CONTINUING EDUCATION
Course Outline

Graphic Design Fundamentals

Being a successful Graphic Designer goes beyond knowing the software. You must understand the principles of design and how they will affect your projects for print and web. This course will provide you with a core set of skills needed to move forward in the field of Graphic Design. Course topics include color theory; typography; understanding design proportions; balancing space; discovering what patterns and repetition can do for your art; print production; and file format management. Some assignments will require a computer with internet access outside of the classroom.

Who Should Take This Course?

This course is for anyone working with digital or print design who would like a better understanding of the fundamentals of working with Graphic Design. This is the first required course in the Graphic Design Certificate.

Course Objectives

- Identify the influence color has on design
- Demonstrate basic typography skills
- Utilize proportions to create a clean layout
- Illustrate effective use of space in your design
- Evaluate how patterns and repetition can lead the eye
- Determine the differences between file for print and file for web
- Set-up file format management

Course Info

- Length: 12 hours
- Format: Classroom instruction, demonstration and lab
- Prerequisite: Basic computer skills and Windows proficiency

Course Content

Identify the influence color has on design
- Basic color theory
- Color terminology
- Common mistakes to avoid
- The meaning of color
- Color and cultural differences
- Color and age
- Gender differences
- Color trends
- Mood board
- Color search

Demonstrate basic typography skills
- What is typography?
- Typeface and font
- Typeface classification
- Typefaces matter
- Typefaces to avoid
- Choosing font pitfalls
- Smart typeface pairing
- Important formatting terms
- Where to find fonts
- Which format should I order?
- Font licensing
- Installing new fonts
- What are web fonts?
- Create your own font

Utilize proportions to create a clean layout
- Design
- Basic elements of graphic design
- Communicating with your audience
- Decide on size and format
- Establish visual hierarchy
- Grid structures
- Reasons grids work
- Balance
- Alignment
- Rule of thirds
- Golden mean

Illustrate effective use of space in your design.
- The framework for your composition
- Positive/negative space
- Proximity and closure
- Space as a design element
- The illusion of space
- Ways to show depth
- One-point, two-point and three-point perspective
- Grouping
- Direction

Evaluate how patterns and repetition can lead the eye
- What is a pattern?
- Why are patterns useful?
- Regular patterns
- Irregular patterns
- General tips for pattern creation
- Breaking the pattern
- Principle of contrast
- Rhythm
- Texture

Determine the differences between file for print and file for web
- Differences in color
- RGB
- SRGB
- Monitor calibration
- HEX
- CMYK
- RGB vs. CMYK
- Spot
- Gradients
- Transparency flattening

Set-up file format management
- Bitmap vs. Vector
- JPEG
- GIF
- PNG-8, PNG-24
- PDF
- SVG
- EPS
- TIFF/TIF
- RAW
- Resolution
- Linked vs. embedded
- Packaged files

Assessment /Evaluation

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

Course Completion/Continuing Education Unit (CEU) Letter

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can request a Course Completion/CEU letter online.

Certificates of Completion for Certificate Programs

To receive a Certificate of Completion for the Graphic Design Certificate, you must attend* 80 percent of the first five required courses (calculated by the number of sessions in each course); attend 100% of the Capstone course (the sixth and final course); and satisfactorily complete the Capstone project by the deadline given. Please note: Saturday courses lasting longer than four hours will count as two sessions. If you complete a certificate program by taking courses individually (not through a series), you can request a Certificate of Completion online.

*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request. Green River College is an equal opportunity educator and employer. Learn more at **www.greenriver.edu/accessibility**.