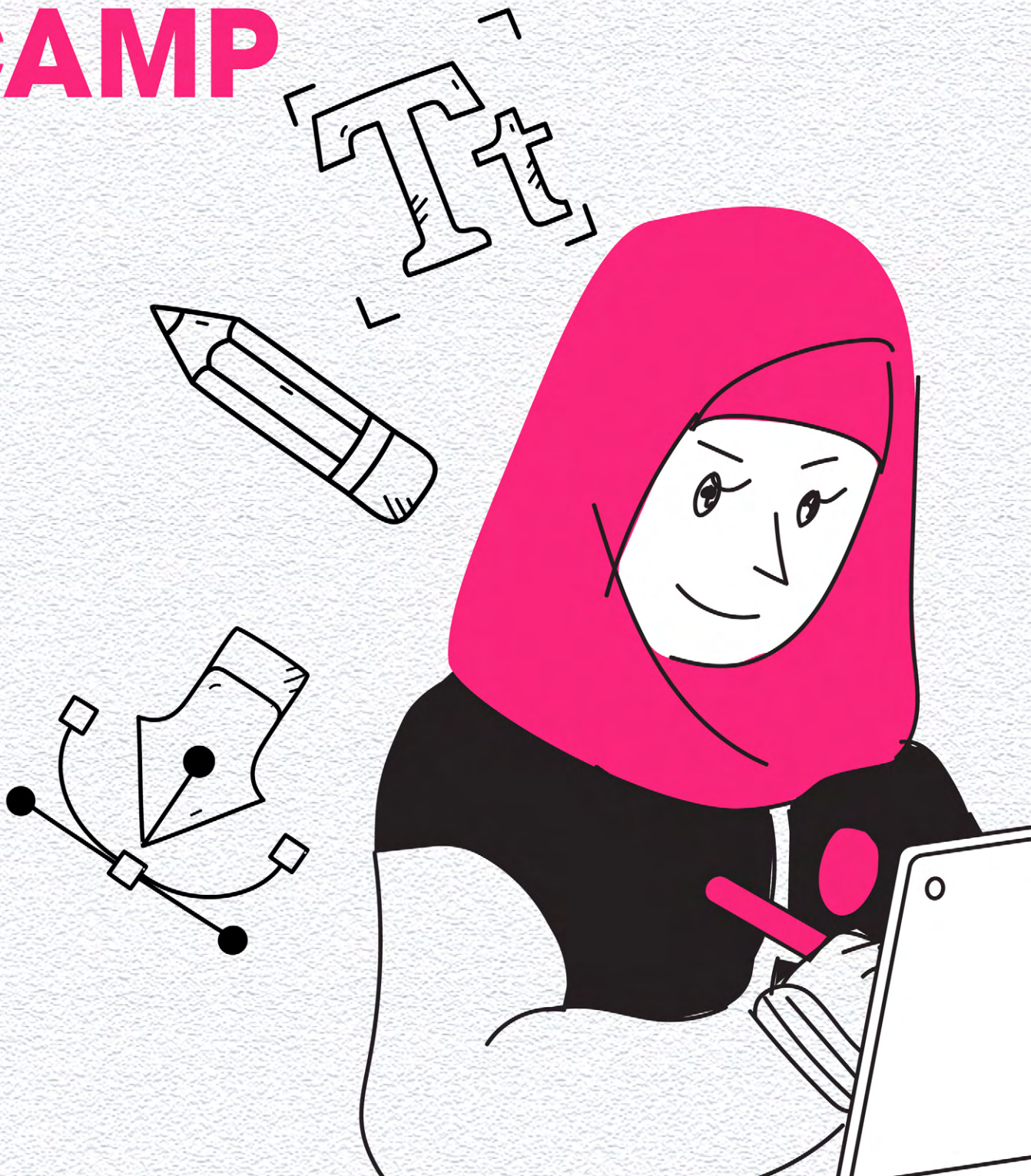


GRAPHIC DESIGN CAMP



Camp Information

Fees

AED 1200

Duration

1 Week

Days

Monday to Friday

Starting Date

December 14th

Qualification

Design Certificate

Timings

10AM - 2PM

Method

On Campus

Language

English

Ages

12-17 year olds

What you need to know about this course:

By the end of the course, students will be able to understand the basics and importance of design. They will be able to distinguish art from design and will have a basic understanding of typography and type composition. Students will have the chance to initiate their own project ideas through moodboards and design concepts. Students will also have a basic understanding of Adobe Photoshop and Illustrator to edit images and create vector designs.

Software used

Adobe Photoshop and Adobe Illustrator

Day 1

What is Art and Design?

The Role and Importance of Graphic Design

Elements and Principles of Graphic Design

Rule of spacing, create a hierarchy for content.

Creating a Moodboard for the Final Project

Day 2

Introduction to Adobe Photoshop

Basics of Colour Theory and Colour Psychology

Basic Image Editing and Retouching

Day 3

Typography Basics

Introduction to Adobe Illustrator

Understanding Packaging Design

Creating and Developing the Initial Packaging Design

Day 4

Interactive Recap Session

Refining the Packaging Design

Finalising Typography, Colour, Layout and Imagery

Day 5

Visit to a Print Shop: Printing and Producing the

Final Packaging Design

Mini Project Presentations

Group Review and Discussion