



8. Web & Graphic Design

8.1 Graphic Design

Duration: 30 Lectures

Course Content:

1. Introduction

- 1.1. Orientation
- 1.2. Syllabus Review – course content, resources and procedures
- 1.3. Subscribe to course calendar and Google + community

2. Intro to vector graphics and the design principles

- 2.1. Introduction to the four design principles
- 2.2. Recognizing the use of the design principles
- 2.3. Differences between vector-based graphics and pixel-based graphics
- 2.4. Dot-to-dot approach
- 2.5. Intro to the Illustrator interface
- 2.6. Panels, tools and menus
- 2.7. Basic selections

3. Design principles in depth; editing shapes

- 3.1. Using Contrast
- 3.2. Using Repetition
- 3.3. Using Alignment
- 3.4. Using Proximity
- 3.5. Learning the tools, panels and menus

4. Typography and Illustrator text tools

- 4.1. Intro to typographic terms
- 4.2. Text tools in Illustrator
- 4.3. Stroking text



4.4. Outlining text

5. Type categories, layers & artboards, brushes & patterns, converting bitmaps

5.1. Learning type categories

5.2. Using layers

5.3. Using artboards

5.4. Using 3rd party brushes and patterns

6. Branding and corporate identity

6.1. Branding a concept or company

6.2. Why you should create your logos in Illustrator

6.3. Importing 3rd party brushes for use in Illustrator

6.4. Importing 3rd party patterns for use in Illustrator

7. Intro to bitmap graphics

7.1. Bitmap-based graphics in Photoshop

7.2. user interfaces in Photoshop and Illustrator

7.3. Color modes of bitmap files and their uses

7.4. Importance of bitmap file resolution

7.5. Differences in bitmap file formats

7.6. How the various selection tools work in Photoshop

8. Cropping and resizing images, composing, using channels and layers

8.1. The crop tool and resizing images

8.2. Saving existing selections into channels

8.3. Create layer masks

8.4. Layers in Photoshop to compose collage

iFLAME INSTITUTE PVT. LTD.



9. Advanced editing of selections, preparing images for various uses

- 9.1. Editing selections
- 9.2. Resolution and file formats for web delivery
- 9.3. Resolution and file formats for print delivery

10. Retouching and repairing images

- 10.1. Learning the retouching tools in Photoshop
- 10.2. Using blending modes, non-destructive adjustment layers
- 10.3. Learning the blending modes and categories of effects
- 10.4. Using adjustment layers in your documents
- 10.5. Using layer styles and how to copy them between layers

11. Combining bitmap and vector elements

- 11.1. Differences between vector and bitmap-based images
- 11.2. Using Illustrator files in your Photoshop projects
- 11.3. Using smart objects

iFLAME INSTITUTE PVT. LTD.