

Course: BA (Hons) in Fashion Design (QCI Level 8)

Module	Design Graphics 1
Course code	BAFDH-DG1
Credits	5
Important notes	Available for semester abroad students
Allocation of marks	100% Continuous assessment

Module aims and objectives

The objectives are to enable the learner to develop skill in the use of selected software through experimenting with software through the use of montages, layout and other presentation skills. The objectives are also to develop the learners understanding of graphic design, the use of colour, type, imagery and layout. The module aids the learners to focus and hone their design skills and gain practical experience in desktop publishing and illustration packages. A second objective of the module is to develop the learners' skill in the use of design principals of design and layout for print communicating design ideas.

Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

1. Use Bitmap and Vector Graphics applications such as Adobe Creative Cloud Photoshop, Illustrator, InDesign and Adobe Image Ready to basic industry standard.
2. Demonstrate the combined use Bitmap and Vector Graphics and desktop publishing skills within a design project.
3. Set up and format design graphic files in preparation for print and on screen viewing.
4. Creatively apply and communicate effectively graphic techniques employing the use of a grid and typography.

Rationale for inclusion of the module in the programme and its contribution to the overall IPLOs

The module enables learners to develop skill in three Design Communication tools, and printing. The learning outcomes of this module underpin a lot of the learning to be applied in other modules and so contribute to most of the Intended Programme Learning Outcomes. The module learning outcomes are aligned with Programme Learning Outcome no: 4, 7 and 11.

Information provided to learners about the module

Learners will receive a module handbook to include module descriptor, module learning outcomes (MLO), class plan, assignment briefs, assessment strategy and reading materials etc.

Module content, organisation and structure

CLASS PLAN/ MODULE CURRICULUM		
Semester 1 / Week no	Topic No	Topic Name
1.1	1	<p>Introduction to Module and Assignments</p> <p>Adobe Creative Cloud Photoshop.</p> <p>Introduction to Adobe Creative Cloud Photoshop. File types, file sizes, colour resolution, scanning of images and drawings, image corrections, layers, channels, layer masks, type masks, transforming objects, dodge and burn techniques, rendering finishes, rendering shadows.</p>
1.2	2	<ul style="list-style-type: none"> Apply Adobe Creative Cloud Photoshop learned in class to current design studio project. Lecturer will issue tasks in class for learners to complete.
1.3	2	<p>Apply Adobe Creative Cloud Photoshop learned in class to design studio project</p> <p>Lecturer will issue tasks in class for learners to complete.</p>
1.4	2	<p>Adobe Creative Cloud Illustrator</p> <p>Introduction to Adobe Creative Cloud Illustrator: Layout, graphics, text, colour, photomontage, proportion, use of different media</p>
1.5	2	<p>Apply adobe Creative Cloud Illustrator learned in class to design studio project.</p> <p>Lecturer will issue tasks in class for learners to complete.</p>
1.6	3	<p>Apply adobe Creative Cloud Illustrator learned in class to design studio project .</p> <p>Lecturer will issue tasks in class for learners to complete.</p>
1.7	3	<p>Adobe ImageReady</p> <p>Introduction to Adobe ImageReady. Image ready for the web.</p>
1.8	3	<p>Apply ImageReady learned in class to design studio project</p> <p>Lecturer will issue tasks in class for learners to complete.</p>
1.9	3	<p>Apply ImageReady learned in class to design studio project .</p> <p>Lecturer will issue tasks in class for learners to complete.</p>
1.10	3	<p>Adobe Creative Cloud InDesign.</p> <p>Introduction to Adobe Creative Cloud InDesign. How to set-up a document for print In Design. layers panel , Working with rulers and guides. How to work with type, columns and drop caps. Setting up margins, importing text and graphics. Working with colour swatches for both spot colour and process. How to add multiple pages to your InDesign document. Demonstration of the different tools and how to use them.</p>

		Saving your files to send to a commercial printer. How to make a PDF to send to a client or commercial printer.
1.11	4	<ul style="list-style-type: none"> Apply adobe Creative Cloud InDesign learned in class to design studio project . Lecturer will issue tasks in class for learners to complete.
1.12	n/a	<p>Adobe Creative Cloud InDesign.</p> <p>Introduction to Adobe Creative Cloud InDesign. How to set-up a document for print In Design. layers panel , Working with rulers and guides. How to work with type, columns and drop caps. Setting up margins, importing text and graphics. Working with colour swatches for both spot colour and process. How to add multiple pages to your InDesign document. Demonstration of the different tools and how to use them. Saving your files to send to a commercial printer. How to make a PDF to send to a client or commercial printer. Basics of using videography, basics of filming, using tripod.</p>

Module physical resource requirements

Requirements are for a fully equipped PC lab for 60 learners. The PC lab is equipped with software to include adobe, Microsoft office, Photoshop, InDesign, Autodesk, Sketch Up and Revit, and an overhead projector. The PC lab is available to learners outside of contact teaching hours, to facilitate group assignment tasks and supports peer to peer learning.

Reading lists and other information resources

Recommended Reading:

- Krause, J. 2004. Design basics index: a graphic designer's guide to designing effective compositions, selecting dynamic components and developing creative concepts. How Design Books
- Judge, A. 2015. From Photos to Art with Photoshop: An Illustrated Guidebook, Volume 1, CreateSpace Independent Publishing Platform
- Lupton, E. and Cole P. J. 2015. Graphic Design: The New Basics: Second Edition, Revised and Expanded, Princeton Architectural Press