GRAPHIC DESIGN

UNIT CODE: IT/CU/ICT/CR/9/6

Relationship to Occupational Standards
This unit addresses the unit of competency: Perform graphic design

Duration of Unit: 200 hours

Unit Description:

This unit specifies competencies required to Perform Graphic Design. It involves Identification of graphic design concepts, identification of elements and principles of graphic design, application of typography techniques, creation and editing of images, perform of layout design and printing of the layout design.

Summary of Learning Outcomes:
1. Identify Graphic Design Concepts
2. Identify Elements and Principles of Graphic Design
3. Apply Typography Techniques
4. Create and Edit Images
5. Perform Layout Design
6. Print and Post the Design created

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods

Identify Graphic Design Concepts	❑ Definition of graphic design
	❑ Graphic Design Equipment
	  ✓ Computer
	  ✓ Scanner
	  ✓ Printer
	  ✓ Camera
	  ✓ Digital Tablet
	❑ Application areas
	  ✓ Corporate branding
	  ✓ Packaging
	  ✓ Printed materials
	  ✓ Online art
		• Practical exercises with observation checklist
		• Oral questioning
		• Written test
		• Learner portfolio of evidence.

Identify Elements and Principles of Graphic Design	❑ Definition of Elements
	   ✓ Colour
	   ✓ Line
	   ✓ Shape
	   ✓ Space
	   ✓ Texture
	   ✓ Value
	❑ Principles of Graphic design
	   ✓ Balance
	   ✓ Contrast
	   ✓ Emphasis
	   ✓ Harmony
	   ✓ Proportion
	   ✓ Pattern
	   ✓ Unity
		• Practical
		• Project
		• Observation
		• Written test

Apply Typography Techniques	❑ Definition of Typography
	❑ Definition and application of Anatomy
	❑ Types of Typography
	   ✓ Old style
	   ✓ Transitional
	   ✓ Modern
	   ✓ Slab serif
	   ✓ Gothic etc.
	❑ Typography Techniques
	   ✓ Kern upside down
	   ✓ Blur it
	   ✓ Kern with balloons
	   ✓ Rough our headlines etc.
		• Practical exercises
		• Oral questioning
		• Written test

Create and Edit Images	❑ Types of Graphic design software
	   ✓ Adobe Photoshop
	   ✓ Adobe InDesign
	   ✓ Corel Draw
	   ✓ Paint.net
	❑ Types of Image file types
		• Practical exercises
		• Oral questioning
		• Learner portfolio of evidence.

	✓ Raster ✓ Vector ❑ Creation of : ✓Letterforms ✓lines of type ✓body copy ❑ Techniques of image manipulation ✓ Colour blending ✓ Image merging ✓ Texture use ✓ Proportion etc. ❑ Creation of Images using Adobe Photoshop	
Perform Layout Design	❑ Proportion and its application areas ❑ Types of Unified systems ❑ Typographic tools	• Practical exercises • Oral questioning • Written test • Learner portfolio of evidence.
Print the Design created	❑ Tools and equipment for printing ❑ Types of printing ❑ Printing papers classification	•

Suggested Methods of Delivery
- Presentations and practical demonstrations by trainer;
- Guided learner activities and research to develop underpinning knowledge;
- Supervised activities and projects in a workshop;

The delivery may also be supplemented and enhanced by the following, if the opportunity allows:
- Visiting lecturer/trainer from the ICT sector;
- Industrial visits.

Recommended Resources

Tools
❑ Illustrator
❑ Adobe InDesign
❑ Adobe Photoshop
❑ Paint.net
❑ Corel Draw

Equipment
• Computers
• Printers
• Scanners
• Camera
• Digital Tablet

Materials and supplies
Digital instructional material including DVDs and CDs