

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

3. Contents/ Learning Outcomes:

Topics Covered In Basic Module		No. of hours	Lecture	Practical
1	<ul style="list-style-type: none"> • Design Communication • Introduction to Designing. <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction of designing. 2. Foundation and understanding of the design principles. 3. What is difference between print and digital design? 4. Introduction of Adobe Photoshop CS 6 5. Concept of Image Manipulation <p>Pedagogy</p> <ul style="list-style-type: none"> • Lecture with interactive discussion • Input session (student centered) • Review and evaluation (student centered) 	2.0	2.0	
2	<p>Graphic Design Process.</p> <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Understanding of Shape, Spacing, and Rhythm 2. Concept of Color, Texture, and Type. 3. Creative Application thinking. 4. Grid Theory 5. How and where to start creative design? Research part <p>Pedagogy</p> <ul style="list-style-type: none"> • Lecture with interactive discussion • Input session (students centered) • Review and evaluation (student centered) 	2.0	1.0	1.0

3	<ul style="list-style-type: none"> ● Photoshop. <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Tools – Masking, Color Correction, Basic brushes, Gradient & Text tool 2. How to build creative ideas, think out of the box. 3. Parameters – Hue Saturation, Brightness and Contrast, Curves & Exposure. 4. Using of filters in artwork <p>Pedagogy</p> <ul style="list-style-type: none"> ● Input session (student centered) ● Lecture with interactive discussion ● Review and evaluation. 	2.0	1.0	1.0
4	<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