

**CENTER FOR PROFESSIONAL DEVELOPMENT****GRAPHIC DESIGN CERTIFICATE**

360 Hours/9 Months/Instructor-Facilitated  
Course Code: **CPD169**

**OVERVIEW**

Our online Graphic Design Certificate programs are designed to get you started in this fun and fast-paced design industry. Stay on the cutting edge with a Graphic Design Certificate that will enable you to build a body of creative projects that showcase your talents. The online Professional Certificate program builds a foundation in design theory and software that challenges you to create logo designs, poster designs, and work in other key areas of the field. With online graphic design courses that focus on creativity and technique, beginning and advanced students alike can sharpen their skills.

Course topics in the online Professional Certificate program include digital design, fundamentals of typography and the letterform, logo design, page layout and magazine layout, and poster design. Advanced Certificate students build on the Professional foundation with additional graphic design courses in print design, brand identity, or other concentration areas with classes in print production, advanced typography, packaging design, and more.

**OBJECTIVES**

The goal of the Graphic Design Certificate program is to prepare you for a professional career as a graphic designer. In the program, you will develop the technical, creative/visual, and communications skills for entry-level professional work. You will also begin to develop a portfolio of individual creative work you can present to potential employers.

Graphic Design Professional Certificate students learn the software programs that every pro needs to know: Adobe Photoshop, Illustrator, and InDesign. You will learn how to produce digital images, illustrations, and layouts, addressing foundational design theory topics such as color, typography, and composition. Class assignments involve hands-on photo editing, logo design, poster design, magazine covers and layouts, and many other important practices.

Listed below are the Graphic Design Certificate standards you are expected to meet as a student in the program.

- Digital Imaging
  - Your work will demonstrate entry-level professional Photoshop skills and effective decisions in selecting and editing images. You will be able to improve images for professional publication by retouching and correction, and create realistic or imaginative images by compositing or collage.
- Color

- You will develop distinctive color palettes based on the principles of color harmony. Your work will exhibit a sophisticated use of color and contrast, the ability to research colors and make choices that are appropriate for each client and project.
- Vector Art
  - You will develop entry-level professional skills in creating vector art illustrations in Illustrator, using shape drawing and freehand drawing tools, Pen tool, type tools, and basic effects. You will be able to create simple, stylized logos, icons, and illustrations for effective visual communication.
- Typography
  - You will be able to research and select appropriate typefaces and design typography to support the branding or communication goal of a particular client or project. You will demonstrate the ability to organize text into a clear, readable information hierarchy in page layouts while using display type for impact and expression.
- Composition
  - You will be able to create engaging and readable layout designs that blend text and imagery using fundamental design and composition techniques. You can create a professional-quality poster, print ad, or cover design that attracts the eye and guides the viewer through your layout.
- Page Layout
  - You will be able to create consistent, engaging, and readable layouts in InDesign for multi-page documents using master pages to control the style and positioning of text and graphics. Your page layout work will demonstrate proficiency in designing information for print publications such as newsletters and brochures.
- Design History
  - You will have a basic ability to identify and discuss important eras, designers, genres, and techniques in 20th and 21st century graphic design. You will be able to apply the concepts of important designers and design movements in your own work and develop an effective workflow of research, conceptualization, and design.
- Graphic Design
  - Your work will exhibit professional competence in various print design genres including poster design, logo/branding design, magazine layouts, cover design, and packaging. Your design work will show evidence of in-depth research in order to produce a striking, memorable, and creative solution.

## **OUTLINE**

### Level 1

Photoshop Basics  
 Color Theory  
 Illustrator Basics  
 Fundamentals of Typography

### Level 2

Design and Composition  
 Indesign Basics  
 The Study of Graphic Design (or 4211 fundamentals of logo design)  
 Graphic Design I

This program consists of eight required modules. Module descriptions are as follows:

### *Photoshop Basics*

- Adobe Photoshop is the premiere image manipulation tool for print design, Web design, and photography. It's a must-know if you're planning to work with photos or design projects at any level.
- This six-lesson course starts you off with the basics of the Photoshop interface and quickly gets you working on hands-on projects based on real-world design scenarios. You'll learn to choose and use the best techniques for common Photoshop jobs including selecting and isolating objects, creating image composites, masking and vignetting images, setting typography, and improving images with retouching and effects.
- You can learn to tame this creative powerhouse of a program. Working with course developer Andrew Shalat's stunning images and your own photos, you'll discover how to create sophisticated graphics with surprisingly simple techniques and an efficient imaging workflow. Master the technical fundamentals to unleash your creativity as an artist or designer.

### *Color Theory*

- Color is probably the most relative medium in art. Each color has a specific property, whether it's the particular wavelength in optical perception, the molecular construction of pigments or an RGB value for a monitor. Though each of those properties may be fixed, the expression and perception of a color may change within different contexts.
- Understanding color requires that you understand its systems, interaction—even a bit of physics and psychology! This course deals with the abstract language of color. We'll discuss basic color principles, terminology, and applications, with an emphasis on manipulating color. This course also deals with practical application of color, from applying color legibly to typography to using color effectively on-screen.

### *Illustrator Basics*

- Adobe Illustrator is a powerful and versatile tool for creating illustrations, logos, and graphics for print and the Web. By tapping the power of vector software, you can produce detailed and scalable art for almost any application.
- In this 6-lesson course, you'll build a solid foundation in Adobe Illustrator, learning from a master teacher. You'll start with a tour of important menus, tools, and panels, then explore selection tools, drawing tools, layers, the Pen tool (a lesson unto itself) as well as transformations/distortions, type tools, and modifying paths and shapes.
- Hands-on class projects will include a robot, a CD cover, photo tracing, a postcard, a bus ad, and a visual identity. You'll be surprised how quickly you begin to master this challenging but rewarding software application.

### *Fundamentals of Typography*

- Typography is what sets designers apart from other artists. In visual communication, typography must be integrated (every last loop, bowl, and descender) into a total design.
- In this 3-lesson course, you'll explore the anatomy of the letterform. Through interactive lectures and hands-on exercises, you'll learn how to classify typefaces and use them creatively.
- Understanding the fundamentals of typography will give your work power, eloquence, and beauty.

### *Design and Composition*

- What makes any image work, in graphic design or digital photography? The answer is composition. Composition, literally the assembly or construction of elements, is the artful arrangement that guides the viewer's eye and unifies your work.
- In this 3-lesson hands-on course, you'll develop your compositional skills by analyzing everything from Grand Masters to Madison Avenue ads to tubes of toothpaste.
- Through a series of artistic workouts, you'll learn the principles of effective composition, building to a final project where you bring Mozart to the masses. Your designs may never be the same!

### *InDesign Basics*

- In today's fluid design landscape, layout designers need the skills to move seamlessly between print and digital projects. Luckily, Adobe InDesign can handle it all. In this course, you will build a working knowledge of how to structure and lay out both print and digital documents.
- Over 6 lessons, you'll explore a host of essential Adobe InDesign techniques and focus on developing efficient workflows. The course will impart a working knowledge of InDesign's main capabilities, everything from basic features to using master pages, importing and manipulating objects, controlling text flow and style, and organizing content with tables, layers, links, and conveyor tools. As the course progresses, valuable methods for cutting-edge digital publishing techniques are explored: alternate and liquid layouts, interactivity, and the Adobe Digital Publishing Suite. Print is not forgotten, however, with plenty of attention paid to InDesign's robust tools for books and other longform publications.
- Projects give you training in a range of real world print/digital publishing projects, from brochures to catalogs, magazines to ePubs, and even an interactive folio for the iPad. This experience will leave you with an understanding of the software and a slew of great portfolio pieces. The course was developed by Adobe certified Design Master and certified expert in InDesign José Ramos.

### *The study of graphic design (or 4211 fundamentals of logo design)*

- Great designers learn from each other and from the art and design movements that shaped the industry as we know it. In this 3-lesson course, you'll explore print design from its early 20th century beginnings to its key 21st century players. From Art Nouveau to postmodernism, book design to information design, you'll gain a foundation in the movements and fields that can influence your signature style.
- As you work through hands-on design projects, you'll gain experience in research, idea-building, and production of creative concepts. You'll learn how to consider international culture in your work and you'll explore interviews with top designers, learning how they use history as a springboard for modern projects.
- Open-ended projects will help you develop portfolio-quality illustrations. You'll develop your own style and artistic flair, making your work more powerful and distinctive.

### *Graphic Design I*

- Tap into your creativity and discover the world of graphic design.
- Graphic designers today must be ready to tackle a wide range of projects from identity design to editorial design to product and packaging design.
- In this 6-lesson course, you'll establish a firm foundation for taking on professional design work. You'll gain insights from industry veterans and explore the challenges of designing posters, logos, magazine covers, book layouts, 3D designs, and brand identities.

- Looking to establish a career as a freelance designer? The course also provides you opportunities to hone your design process, as you research each project, develop concepts, work with iterative feedback, and begin to develop quality pieces for your portfolio.

### COMPUTER REQUIREMENTS

- A Windows-based or Macintosh computer that meets manufacturers' requirements for required software in the program.
- Access to the Internet
- Adobe Photoshop CS6 or CC
- Adobe Illustrator CS6 or CC
- Adobe InDesign CS6 or CC
- Program Concentrations may involve additional requirements.

\* SOFTWARE IS NOT INCLUDED IN THE COST OF THE PROGRAM. \*

### INSTRUCTOR BIOS

Students will receive critique and feedback from a faculty of art and design professionals. Instructors for this program include:

**Boris Margolin** is a graphic designer with 10 years of experience. Boris has worked as an in-house designer for several major international corporations including CIGNA, MetLife, and Nypro. While living in New Zealand, Boris worked at a brand development studio and at Victoria University. His design work has ranged from advertising design, to identity design, brand development, Web design and administration to Flash application development. In his spare time Boris runs his own niche design company catering to unconventional companies and emerging markets. Boris earned a BS in Graphic Design at Mount Ida College in Massachusetts.

**Bruce Bicknell** is a writer, instructor, illustrator, animator, Web designer, video editor, marketing pro, and graphic designer based in Tampa, Florida. In his career he has worked on projects for Adobe Systems, ATI, Photoshop Elements Techniques, MacTribe, Yellow Machine, and Mac Design, to name a few. Bruce has Associate degrees in Computer Animation and Web Development from The International Academy of Design and Technology.

**Jeremy Bratt** is a graphic designer, design coordinator and teacher with thirty years experience. He has worked recently as a design coordinator on very diverse corporate identity, branding and packaging projects. He managed the re-branding and new packaging for the globally known French cookware manufacturer Tefal when at Lewis Moberly in London. Whilst at Landor Associates in London he design coordinated the creation and development of a 500 page website for BP called 'The Brand Centre'. Prior to that project he managed the design and content of a huge interactive corporate identity implementation manual. He is keenly interested in good effective typography and is fascinated by the challenge of designing clear instructional information for culturally diverse users. When working for Siegal & Gale in London he designed and coordinated a number of corporate identity projects for the Spanish market. He is at present a partner of a design and communication consultancy in the UK, designing and coordinating all corporate, print and packaging work.

**Katherine Jin** is a visual artist and designer with 20 years experience. Her artistic practice focuses on digital media, interactive design, photography, and video, with a background in illustration, painting, and printmaking. She is currently developing a bilingual interactive story app called Wandering Meimei / Meimei Liu Lang Ji about globalization and a factory girl. She has worked as a freelance designer for major arts organizations like Harbourfront in Toronto and on university jobs in the U.S. creating posters, Web sites, and videos. Her most recent gallery show was for a three-channel video called Dorothy's Mirror, which debuted in Canada at the Thompson Rivers University Gallery and then moved to the University of Texas at Dallas Gallery. She illustrated a book called Sam and Nate for a Canadian children's book publisher. She has degrees in Fine Arts, New Media Design, and an MFA in Arts and Technology where she majored in Photography and Design-Based Media. As an artist, she taught art via professional artist grants called "Artists in Education" and the Professional Development Fund for five years.

**José Ramos** is a publishing solutions specialist and Adobe consultant for the Caribbean region. He's an Adobe certified Design Master, which includes certifications in Adobe Photoshop, InDesign, Illustrator, InCopy, Acrobat Pro, and Dreamweaver. He's used Adobe software since 1991, and in 2007 founded the Puerto Rico chapter of the Worldwide InDesign User Group. His success opened the door for many other Latin American chapters. He also co-authored InDesign CS5 Learn by Video, published by Peachpit Press and Adobe Press. Editorial design has always been his passion. In 2010, he art-directed and designed the award-winning La Justicia En Sus Manos, a book commemorating the 50th anniversary of the Supreme Court of Puerto Rico. In 2012, he worked for Adobe as a Creative Suite and DPS Evangelist, focusing on the Caribbean and Latin American markets. His relationship with Adobe continues as a consultant, community professional, and influencer. He currently owns his own design and consulting studio in San Juan, Puerto Rico.