Professional Training: The Foundations of Graphic Design (GRAPHD, 2 jours)

Description

The professional course titled Foundations of Graphic Design is a comprehensive study of the art and science of designing professional documents that communicate and inspire. Students will be introduced to the core principles of effective graphic design in creating high quality documents. The use of typography, space, graphical elements and more will be covered. The course also covers commonly made errors and best practices.

Tarifs

- Tarification: $1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

The Principles of Graphic Design

  The Graphic Design Process

  Key Concepts: Balance, Proximity, and More

  Know the Rules and be Ready to Break Them

Composition

  Basics of Composition

  Form and Space

  Symmetry/Asymmetry

  Basic Principles of Design Layout

  Styles of Layout

  Pace and Contrast

  Size and Format

  Identity and Extended Systems

  Photography and Illustration

  Practical Applications

Fundamentals of Typography

  Typography and Meaning

  Exploring Type

  Understanding and Choosing Typeface

  Real World Spacing

  Reliability and Legibility

  Typographic Emphasis and Hierarchy

  Typographic Rules/Boxes and Ornaments

  Text as Image

  Practical Applications

Fundamentals of Color

  The Terminology of Color

  Color Legibility, Contrast and Harmony

  Color Associations

  Color as Information

  Practical Applications

Application: Best Practices to Create Great Reports

  Balance text with visuals

Use a single highlight color

Create a clear text hierarchy

Incorporate your branding

Visualize your data

Use a 2-column layout

Leave plenty of whitespace

Apply consistent motifs

Use color blocks to group related information.

Include an appendix with detailed tables and graphs