Torilo academy

GRAPHIC DESIGN SYLLABUS

At a Glance

1. Principles & Elements of Design
2. Software Drill (Illustrator & Photoshop)
3. Publication
4. Conceptual Thinking Masterclass
5. Advertising
6. Brand Identity
7. Strategy

Section One (Design Theory)

1. Elements of Design : Dots, Line, Shape, Size, Texture, Font
2. Principles of Design : Contrast, Balance, Alignment, Hierarchy, Rhythm, Emphasis, Unity
3. Assignment

Section Two (Illustrator)

1. Introduction to illustrator
2. A tour around Illustrator, interface and tools of illustration
3. Getting use with tools (with text alteration)
4. Features of a Publication
5. Cover Design
6. Page Planning
7. Assignment

Section Three (Conceptualisation)

1. Conceptual & Aesthetic School of thought
2. Calligram & Typography
3. Understanding Hierarchy
4. Assignment

Section Four (Photoshop)

1. Making your Headline Stand Out
2. Creating Unique “Set-pieces”
3. A tour around Photoshop, tools, panels and layers
4. Masking
5. Colour correction
6. Photo manipulation
7. Text Effect

Section Five (Advert & Brief Handling)

1. Think Masterclass
2. Creating your first WOW! Design
3. Advertising Brief?

In the event of the termination of training after payment by the student, (whether before or during training session), no portion of any payment of any kind shall be owed or repayable by Torilo Academy.