

Certificate in Graphic Design & Communication

School of Architecture & Design, Brac University

Duration: 6 months

Credits: 18

Introduction

Certificate in Graphic Design and Communication program is intended for students who would like to attend an introductory course in the topic. Students attending the course are expected to start working in the profession at entry levels.

This certificate program in Graphic Design and Communication will prepare the students in the basics of graphic design and communication. The program covers relevant aspects of the subject that will enable the students to understand, analyze and work towards creative graphic design projects. The students will acquire knowledge on process and techniques in print, publication, promotion and communication design. This program upgrades students' creative concepts by providing a combination of theoretical knowledge, technical know-how, practical skill and application experience.

The students will be taught by highly experienced and qualified faculty members. They will interact with well-known professionals in the field, through guest lectures along with consultations.

Type of Program

The program consists of an integration of creative/applied visual and theoretical studies. There are two types of courses in this program.

1. **Studio Courses: Applied courses with creative formation and composition**
2. **Theory Courses: Academic courses with lecture classes**

Studio Course: Students are required to observe and absorb the given exercises to internalize the forms and create projects using their ingenuity through experiment and visual representations in the studio. Creating visual graphics by using digital technologies are required to be processed in this workplace.

Theory Course: This type of course is related to theoretical studies of relevant subjects through lectures and audio-visual presentation.

Objectives of the Program

The program intends to

- train the students with knowledge on applied graphic design
- help learn the use of graphics software and their appropriate functional operation
- get insight into a variety of print, publication, communication and promotional design
- optimize computer interface in graphic design
- sharpen students' creativity in line with professional graphic design
- help acquire updated knowledge on graphic technology and design trends
- develop professionalism in becoming a graphic designer

Potential Students

- Candidates who have completed a Bachelor Degree in any discipline
- Candidates with a Fine Arts background
- Professionals in the printing, advertising, media and IT seeking fundamental training in visual design
- Amateur designers who intend to take graphic design as a profession
- Creative graduates who intend to be an entrepreneur in graphic design

The eligibility of candidate will be evaluated on the basis of a written statement of intent and an interview.

Curriculum Content

Students are required to take and complete **18 Credits** to fulfill the requirements for the Certificate in Graphic Design and Communication (CGDC) program.

Course Type	Number of courses	Credits
Studio courses (S)	3	12
Theory courses (T)	3	6

Duration of the program

The duration of the program will be for 6 months.

24 weeks for classes with a week's break in between and 2 weeks for processing of results = Total 27 weeks

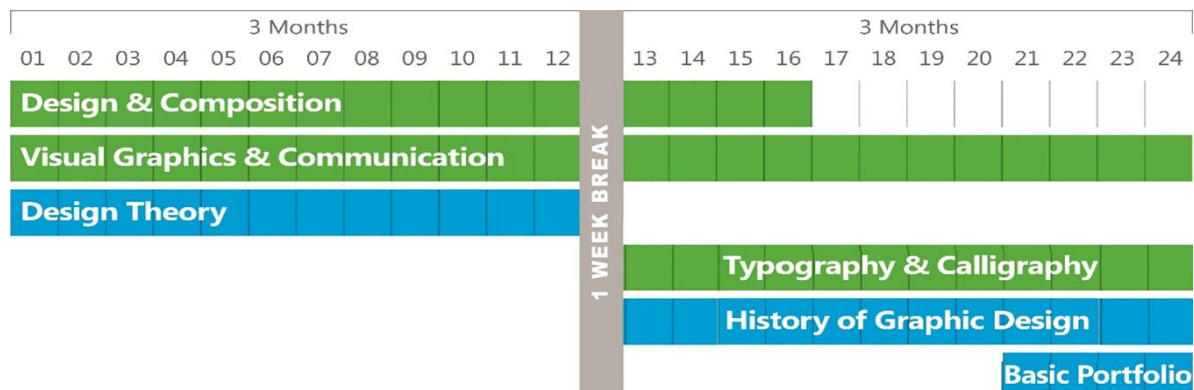
Courses

Students need to complete the following **6 courses** as part of the CGDC program.

Course Code	Course Title	Type	Credit
GDC101	Design & Composition	S	4
GDC102	Visual Graphics & Communication	S	6*
GDC103	Design Theory	T	3
GDC104	Typography & Calligraphy	S	2
GDC105	History of Graphic Design	T	2
GDC106	Basic Portfolio	T	1
			Total - 18

*varies in time duration to cover contents.

Course Progression



Course Descriptions

GDC101: Design & Composition

Studio Course | 4 Credits

1 session per week of 3 hours each for 16 weeks

Objective

Introduction to basic graphic design and composition. This course focuses on understanding of elements of design. It will develop an understanding of basic drawing & compositional techniques and the design principles. This course nurtures creative skills by combining drawing exercises and design techniques. Students will enrich their creative concepts through practicing composition with design objects.

Content

- Exercises on freehand drawing for making design elements.
- Experiments on two dimensional compositions with basic visual elements & colors.
- Freehand drawing with pencil & paper: strait, curved & organic lines
- Freehand drawing with pencil & paper: geometric & organic shapes
- Freehand drawing with pencil & paper: different objects
- Working with Adobe Illustrator: vector graphics
- Working with Adobe Photoshop: raster graphics
- Composition with lines: manual & digital
- Transformation of shapes: harden, soften & blending
- Making digital objects
- Exercise with color: hue, tone, shade, blend & gradient
- Composition with shapes, images, texts & colors
- Balance, rhythm & harmony within colors & shapes
- Applying design principles

Delivery Method

Lecture, Discussion, Audio visual presentation, Studio works, Lab works, Applied Experiments, Library review works, Field trips, etc.

Assessment

- | | | |
|----|-------------------------------|-----|
| 1. | Creative Works & Presentation | 50% |
| 2. | Assignment & Project | 50% |

References

- George Bridgman, Complete guide to drawing from life
- Cat Bennett, The Confident Creative: Drawing to Free the Hand and Mind
- April Connors, Gesture Drawing: A Story-Based Approach
- Robert Kauplis, A Creative Approach to Expressive Drawing
- Bert Dodson, Keys to Drawing with Imagination
- Andrew Loomis, Drawing the head and hands
- Michael Hampton, Figure Drawing: Design and Invention
- Andrew Loomis, Figures in Action
- Charles R. Knight, Animal Drawing: Anatomy and Action for Artists
- Rudy De Reyna, How to Draw What You See
- Poppy Evans & Mark A. Thomas, Exploring the Elements of Design
- Gavin Ambrose and Paul Harris,
- Basics Design 05: Colour Basics Design 08: Design Thinking
- Vidya Dehelija, Delight in Design
- Sally Longson, Life After Art and Design: A Practical Guide
- Peter Fine, Sustainable Graphic Design: Principles & Practice

GDC102: Visual Graphics & Communication

Studio Course | 6 Credits

1 session per week of 3 hours each for 24 weeks

Objective

This course introduces creative skills and manual & digital techniques to prepare precise visual elements for creating a specific graphic design. It facilitates creative concepts for making visual graphics in order to convey idea, identity & information. This course helps understand the process, techniques and design function to create visual communication.

Content

- Exercises on two dimensional compositions with shapes, images, texts & colors.
- Experiments with design elements to organize expressive visual graphics.
- Implementation of visual graphics to create visual communication.
- Freehand drawing with pencil & paper: strait, curved & organic lines
- Perspective drawing
- Mechanical drawing
- Modifying, reforming & adapting images
- Vector & Raster Graphics
- Resolution & formatting
- Icon, Pictogram, Motif & Symbol
- Visual Identity & Logo
- Expressive Graphics: idea, identity & information
- Visual communication
- Book Cover & Poster
- Graphics for printing
- Graphics with Motion
- Graphics for TV
- Graphics for Internet

Delivery Method

Lecture, Discussion, Audio visual presentation, Studio works, Lab works, Applied Experiments, Library review works, Field trips, etc.

Assessment

- | | | |
|----|-------------------------------|-----|
| 1. | Creative Works & Presentation | 50% |
| 2. | Assignment & Project | 50% |

References

- Alastair Campbell, The New Designer's Handbook
- Jim Krause, Design Basics Index
- Stephen Quiller, Color Choices
- Jeff Davis, Foundations of Color
- Wang Shaoqiang, Color Matching
- John Montague, Basic Perspective Drawing
- Mark Bergin, How to Draw Perspective
- Editor: Helen Armstrong, Digital Design Theory: Readings from the Field
- Xtineburrough & Michael Mandiberg,
- Digital Foundations: Intro to Media Design with the Adobe Creative Suite
- Allan Wood, The Graphic Designer's Digital Toolkit
- Rafiq Elmansy, Illustrator Foundations
- Wang Shaoqiang, Sceno Graphics
- Ling Shijian, Mono Chrome Graphics
- Jorge Frascara, Communication Design: Principles, Methods, and Practice
- Gavin Ambrose, Visual Communication Design
- Elizabeth Resnick,
- Design for Communication: Conceptual Graphic Design Basics
- Editor: Ellen Lupton, Graphic Design Thinking

GDC103: Design Theory

Theory Course | 3 Credits

1 session per week of 3 hours each for 12 weeks

Objective

This course introduces the theoretical ideas behind composition, design, typography, printing, publication, promotion and communication. It helps understand human perception of art and beauty. This course intends to provide philosophical explanation on appeal of visual design. The significance of this course is to focus on the functionalities of elements within visual communication design.

Content

Lecture based studies on elements and principles of organizing design. The significant influences of various factors on design decisions. The attributes and functions of visual elements. Variant test and impression obtained by aesthetic experience through visual communication.

Students will work on design projects which explore much of the following areas in a conceptual and theoretical framework:

- The definition of design
- The relationship between theory & practice
- Golden ratio: the nature, human & intuitive reflect
- Design elements & principles
- Light & shade
- Tone, value & texture
- Color, color theory & color meaning
- Attributes & appeals of visual surface & shapes
- Cultural values, trends & contrasts
- Motifs, symbols, rituals & constraints
- Visual rhetoric
- Design aesthetics
- Gestalt's theory
- Dieter Rams's Principles
- Design function
- Brand: promise, value and trust
- Aesthetic experience

Delivery Method

Lecture, Discussion, Audio visual presentation and Library review works.

Assessment

1.	In-course	50%
2.	Final Examination	50%

References

- Alastair Campbell, The New Designer's Handbook
- Stephen Quiller, Color Choices
- Josef Albers, Interaction of Color
- Patti Mollica, Color Theory
- Joann Eckstut & Arielle Eckstut, Secret Language of Color
- Wang Shaoqiang, Color Matching
- Leatrice Eiseman, The Complete Color Harmony, Pantone Edition: Expert Color Information for Professional Results
- Gavin Ambrose & Paul Harris, The Visual Dictionary of Typography
- Stephen Coles, The Anatomy of Type: A Graphic Guide to 100 Typefaces
- Editor: Helen Armstrong, Digital Design Theory: Readings from the Field
- Allen Hurlburt,
- The grid: A modular system for the design and production of newspapers, magazines, and books
- Josef Müller-Brockmann, Grid Systems in Graphic Design
- Jorge Frascara, Communication Design: Principles, Methods, and Practice
- Gail Davidson, How Posters Work
- George Felton, Advertising: Concept and Copy
- Curt Wozniak, Kevin Budelmann, and Yang Kim,

- Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands
- Jane Forsey, The Aesthetics of Design
- Glenn Parsons, The Philosophy of Design

GDC104: Typography & Calligraphy

Studio Course | 2 Credits

1 session per week of 2 hours each for 12 weeks

Objective

This course introduces creative skills and manual & digital techniques to prepare typographic and calligraphic elements for specific graphic design such as print, publication, promotion and visual communication design. It helps to perceive impressions and appeals of various lettering styles appropriate for different design and communication objectives.

Content

Understanding the shape, structure and characteristics of different typefaces through observation and practicing typography. Recognizing the visual differences between various styles of typefaces. Creating visual graphics with types through insertion, modification and adaptation. Creating new unique alphabet. Stylizing letters for creating visual symbol of identity.

Deciphering the underlying meaning of given text and visualizing them according to meaning and expression using freehand calligraphy and calligraphic lettering.

- Introduction to typography and calligraphy
- Recognizing different font families
- Exploring type anatomy
- Practicing freehand calligraphy (Bangla & English)
- Practicing freehand typography (Bangla & English)
- Working with graphics software (Illustrator & Photoshop)
- Composition with letters
- Composition with types along grids
- Implementation of a typestyle in deferent text of other languages
- Stylizing types regarding the idea, concept & impression of design objective
- Inventing a new style for a new typeface
- Stylizing & reforming letters for logo/ monogram
- Creating new trademark/ service-mark & brand-mark
- Creating titles & captions for books, posters, ad designs etc.

Delivery Method

Lecture, Discussion, Audio visual presentation, Studio works, Lab works, Applied Experiments, Library review works, Field trips, etc.

Assessment

- | | | |
|----|-------------------------------|-----|
| 1. | Creative Works & Presentation | 50% |
| 2. | Assignment & Project | 50% |

References

- Alastair Campbell, The New Designer's Handbook
- Gavin Ambrose & Paul Harris, The Visual Dictionary of Typography
- Stephen Coles, The Anatomy of Type: A Graphic Guide to 100 Typefaces
- Ellen Lupton, Thinking with Type
- Irene Korol Scala, James Craig, and William Bevington,
- Designing with Type, 5th Edition: The Essential Guide to Typography
- Ellen Lupton, Thinking with Type
- Julien Chazal, Calligraphy: A Complete Guide
- David Harris, The Calligrapher's Bible: 100 Complete Alphabets and How to Draw Them
- Robert Bringhurst, The Elements of Typographic Style

GDC105: History of Graphic Design

Theory Course | 2 Credits

1 session per week of 2 hours each for 12 weeks

Objective

This course is a historical overview of art, culture, book design, printing and advertising through the ages. It is a study of the social, cultural, aesthetic, educational, technical, commercial and professional forces that have influenced the use of graphic design in different societies. This course will trace the evolution of graphic design and its components, critically; as they developed. It helps understand influential factors into visual communication trends during modern and contemporary era.

Content

Lecture-based learning on art, graphic design, advertising & communication progressively through the ages. Significance of visual symbols and typography in communication design. Evolution of design process through history, with particular emphasis on modern and contemporary trends: local and global. The idea and techniques adapted to the graphic design process in support with technological invention. The new concepts and styles in communication design within the global and socio economic context.

- Significant historical periods of art, graphic design, advertising & communication
- Different visual signs, symbols and glyphs used to communicate
- Invention of print technology and development of typography
- Art movements from Renaissance to post modernism
- Social, economic and technological influences effecting changes in the design of publication, advertising & communication
- The influence of modern art
- Pictorial modernism and New language of form
- The Bauhaus & modern movement in America
- The age of Information: Global graphic design
- Corporate identity & visual systems
- Conceptual image
- Postmodern design & the global interaction
- Digital revolution & Information technology
- Pioneers of graphic design

Delivery Method

Lecture, Discussion, Audio visual presentation, and Library review works.

Assessment

1.	In-course	50%
2.	Final Examination	50%

References

- Philip B. Meggs & Alston W. Purvis, Megg's History of Graphic Design
- Johanna Drucker, Graphic Design History
- Stephen J Eskilson, Graphic Design: A New History, Second Edition
- David Raizman, History Of Modern Design
- Steven Heller and Véronique Vienne, 100 Ideas that Changed Graphic Design
- Per Mollerup, Marks of excellence
- Richard Hollis, Graphic design
- Armin Vit and Bryony Gomez-Palacio, Graphic Design, Referenced:
- A Visual Guide to the Language, Applications, and History of Graphic Design

GDC106: Basic Portfolio

Theory Course | 1 Credit

1 session per week of 3 hours each for 4 weeks

Objective

This course prepares the Graphic Design student for employment by developing a basic portfolio. It will help learn to design a personal identity system. This course intends to introduce graduates to various graphic design job resources. It develops strategies for presenting design skills to potential employers/ clients.

Content

Qualitative course-works from creative idea and graphic technique will be the major part of portfolio. The design works should be precise in mode, resolution, dimension and format according to required media.

- Students will include additional content to show their individual rendering skills, freehand drawing skills and digital visualization skills.
- Best design works and artworks from personal exercise may be added through the course teacher's selection.
- They will include an analytic written report on their course works and submissions.
- Students will add their detailed CV and create a portfolio for presentation purpose.
- Portfolio will be done in standard pdf format in A4 size and within 30-36 pages.
- Students may publish their works also in web format.

Delivery Method

Lecture, Discussion, Audio visual presentation, Library review works, Analysis.

Assessment

1.	Review	20%
2.	Final Presentation	80%

References

- Paula Scher, The Graphic Design Portfolio: How to Make a Good One
- Debbie Rose Myers, The Graphic Designer's Guide to Portfolio Design
- Craig Welsh, Design/Portfolio: Self Promotion at Its Best
- Ian Clazie, Creating Your Digital Design Portfolio
- Anna Kiper, Fashion Portfolio: Design and Presentation