

## GRAPHIC DESIGN

**UNIT CODE:** ICT/CU/CS/CR/11/6/B

### Relationship to Occupational Standards

This unit addresses the unit of competency: Understand Graphic Design

**Duration of Unit:** 170 hours

### Unit description:

This unit covers the competencies required to understand Graphic Design. It involves understanding fundamentals of graphic design, understanding elements and principles of graphic design, applying typography techniques, creating and editing of images, performing layout design and printing the design.

### Summary of Learning Outcomes

1. Understand graphic design fundamentals
2. Understand elements and principles of graphic design
3. Apply typography techniques
4. Create and edit images
5. Perform layout design
6. Print design.

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Understand graphic design fundamentals	<ul style="list-style-type: none"><li>• Graphic Design<ul style="list-style-type: none"><li>• Definition</li><li>• Types of elements</li><li>• Principles</li><li>• Application areas</li></ul></li><li>• Graphic design equipment<ul style="list-style-type: none"><li>• Computer</li><li>• Scanner</li><li>• Printer</li><li>• Camera</li><li>• Digital Tablet</li></ul></li><li>• Uses of graphic design</li><li>• Specified requirements as per user requirements</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Observation</li><li>• Oral tests</li><li>• Practical tests</li></ul>

2. Understand elements and principles of graphic design	<ul style="list-style-type: none"> <li>• Demonstration of elements <ul style="list-style-type: none"> <li>• Colour</li> <li>• Line</li> <li>• Space</li> <li>• Shape</li> <li>• Texture</li> <li>• Value</li> </ul> </li> <li>• Principles of graphic design <ul style="list-style-type: none"> <li>• Balance</li> <li>• Contrast</li> <li>• Emphasis</li> <li>• Harmony</li> <li>• Pattern</li> <li>• Proportion</li> <li>• Unity</li> </ul> </li> <li>• Selected appropriate elements for graphic design project</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral tests</li> <li>• Practical tests</li> </ul>
3. Apply typography techniques	<ul style="list-style-type: none"> <li>• Typography techniques <ul style="list-style-type: none"> <li>• Definition</li> <li>• Types of techniques</li> </ul> </li> <li>• Typography guidelines</li> <li>• Measurements and standards</li> <li>• Selecting an appropriate typography techniques for graphic design project</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral tests</li> <li>• Practical tests</li> </ul>
4. Create and edit images	<ul style="list-style-type: none"> <li>• Identification of graphic design and photography Software and tools</li> <li>• Image file types <ul style="list-style-type: none"> <li>• Raster</li> <li>• Vector</li> </ul> </li> <li>• Creation of letter forms, lines of type and body copy</li> <li>• Creation and manipulation of images</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral tests</li> <li>• Practical tests</li> </ul>
5. Perform layout design	<ul style="list-style-type: none"> <li>• Proportion on layout design</li> <li>• Creation of unified systems out of dissimilar elements</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral tests</li> </ul>

	<ul style="list-style-type: none"> <li>• Creation of dynamic layouts using typographic tools</li> <li>• Creation of Type and image project</li> <li>• Multi-page layout planning</li> </ul>	<ul style="list-style-type: none"> <li>• Practical tests</li> </ul>
6. Print design	<ul style="list-style-type: none"> <li>• Printing tools and Equipment</li> <li>• Types of printing</li> <li>• Paper classification               <ul style="list-style-type: none"> <li>• Types</li> <li>• Size</li> <li>• Weight</li> </ul> </li> <li>• Selection of printing chemicals</li> <li>• Demonstration of actual design printing</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Observation</li> <li>• Oral tests</li> <li>• Practical tests</li> </ul>

### **Suggested Methods of Instruction**

- Presentations and practical demonstrations by trainer;
- Guided learner activities and research to develop underpinning knowledge;
- Supervised practical activities and projects
- Visiting lecturer/trainer from the ICT sector;
- Industrial visits.

### **Recommended Resources**

#### **Tools**

- Microsoft Publisher
- Illustrator
- Adobe InDesign
- Adobe Photoshop
- Paint.net
- Corel Draw

#### **Equipment**

- Computers
- Printers
- Scanners
- Camera
- Digital Tablet

#### **Reference materials**

- Digital instructional material including DVDs and CDs