

Starting with confidence >>

Graphic Design

The following is a list of activities you may like to do during your summer holidays, in preparation for studying Graphic Design.

The Graphic Design department is a warm and welcoming place to be. With our open door policy, you have access to the department any time during college hours. We have created a department that will introduce you to new and exciting design skills as well as allowing room to develop your existing creative attributes. We encourage creatively, individualism and room to develop innovative design concepts.

'Design is the method of putting form and content together. Design, just as art, has multiple definitions; there is no single definition. Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated' – Paul Rand

What is Graphic Design?

Graphic design is a creative process most often involving a client and a designer and usually completed in conjunction with producers of form (i.e. printers, signmakers, etc) undertaken in order to convey a specific message (or messages) to a targeted audience. The term "graphic design" can also refer to a number of artistic and professional disciplines that focus on visual communication and presentation.

Typography

Typography is the art and technique of arranging type in order to make language visible. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

www.youtube.com/watch?v=tWFWJGA7qrc

Typography is all round us but each version tells a different important message. We can see type used in everything from street signs, magazines, poster, clothes to packaging and tickets.

Collect examples of creative typography used in media such magazines and posters and evaluate how they use design, colour and style to communicate a message.

