

Graphic Design

80 hours

Course Overview/Description

Written by professional artists, this course will get you into the job market. Learn how to apply your artistic talents to today's market, beyond pencil and pen, to the computer and the Internet. These days, if you want the job, you need the training.

If you have longed to take your interest in art and turn it into an enjoyable and creative job, then this course is for you. Learn how to skillfully use the rules of design and also when to break them.

Students will send their course work in for comments and suggestions from successful designers. When you graduate from this course, you will have the skills and a certificate that will give you an advantage in your next job interview.

No specific software is required for this course, but we find it helps if you have some form of graphics related software so that you can easily create project assignments.

Upon registering, you are given an initial six months to complete the program. Should you need more time, you may request a 6-month extension.

Course Objectives

By completing the Graphic Design program the student will:

- Learn the basics of Successful Design.
- Learn the "language" of visual design.
- Learn to apply basic design concepts to Commercial Design.
- Learn to creatively solve design problems.
- Learn to manage design projects.
- Learn to structure an ad campaign from a Graphic Designer's perspective.

Course Outline

- Basics of Good Design
 - a. The Language of Visual Design
 - i. Whitespace

- ii. Focus
 - iii. Balance
 - iv. Page Layout
 - v. Pictures
 - vi. Fonts
 - b. Style and Substance
 - c. Developing Your Own Skills
 - d. Resources
- The Rules of Commercial Design
 - a. Art as a Profession
 - b. Principles
 - c. What Your Client Needs
 - d. Presentation
 - e. Production
 - i. Using Clip Art
 - ii. Printing
 - f. Legal Issues and Copyrights
- Breaking the Rules
 - a. Thinking Outside the Box
 - b. Attitude and Freedom in Design
- Marketing
 - a. Artist in a Foreign Land
 - b. How to Work with Marketing
 - c. Your Client
 - d. The Client's Customer
- Art in the Electronic Age
 - a. Computers
 - i. Hardware and Software
 - ii. Color
 - 1 RGB
 - 2 CMYK
 - iii. TIFs, GIFs, and JPEGs
 - b. The Internet
 - i. Websites
 - ii. Color Palettes
 - iii. Resizing Images
 - iv. Speeding Up Your Images



Prerequisites/Audience

There are no prerequisites pertaining to what a student must know. Although not required, we recommend having some sort of image producing/editing software, like Paintshop Pro or Photoshop, which will help the student to more easily create project assignments.

This course covers a broad range of topics, providing concepts and experience of the skills needed to gain employment as an entry-level Graphic Designer.

PC Requirements/Materials Included

This course is compatible with Windows Vista operating system.

This course can be taken on either a Mac or a PC. Students will need to have an Internet connection and email capabilities. Although not required, we recommend having some sort of image producing/editing software, like Paintshop Pro or Photoshop, which will help the student to more easily create project assignments.

All materials needed for this program will be available online.

Instructor Bio

Randy Rolen graduated from Colorado State University with a major in Graphic Design. He worked his way up to Senior Graphic Designer in a large corporation between 1982 and 1993, and has been freelance consulting since 1993, designing everything from logos and brochures to 4-color magazine ads to trade show booths to over 30 websites. Although he learned with pencil and paint in his youth, and has taught several traditional art and design classes in traditional settings (human to human, private lessons and summer classes in classrooms), he has always been fascinated by the creative freedom that computers can afford to students. He created the online Graphics Design course for GES in January of the year 2002 and has been teaching it since then.