empyrean

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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:	████████████████
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	*A01 – Fundamentals of Imagemaking* • Denotative Imagemaking • Connotative Imagemaking • Imagemaking Techniques • Process, Generation & Iteration	1
	A02 – Fundamentals of Typography • 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
	A03 – Fundamentals of Shape & Color • Graphic Shapes • Visual Contrast • Marks, Icons & Symbols • Negative/Positive, Figure/Ground • Working With Color • The Color Wheel • Rhythm & Pattern	3
	A04 – Fundamentals of Composition • 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	*B01 – Talking About Type* • Font vs. Typeface • Typographic Terminology • Stroke & Proportion • Type Anatomy • Measuring Type • Choosing A Typeface	5	
	B02 – Typefaces & Their Stories • Bembo: Humanist Letters • Didot: Enlightened Refinement • Clarendon: Type For The Masses • Futura: The Typographic Avant-garde • Helvetica: International Modern • Scala Sans: Typographic Remix	6	
	B03 – Putting Type To Work • Working With Type • Typographic Space • Page Space • The Grid • Creating Hierarchy • Typographic Conventions	7	
	B04 – Making Meaningful Type • Typesetting With Expression • Beyond Typesetting • The Typographic Poster	8	
C. Introduction to Imagemaking	*C01 – Image-based Research* • What Images Do • Considering The Book (in a design context) • Visual Research	9	
	C02 – Making Images • Ways of Making • Techniques & Materials • Working With Style, Mood & Attitude • Denotation & Connotation • Range of Representation	10	
	C03 – Relative Composition • Visual Hierarchy • Scale • Space • Figure/Ground • Narrative • Simple Composition • Creating Page Spreads	11	

		D01 – Early Mass Marketing • Form Follows Function • A Democratization of Choice • A Revival of Styles • Style Mash-up • An Exaggeration of Type • Branding • A Household Name	12
		D02 – The Bauhaus • Founding The Bauhaus • The Foundation Year • The Bauhaus & Architecture • Klee, Schlemmer & Albers • Laszlo Moholy-Nagy • Herbert Bayer • Color & Image • Typography	13
D. Ideas From The History of Graphic Design		*D03 – Modernism in America* • The Bauhaus Influence • A Symbolic Language • Scope Magazine • Developing Corporate Identities • A New Subjectivity • Fortune Magazine • Play & Humor • The Mechanized Mule Brochure • Duality & Simplicity • Paul Rand's Logo Designs	14
		D04 – Graphic Design Radicalism • The Objectivity of Swiss Design • Incorporating Abstraction • Josef Mueller-Brockmann • The Grid • Emile Ruder • The Subjectivity of Pushpin • Milton Glaser • The Psychedelic Poster • Sister Corita Kent	15
E. Final Project		*E00 - Creating an Identity (Brand Development Guide)*	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