

**Module:**                      **Layout and Graphic Design (BAPO-LGD)**

**Allocation of Marks:**    **100% Assessment**

### **Module Learning Outcomes**

On successful completion of this module you will:

1. Demonstrate an in-depth understanding of visual languages and systems
2. Demonstrate a critical understanding of how design is situated in practice
3. Demonstrate advanced digital image capturing and editing skills.

### **Module Aims:**

To give the student the ability to create meaningful designs from concept using industry standard applications on the Apple Mac Platform. Introduce students to systems and techniques of layout and graphic design. When they become familiar with the process, emphasis will be placed on design concepts, professional image enhancements, typography, page makeup, forward planning and troubleshooting, psychology of design and tried and tested design techniques.

### **Module Curriculum:**

#### **Design as a process**

Research, ideation and analysis. Visual communication basics.

#### **Design principles**

Contrast, alignment, repetition, balance. Designing for an audience. Conventions and style in print layouts.

#### **Typography**

Use type as a visual element.

#### **Colour theory**

Using colour in design, colour schemes, colour for printing.

#### **Digital imaging**

Vector and raster graphics. Adjustments and masks. Cut-outs and alpha channels.

#### **Digital pre-press**

Preparing for print, making high quality pdfs.

#### **Developing ideas**

Concept development, designer workflow.

#### **Techniques**

Using Illustrator, InDesign and Photoshop.