

# Course Information Sheet

## Graphic Design Explored

**AH06E43A**



<b>Venue</b> 📍 Hyde Park House	<b>Start Date</b>	26 Sept 2024 18:00
	<b>End Date</b>	24 Oct 2024 21:00
	<b>Fee</b>	Full Fee £45 Concession £11
	<b>Materials</b>	£0

[OCSW AH06E43A Graphic Design Explored \(oncoursesouthwest.co.uk\)](https://oncoursesouthwest.co.uk)

Spark your creativity and explore the fundamental principles of graphic design in this introductory 4-week course.

### Course Description:

Have you ever wondered what goes into creating eye-catching logos, informative brochures, or engaging social media posts? Graphic Design Explored is your chance to delve into the exciting world of visual communication! This beginner-friendly course will equip you with the essential skills and knowledge to develop impactful graphic design projects. Through a mix of practical exercises, design theory, and software exploration, you'll gain a solid foundation in graphic design principles like colour theory, typography, and composition. Whether you're looking to enhance your creative skills for personal projects or considering a career in design, this course is the perfect starting point.

### What will I learn?

- **Week 1: Introduction to Graphic Design:** Discover the power of graphic design and explore its various applications in our everyday lives. Learn about the design process and gain an understanding of fundamental design principles.
- **Week 2: Design Essentials - Colour & Typography:** Dive deeper into the world of colour theory, exploring colour psychology and how to use colour effectively in your designs. Uncover the secrets of typography, learning to select and use fonts to create a strong visual hierarchy.

- **Week 3: Mastering Composition & Layout:** Explore the principles of composition and layout, learning how to arrange elements on a page to create visually balanced and impactful designs. Put your newfound skills to the test by creating mood boards and designing a basic layout.
- **Week 4: Design Software Introduction & Portfolio Building:** Get hands-on with a beginner-friendly graphic design software (e.g. Canva) and learn the basics of creating and manipulating vector graphics. Throughout the course, you'll be building your design portfolio, showcasing your learnings and newfound creative skills.

### **How will I be assessed?**

This course will incorporate a blend of formative and summative assessments:

- **Formative assessment:** Regular feedback will be provided throughout the course through interactive exercises, quizzes, and peer reviews.
- **Summative assessment:** Your learning will be evaluated at the end of the course through a final design project where you'll apply the skills and knowledge acquired throughout the program.

### **Who is this course for?**

This course is perfect for anyone with an interest in graphic design, beginners with no prior design experience, or individuals looking to develop their creative skills for personal or professional use.

### **Progression Opportunities:**

Following this course, you could progress to a more advanced graphic design certificate or diploma program. Here are some examples of available programs across the UK:

- Level 3 Diploma in Graphic Design
- BTEC National Extended Diploma in Creative Media: Graphic Design

### **Career or Job Enhancement Pathways:**

This course can be a stepping stone towards various creative careers, such as:

- Graphic Designer
- Web Designer
- Marketing Specialist

- Social Media Designer

**How do I enrol?**

If you are paying the full fee, the quickest way to enrol is online at [www.oncoursesouthwest.co.uk](http://www.oncoursesouthwest.co.uk), simply create an account and select enrol now. Alternatively, you will need to speak to one of our customer service team on 01752 660713.

**How will the course be delivered?**

This is a practical course, and the sessions will include tutor-led demonstrations, learner-led group activities, instruction and repetition. These will form part of the delivery together with one-to-one support as required.

**Will I need to practise outside the classroom?**

You will be encouraged to review your notes between lessons to ensure maximum benefit from your course. It is always useful to practise your skills between sessions. Your tutor may encourage home learning, or independent research.

**How will I know I'm making progress?**

During the first session, your tutor will discuss your goals and current level in relation to the course. Based on this assessment, you will agree individual targets which you will record in your individual learning plan (ILP). You and your tutor will review your targets regularly to ensure that you are making progress; these will be written in your individual learning plan.

**What will I need?**

Please bring a notepad, and pen to each session. You may wish to bring a file for any handouts. A laptop with internet access is required for completion of coursework and home learning outside of the classroom.

**Please note:**

Most courses attract a subsidy from the Education and Skills Funding Agency (ESFA). It is a requirement of the ESFA that you complete various forms at different stages of your course, further information is available on request. Courses are subject to a minimum number of enrolments and could be cancelled if recruitment is low. In some cases, an alternative class at a different location may be offered.

Terms and conditions are available at

<https://www.oncoursesouthwest.co.uk/learner-information/essential-information-for-every-learner>

Room numbers are subject to change - please check when you arrive at the venue.