

Graphic Design Advanced

Course Description

The brand design workflow from art direction and logo creation to typography, visual identity, and portfolio development. Students work on a final project combining illustration and design techniques to produce a full branding campaign with social media visuals.

Things to know before entering this course

Graphic Design Introduction course, Abstract Art Design and illustration Basics courses are required before taking this course Or knowledge of equivalent skills

Course Duration 14 Classes – 3 hours per class

Course Topics

Class 1 (Introduction)

- Graphic Design History
- What is Art Direction

Class 2-3 (Logo Design and Creative Process)

- Logo definition and types
- Logo vs Branding
- Ask right questions in brief
- Research
- Mind map for inspiration

Class 4-7 (Working on Logo)

- Case studies for branding projects
- Logo creation pipeline
- From sketch to production

Class 8-9 (Typography)

- Icon and Typography
- Layout
- Color Theory

Class 10 (Illustration For Branding)

Class 11-12 (Brand Identity)

- What is brand identity
- Patterns and graphic elements for brand
- Brand guideline

Class 13-14 (Visual creating for Ads and Portfolio)

- Composition, lighting and colors to create visuals
- Using AI in Branding and Advertising
- Portfolio Creation

Attendance Policy

- Students missing more than 2 classes will be failing the course.
- Students choose to attend whether in-class or online live for all course classes with 1 exception switch permitted

Grading Policy

- Grades are distributed as follows
 - Assignments and in-class Exercises 40%
 - Final Project portfolio 60%