

# DIGITAL GRAPHIC DESIGN

100 CONTACT HOURS/  
10 CONTINUING EDUCATION UNITS

**Ai** The Center for Professional Development  
The New England Institute of Art®

## CERTIFICATE IN DIGITAL GRAPHIC DESIGN

The Certificate of Completion in Digital Graphic Design introduces participants to the fundamentals of digital graphic design and is geared toward those who wish to enhance and elevate their skills and creativity. Participants are taught conceptual design of effective communication materials through use of visual elements such as color, typography and visual relationships. From concept to product delivery, course content is designed with the most relevant industry standards in mind. Faculty work in the fields in which they teach and can therefore update participants on current industry demands and practices in a hands-on setting thereby allowing individual attention to all participants. All work culminates in the creation of an individual project that draws from the skills attained throughout the Certificate.

Participants in the Digital Graphic Design Certificate are required to have a fundamental working knowledge of software applications on a Mac or PC platform and have worked in a professional capacity for at least two years. Direct industry experience is not required.

Course work is hands-on and taught in a Mac Lab. Participants may access computer labs outside of class time for course work and homework completions.

Courses meet one evening per week or on Saturday. All course work is graded Pass or Fail. Each course is worth 2 continuing education units and meets for 20 contact hours.

## CERTIFICATE COURSE SEQUENCE:

- Mac Navigation Workshop\*
- Designing with Adobe Photoshop®
- Designing with Adobe Illustrator®
- Design Fundamentals
- Designing with Indesign®
- Electronic Design and Production

\* These workshops are intended for students who have never used a Mac platform or who need a refresher. Students who do not have prior experience with the Mac platform will be required to take these workshops prior to being admitted to CPD to guarantee an opportunity for success in subsequent courses. They meet two evenings and the cost for the workshops is \$210 (total).

Please see below for detailed descriptions of some of the sample materials that may be covered in each course within the sequence. Course curricula will vary depending on the instructor yet the following pages provide an overview of the principles to be covered.

## COURSE DESCRIPTIONS

### MN 101 Mac Navigation Workshop

This workshop will familiarize students with Mac functionality and its basic interface. It will provide an introduction and orientation to using the Mac as a design and development platform. Students will have opportunity in-class to navigate and experience the Mac platform. An application such as Photoshop will be employed to help each student become more familiar with the Mac interface and its functionality. Each student will use Photoshop to create a design and layout project (TBD) that will give them the opportunity to practice the Mac Basic features. Students will be given a homework assignment that will prepare them for this session, and allow them to practice the essential Mac basic skills they will need for session two. Note: no continuing education units are awarded for this workshop.

Upon completion of this course you will have:

- Explored the functionality of the top main menu, including:
- Where to find applications, how to find and open recent applications,
- Mac System Folder, Finding, making, and saving files, creating folders, the Mac
- Drop-Box, the Desk Top, Apple Menu Items

Software Used: Adobe Photoshop®

### DGD 101 Designing with Adobe Photoshop®

This introductory course is intended for individuals who have a basic knowledge of computer functions. This hands-on course will concentrate on applying fundamental design principles through the use of a graphics software program, Adobe Photoshop®. It will explore techniques used to composite, edit, and manipulate digital images using a current version of Adobe Photoshop®.

Upon completion of this course you will have:

- Explored the Adobe Photoshop® Work Area
- Worked with Selections and Masks
- Worked with Paths, Layers and Channels
- Experienced Basic Painting and Editing Techniques
- Explored Color in Photoshop®, File Saving Formats, and Resolution Considerations

Software Used (DGD 101):

Adobe Photoshop®  
Adobe Illustrator®

\*Subject to Change

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## **DGD 102 Designing with Adobe Illustrator®**

This introductory course is intended for individuals who have a basic knowledge of computer functions. This hands-on course will concentrate on applying fundamental design principles through the use of a graphics software program, Adobe Illustrator®. It will explore vector illustration, text creation, and special effects using a current version of Adobe Illustrator®. It will also examine techniques to up illustrations and create drawings from scratch.

Upon completion of this course you will have:

- Explored the Adobe Illustrator® Work Area
- Created Basic Shapes.
- Explored the Pen Tool, Painting and Brushes
- Transformed Objects
- Worked with Type
- Experienced Blending Shapes and Colors and Worked with Layers
- Combined Illustrator and Photoshop images

Software Used: Adobe Illustrator®

## **DGD 103 Design Fundamentals**

This course will explore the fundamental design principles needed for effective communication through visual elements. You will be introduced to visual problem-solving techniques and develop informational organization through the use of color, typography, placement and visual relationships. This hands-on course will concentrate on the conceptual aspects of the design process in preparation for the introduction of software beginning in the second course of the Certificate.

Upon completion of this course you will have:

- Explored the tools and means by which to conceptualize, evaluate and modify the visual elements and imagery of graphic design
- Used the grid system of visual design management
- Experienced the parameters and process of creative visual communication
- Applied the principles of design to specific design challenges

Software Used: Non-technical courses

## **DGD 104 Designing with Indesign**

This introductory course is intended for individuals who have a basic knowledge of computer functions. This hands-on course will concentrate on applying fundamental design principles through the use of a page layout program, Adobe InDesign®. It will explore the capabilities and restrictions of InDesign® and examine techniques for bringing together sophisticated graphic and type treatments.

Upon completion of this course you will have:

- Explored the InDesign Tools, Palettes and Work Area
- Explored Typography, Illustration and Manipulation of Graphic Elements
- Worked with Style Sheets and Created Libraries
- Created PDF files for Conceptual Presentations and High Quality Offset Printing
- Created and used mAster Master Pages and Organized Longer Documents
- Explored PreFLight and Proper File Preparation for Offset Printing

Software Used: Indesign®

## **DGD 105 Electronic Design and Production**

Using the visual problem-solving skills and graphic design principles explored in Graphic Design Fundamentals, combined with Adobe PhotoShop®, Adobe Illustrator®, and Indesign®, you will explore the application of these techniques and technologies in the graphic design process from concept through production.

Upon completion of this course you will have:

- Established Perimeters, Challenges of a Specific Design Problem
- Conceptualized, Evaluated and Modified a Visual Approach
- Applied the Principles of Graphic Design
- Used Appropriate Software to Accomplish Specific Tasks in the Design Execution
- Experienced Production Considerations Including Cost
- Appropriateness Vender Selection File
- Preparation and Output

Software Used: Non-technical course