

The Digital Training

Course Specification Graphic & Creative Designing

Faculty: Shiraz Lakhani

A. Basic Information

Title: **Graphic & Creative Designing**

B. Professional Information

1. Overall aims of course

The objective of this elective course is to provide students with a more fashionable understanding of Creative Designing, both from a conceptual point of view as well as its practical application in Designing world.

The course will take students through how graphic industry has evolved in last decade, what are the new avenues in Design and Creative solutions.

Discussions will cover the concept and principles of Design, impact of Graphic Designing in advertising world, the key role of designing visual in marketing and tools and importance of creativity, effective designing solution. The knowledge of how to portrait a product in fashionable way. How to create a brand identity. Elements of design materials and the basis of “real-life-experience” based discussions on the subject.

2. Intended learning outcomes of course (ILOs)

a. Knowledge and understanding

- 1) Role of designing in today’s world.
- 2) How to provide a creative solutions.
- 3) Designing principle.
- 4) How to create a brand identity.
- 5) Difference between print design and digital design.
- 6) Role of creative designing in advertising world.

b. Intellectual skills

- 1) Enhancing the capacity for creative thinking communications design.
- 2) Applying designing tools in brand communications.
- 3) Developing new design to give brand a new face.

4) Design for 360 communication.

c. Professional and practical skills

- 1) How to make a unique design on a basis of brand identity
- 2) Effective use creativity to showcase brand to words consumer.
- 3) Creative brief and brand book
- 4) Execute your message through deigning

2. Contents/ Learning Outcomes For Module 1:

Topics Covered in Advanced Module		No. of hours	Lecture	Practical
6	<ul style="list-style-type: none"> • Print Designing <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Understanding of print layout 2. Understanding of grids 3. Basic principle of print media 4. Understanding and developing Print ads and Magazine ads 5. Understanding of colors <p>Pedagogy</p> <ul style="list-style-type: none"> • Case discussion • Input session (student centered) • Review and evaluation. 	2.0	1.0	1.0

3. Contents/ Learning Outcomes For Module 2:

Topic	No. of hours	Lecture	Practical
1 <ul style="list-style-type: none"> • Advanced Print Designing <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Understanding of print layout 2. Understanding of grids 	2.0	1.0	1.0

	<p>Pedagogy</p> <ul style="list-style-type: none"> • Case discussion • Input session (student centered) • Review and evaluation. 			
2	<ul style="list-style-type: none"> • Web Designing : <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Understanding of web layout 2. Colors and type 3. Image selection 4. Basic rule of web designing 5. Discussion on mockup design <p>Pedagogy</p> <ul style="list-style-type: none"> • Interactive presentation. • Discussion and debate. • Review session (student driven). 	2.0	1.0	1.0
3	<ul style="list-style-type: none"> • Advanced Photoshop <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Design a mockup web design 2. Understanding of pages and sections <p>Pedagogy</p> <ul style="list-style-type: none"> • Lecture with interactive discussion • Input session (student centered) • Review and evaluation. 	2.0	0	2.0
4	<ul style="list-style-type: none"> • 360 Campaign <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Understand of 360 degree advertising campaign 2. How designing take a main role in advertising 3. Learn how to give life in product 4. Concept building for 360 campaign 5. Discussions on different appeals <p>Pedagogy</p> <ul style="list-style-type: none"> • Interactive presentation. • Discussion and debate. • Review session (student driven). 	2.0	1.0	1.0

5	• Final project	2.0	1.0	1.0
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