





Duration: 3 Days

Related Courses:  
Drawing for Designers, Creative Thinking, Photoshop, After Effects, Digital Illustration

Course Overview  
and Objectives

Visual communication design is the art of visual communication through the use of images, words, and ideas to disseminate information, to activate brands and to solve visual communication design problems. Graphic design can be used for advertising, or just for entertainment intended for the mind.

This course encompasses key design elements and principles. Design elements include line, shape, form and texture, and design principles cover composition, balance, contrast and focal point.

Pre-requisites:  
No prior design knowledge is required but is beneficial.

## Principles of Design Course Outline

### Visual Communication Design Principles

- Exploring balance
- Using rhythm as visual poetry
- Proportion and why it affects your design
- Focal Point - what are you trying to communicate?
- Unity in design

### Visual Communication Design Elements

- Linear qualities
- Organic and geometric shapes
- Open and closed direction
- The size relationship
- Texture and surface quality
- Hue and colour
- Value and tone

### Design theory

- Democratization of the design landscape
- The "templated" design mind
- The impact of tech
- Collaborating locally and globally
- Authorship
- Metaphorical references
- Designer, client relationships
- Keep it simple
- Designing for men and women
- The golden Mean

### Principles of layout

- Grid-based design
- Web Design Fundamentals
- Understanding grid systems
- Making and breaking the grid
- Grid based design for devices
- Grid based design for print
- Negative and white space
- The proximity principle
- The rule of thirds
- Gestalt principles in graphic design
- The laws of simplicity
- The Golden Canon
- Accessibility



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### Design successfully

There are a lot of general design theories and principles out there that apply to all forms of design, whether in digital or print mediums. These include things like balance and scale, as well as more abstract topics like emotion and what makes for "good" design.

### Working with Colour

- Colour theory
- Additive and subtractive colour models
- Device independent colour
- Successful colour combinations
- Colour for web and devices
- Colour for print
- The world of hexadecimal colours
- Colour combination considerations
- Colour theory for graphic designers
- Colour harmonies
- Colour psychology
- Monochromatics
- Harmonious sets
- Triads, tetrads and pentagrams
- Complimentaries and split complementaries



### The key layout components

Layout principles and theories are varied, but most fall into one of two camps: grid-based design and non-grid based design. Each one has its adherents, and each one has its advantages and disadvantages. There are also layout principles like white space and proximity to consider.

### Typographic Design

- An introduction to typography
- The typographic anatomical study
- Ways to improve your typographic designs
- Elements of typographic style
- Designing for different age groups
- Five principles for choosing type
- Typographic considerations for print
- Type on the web
- Type when working with devices
- An introduction to designing type
- Stop stealing sheep
- Type weights and their implications on your design
- Find the right type
- To kern or not to kern
- The seven deadly sins of typography
- Typographic toolkits



Colour theory can often be one of the most intimidating aspects of design. Sure, most of us know what looks good, but do we have any idea why? This course will explore these possibilities as well as colour models and theories.

### Principles of Photography

- Photographic composition
- Shape and Line
- Pattern
- Volume and lighting
- Texture
- Contrast and framing
- Basic Lighting techniques
- Finding your view
- The background and foreground dynamic
- Getting in closer
- Flash like a pro
- Chasing the light
- Photographic composition