



Introduction to Graphic Design!

Ages 14-Adult | \$110 | Wednesdays from 6:30-8:30

Ongoing class dates June 17, 24 and July 1, 8

Learn the fundamentals of Graphic Design! Imagine being able to layout professional-looking invitations, websites, logos, brochures, you name it! This class will give you the basic foundation you need to design quality projects for yourself, for friends and family or for your business. This class is a foundational course and therefore no materials (laptop or software programs) are needed as a prerequisite. However, if you have a laptop and either Adobe Illustrator/InDesign and/or Quark Xpress, feel free to bring them along for more in-depth help. You will learn the language of design, basic design principles, such as typography and layout, as well as the skills to set up a file to send to a professional printer.

Week One Design Basics, 1: Before We Start

- Difference between offset and digital
- CMYK vs. RGB
- Image file formats (JPEG, etc)
- Resolution
- How to get programs (education discount)
- Mac vs. PC
- Web vs. print
- Types of fonts (OpenType; PostScript; True Type) and the need to include when sending
- Points, pixels and inches
- Where to get quality images

Exercise: Q&A + assignment to bring in materials for following class (paint swatches from hardware store)

My Material requirements: Create handout book (opt); scissors and stick glue (need throughout course)

Week Two Design Basics, 3: Color

- How to use color appropriately (Kuler program)
- How to use color to draw eye where you want it to go
- Use of contrast (color difference)

Exercise: Create a color palette; layout a color-based 2-D project (no text/images, just color in shapes)

My Material requirements: card stock (as base for layouts)

Week Three Design Basics, 2: Layout Foundation

- Negative space
- “Grey” space (text blocks)
- Bleed as a design element
- Logo do’s and don’ts (how to use clip art/found art)
- Repeat elements (how to)
- Use of contrast (size difference)
- Heirarchy
- Consistency
- Grid and guidelines
- Crop images

Exercise: Create an Ad

My Material requirements: I printout the basics for the ad (block of text; logo; image; Headline text) for all students

Week Four Design Basics, 4: Typography basics

- Types of fonts (serif vs. san serif; script; funky; do’s and don’ts)
- Font usage (how to mix)
- Leading and kerning
- Space Before and After
- Widows and orphans
- Paragraph alignment (and the pitfalls of force justify)

Exercise: Leading and Kerning exercise; Space Before and After exercise

My Material requirements: Printouts of blocks of text (Space Before/After); individual letters (Kerning); Lines of text (Leading)

Week Five Design Basics, 5: Production

- Revisit offset vs. digital
- Types of colors (spot/ process)
- Paper selection (coated vs. uncoated and “spread”)
- Spell-check!!!!!!
- File set-up: PDF, native and how/what to “collect”
- How to set-up bleed
- Crop marks
- Proofs
- Double-check Checklist (ie, print before send, double space/paragraph returns, etc.)