front of an audience?
How do I prepare a presentation?

Introduction to Light and Shadow

The different forms of light and shadow
How does light create the shadow?
How do I construct a proper shadow on an object?

Exercises in class. Homework "shadow construction".

Introduction to Graphic Design

Field trip to the Israel Museum

Introduction to Design Basics

LIGHT AND SHADOW

How can I integrate light and shadow in the visual communication of my design?
Layout exercise with light and shadow

CREATIVITY AND CREATIVITY TECHNIQUES

Introduction: What is creativity?
What are creativity techniques?
The Morphological Matrix
The Osborn Checklist

Introduction to Design Basics

CREATIVITY AND CREATIVITY TECHNIQUES

The catalogue of creative questions I

SCRIBBLE

Basic exercises

ASSIGNMENT: Develop an advertising concept for given themes with a following presentation in front of the class

45
Introduction to Design Basics

ART HISTORY
Speeches part I with discussion

CREATIVITY AND CREATIVITY TECHNIQUES
The catalogue of creative questions II



46
Introduction to Design Basics

ART HISTORY
Speeches part II with discussion

CREATIVITY AND CREATIVITY TECHNIQUES
The catalogue of creative questions III

Assignment discussion in class

47
Introduction to Design Basics

ART HISTORY
Speeches part III with discussion

CREATIVITY AND CREATIVITY TECHNIQUES
The catalogue of creative questions IV

Assignment discussion in class

48
Introduction to Design Basics

BRANDING
Introduction to basics
Different fields of branding
What is a briefing?

REPETITION III
Photoshop, Illustrator, InDesign

49
Introduction to Design Production

BRANDING
Introduction to packaging design
Materials, packages etc.

PRINT
Special methods of print finishing

REPETITION III
Print basics

Excercise package design
Assignment discussion in class

50
Introduction to Design Production

How do I write a print job description?
How do I list the details to get a proper quote from the printer?
How do I calculate my design work?

Excercise in class

Excercise package design
Assignment discussion in class



51
Introduction to Design Production

Field trip to an offset printer

52
Introduction to Design Basics

STUDENT'S PRESENTATION OF ADVERTISING CONCEPT I WITH DISCUSSION

PICTOGRAM DESIGN

What is a pictogram?
What is relevant reg the design of pictograms?
How are they used in modern graphic design?

Excercise - Homework pictogram

53
Introduction to Design Basics

STUDENT'S PRESENTATION OF ADVERTISING CONCEPT II WITH DISCUSSION

Homework discussion "pictogram"

53
Introduction to Design Basics

STUDENT'S PRESENTATION OF ADVERTISING CONCEPT III WITH DISCUSSION

REPETITION IV

Basics of advertising psychology.

54
Introduction to Design Basics

STUDENT'S PRESENTATION OF ADVERTISING CONCEPT IV WITH DISCUSSION

BRANDING

Integration of Social Media Networks into the branding concept.
How to use Facebook, Twitter and other social media plattformes to help the advertisiment of the design product.

Sounds, web design and multimedia as essential part of an advertising strategy

**55
Exams**

Written Test covering all theoretical basics of the program



**56
Exams**

Discussing test and test results

Free creative excercises. Scribble. Color. Creativity.

**57
Portfolio**

Discussing the student's design portfolio with improvements
What job options does a print designer have?
How does John Bryce help students with job placements in the Israeli market?
How does the Israeli graphic design market differ from Europe or the US?

Excercises of spontaneous, fast developing creativity.

**58
Artistic Techniques**

Overview about basic illustration and artistic techniques that are used in modern graphic design:

Markers and pencils and other drawing tools.

Using Photoshop/Illustrator for more detailed illustrations

PORTFOLIO

Discussing the student's design portfolio with improvements

**59
Artistic Techniques**

Using Photoshop/Illustrator for more detailed illustrations of artwork and typography

Excercises in class

PORTFOLIO

Discussing the student's design portfolio with improvements

**60-63
Catching up**

Depending on the amount of students those two classes should be reserved for making sure that all above listed details will in fact be covered.

Often a class takes more time than envisioned, sometimes there are more questions, or some students simply need more time than others. This has to be taken into account for a proper calculation.

My many years of experience taught me that for this purpose we need these two safety sessions to be sure, the students are taken care of the way necessary, to guarantee the quality of the course we offer.

**64
Finish**

Students will get their certificates and final questions