

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Voc VP.

Semester: I

DESIGN SOFTWARE

Course Code: 18BVV102

90 hours; 6 Credits

Objective

The paper seeks to construct a holistic understanding of approaching the production of Image and Page design in relation with a job brief.

The workspace used for the production of Image Creation for this course work are Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

Learning Outcome

Students learn to basic graphic designing softwares

Students learn to design flyers, brochures, posters.

Students learn the basic color theories

Students learn to set page layouts

Unit 1: Introduction to Workspace [8 hours]

Popular graphic design software: an introduction; Defining requirements; Workspace design; Improving user experience; Organising the workspace; Digital storage

Unit 2: Creating a Work File [6 hours]

Types of images: Vector and Raster; Creating (and Saving) a work file: image size, and canvas size;

Rationale and Application of Colour Modes (Image creation to printing/publishing): RGB, CMYK, Indexed Colour;

Resolution: purpose and application;

File Formats: purpose and application

Unit 3: Image Creation& Editing [14 hours]

Layers: Exposure blending, Adjustments to specific parts of the image, other techniques;

Multipurpose Tools: Stroke/Drawing Tools, Cutting Tools;

Adding Colour; Adding text; Importing files; Re-sizing;

Advanced Editing: Colour Adjustment, Curves, Cloning, Masking, Blurring, Filters, Special Effects, Exporting files

Unit 4: Page Layout & Composition [8 hours]

Workspace and workflow, layout and design, text, styles, typography, exporting and publishing, printing, digital publications

Unit 5: Production Design [24 hours]

Referencing;

Understanding the Job Brief and interpreting the Client's needs;

Conceptualisation: Creative Brief, Mind mapping, Developing a Storyboard;

Time Management;

Trouble-shooting

Suggested Practical:

Production of posters, brochures and dummy magazine pages

Reference Material:

Letterhead & Logo Design 7 (2001, Rockport Publishers)

Aynsley, Jeremy: Pioneers Of Modern Graphic Design (2005, Mitchell Beazley)

Weill, Alain: A History of Graphic Design (1998, John Wiley & Sons)

Gordon, Bob & Gordon, Maggie: The Complete Guide to Digital Graphic Design (2005, Thames & Hudson Ltd)

Lemay L., Duff J.M., Mohler J.L. - Graphics & WebPage Design (1996)