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Course Name	Graphic Design Tools & Theory
Standard	Professional Training

INSTRUCTOR INFORMATION

1. Instructor Name:	Kazi Wasef Mustafa
2. Course Description	The course is intended for people who are seeking to pursue a career as a designer in the Media/Advertising industry, or want to learn how to design out of curiosity, or to add as an additional skill or extracurricular activity on their resumes.
3. Class Timing:	Theory Class – Fri 11:00 AM to 12:30 PM Practical Class – Sat 11:00 AM to 1:00 PM
4. Email Address:	wasef.mustafa@gmail.com

LEARNING RESOURCES AND TEXTBOOK(S)

Text Book(s) & Software(s)

Author	Title
Ellen Lupton	Thinking With Type
Helen Armstrong	Graphic Design Theory
John Kane	A Type Primer
Kimberly Elam	Grid Systems
Paul Rand	Thoughts On Design
Software	
Adobe Illustrator CC Adobe Photoshop CC Adobe InDesign Adobe XD	

CLASS ROOM RULES OF CONDUCT

1. Mobile phones should be turned off or put on silent during the class time
2. Students should attend class on time. Late attendance will be penalized and may result in removal from the course
3. Sharing Empyrean resources such as notes, presentation slides and books outside the organization are strictly forbidden

ASSIGNMENT SUBMISSIONS & PROJECTS

Assignments will be given every week. There will be a project upon the completion of every module and there will be a final major project after completion of the course

Attendance in the class is strongly recommended

N.B. The course plan is tentative and subject to change as the semester progresses; any change(s) will be communicated accordingly. Any additional information will be posted on Google Classroom page.

Course Contents & Schedule

CLASS SCHEDULE FOR GRAPHIC DESIGN TOOLS & THEORY

N.B. The instructor reserves the right to make changes to the syllabus if necessary

Theory Module	Topic	Week
A. Fundamentals of Graphic Design	<i>A01 – Fundamentals of Imagemaking</i> <ul style="list-style-type: none"> • Denotative Imagemaking • Connotative Imagemaking • Imagemaking Techniques • Process, Generation & Iteration 	1
	<i>A02 – Fundamentals of Typography</i> <ul style="list-style-type: none"> • Anatomy of Letters • Words & Spacing • Type Size • The Point System • Typesetting Text • Typefaces, Fonts & Type Families • Typeface Categories • Denotation & Connotation in Type • Looking At & Experimenting With Letterforms • Typographic Composition 	2
	<i>A03 – Fundamentals of Shape & Color</i> <ul style="list-style-type: none"> • Graphic Shapes • Visual Contrast • Marks, Icons & Symbols • Negative/Positive, Figure/Ground • Working With Color • The Color Wheel • Rhythm & Pattern 	3
	<i>A04 – Fundamentals of Composition</i> <ul style="list-style-type: none"> • Principles of Composition • Single Contrasts • Multiple Contrasts • Type Contrasts • Image Contrasts • Composition in A Single Image • Cropping & Hierarchy • Composition in Context 	4

B. Introduction to Typography	<i>B01 – Talking About Type</i>	5
	<i>B02 – Typefaces & Their Stories</i>	6
	<i>B03 – Putting Type To Work</i>	7
	<i>B04 – Making Meaningful Type</i>	8
C. Introduction to Imagemaking	<i>C01 – Image-based Research</i>	9
	<i>C02 – Making Images</i>	10
	<i>C03 – Relative Composition</i>	11

D. Ideas From The History of Graphic Design	<i>D01 – Early Mass Marketing</i>	12
	<i>D02 – The Bauhaus</i>	13
	<i>D03 – Modernism in America</i>	14
	<i>D04 – Graphic Design Radicalism</i>	15
E. Final Project	<i>E00 - Creating an Identity (Brand Development Guide)</i>	16

Design Tools – Practical Class

Learn how to apply theoretical knowledge and use Adobe Creative Cloud software such as Illustrator, Photoshop and InDesign to create full length design projects

- Designing vs. Using Software
- Similarities & Differences Among Adobe CC Software
- User Interface & Setting Up Project Files
- Adobe CC Software Tools, Technologies & Techniques
- Using Adobe CC Software in Different Contexts

Any additional readings and resources will be provided by the course instructor

N.B. Having access to a computer/laptop with a decent processor and graphics processing unit (GPU) is recommended for this course