

GRAPHICS DESIGN

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: 120 hours

Unit Description

This unit specifies the competencies required to create digital graphics. It involves creating scrap Book, designing layout draft, and developing Sketch graphics, creating vector graphics and generating print media.

Summary of Learning Outcomes

Elements	Hours
Create scrap Book	22
Design layout draft	28
Create digital vector graphic	35
Generate print media	35
Total hours	120

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Create scrap Book	1.1 Project brief analysis and budget preparation 1.2 Concept development 1.2.1. Research 1.2.2. Doodles creation. 1.2.3. Thumb nail sketches 1.2.4. Sketch variations 2.1. Design parameters 2.1.1 Style and techniques 2.1.2 Themes 2.1.3 Colour schemes	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report• Interviewing• Project and report writing

2. Design layout draft	2.2. Adoption/customization of design layout 2.3. Grid 2.4. Scales and dimensions 2.5. Content placement	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing
3. Develop Sketch graphics	3.1. Final design prototype 3.2. Final sketch out-line 3.3. Colour testing and validation	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing
4. Create digital vector graphic	4.1. Introduction to digital graphics 4.2. Graphic Design user interface 4.2.1 Vector graphics 4.2.2 Raster graphics 4.3. Sketch graphics digitisation 4.2.1 Scanning 4.2.2 Digital tracing 4.4. Digital colour schemes 4.4.1 CMYK 4.4.2 RGB 4.5. Typography design	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing
5. Generate print media	5.1. File formats 5.2. Digital grid layout and set up. 5.3. Colour formatting 5.4. Spreads 5.5. Text formatting	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing

Suggested Methods of Instruction

- Project
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction

- Case study
- Audio –visual aids

Recommended Resources

- Computers
- Audio recorder
- Internet
- Digital Cameras
- Magazines
- Testing books
- Animation films
- Text books
- Editing & recording studio
- Computer software
- Television
- Drawing sets
- Drawing tables
- A4 Colour scanner
- Stereo studio headset
- Digital tablet
- Flash drives