

DIGITAL GRAPHICS

UNIT CODE: ME/CU/AN/CR/09/5/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: design digital graphics

Duration of Unit: 100 hours

Unit Description

This unit specifies the competencies required to design digital graphics. It involves preparing project brief, creating scrap book, designing layout draft, developing sketch graphics transferring computer sketch, creating digital graphic and generating print media.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
Prepare project brief	10
Create scrap book	16
Design layout draft	18
Develop sketch graphic	26
Generate print media	30
Total hours	100

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare project brief	1.1 Introduction to Graphic Design 1.2 Elements and Principles of design 1.3 Graphic Design Projects 1.3.1 Branding 1.3.2 Corporate identity 1.3.3 Package Design 1.3.4 Publishing 1.3.5 Advertising 1.4 Creating a project brief 1.4.1 Project description 1.4.2 Deliverables 1.4.3 Scope 1.4.4 Timelines	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report• Interviewing• Project and report writing

<p>2. Create scrap Book</p>	<p>2.1 Project brief analysis and budget preparation 2.2 Concept development 2.2.1 Research 2.2.2 Doodles creation. 2.2.3 Thumb nail sketches 2.2.4 Sketch variations 2.3 Design parameter 2.3.1 Style and techniques 2.3.2 Themes 2.3.3 Colour schemes</p>	<ul style="list-style-type: none"> • Observation • Oral questions • Third party report • Interviewing • Project and report writing
<p>3. Design layout draft</p>	<p>3.1 Adoption/customization of design layout 3.2 Grid layout 3.3 Scales and dimensions 3.4 Bleeding 3.5 Content placement</p>	<ul style="list-style-type: none"> • Observation • Oral questions • Third party report • Interviewing • Project and report writing
<p>4. Develop Sketch graphics</p>	<p>4.1 Final design prototype 4.2 Final sketch out-line 4.3 Colour testing and validation</p>	<ul style="list-style-type: none"> • Observation • Oral questions • Third party report • Interviewing • Project and report writing
<p>5. Create digital graphic</p>	<p>5.1 Introduction to digital graphics 5.2 Graphic Design user interface 5.2.1 Vector graphics 5.2.2 Raster graphics 5.3 Sketch graphics digitisation 5.3.1 Scanning 5.3.2 Digital tracing 5.4 Digital colour schemes 5.4.1 CMYK 5.4.2 RGB 5.4.3 Typography design</p>	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing

<p>6. Generate print media</p>	<p>6.1 File formats 6.2 Digital grid layout and set up. 6.3 Colour formatting 6.4 Spreads 6.5 Text formatting</p>	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing
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Suggested Methods of Delivery

- Project
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction
- Audio –visual aids

Recommended Resources

- Computers
- Internet
- Magazines
- Text books
- Computer software
- Drawing sets
- Drawing tables
- A4 Colour scanner
- Digital Drawing Tablet
- Flash drives