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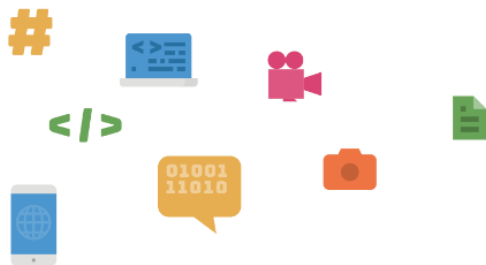
# Visual and Graphic Design

Course Outline



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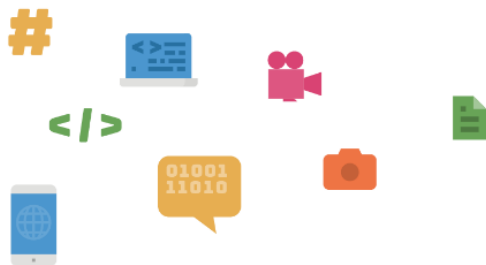
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PROJECT NUMBER: 612128-EPP-1-2019-1-BE-EPPKA3-IPI-SOC-IN  
PROJECT TITLE: Social Hackademy - #hackAD



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Social Hackademy - #hackAD

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**Agreement number:**

Erasmus+ KA3 Social Inclusion

[www.socialhackademy.eu](http://www.socialhackademy.eu)

**Partners:**

ALL DIGITAL aisbl (Belgium), European Grants International Academy (Italy), Hellenic Open University (Greece), CTC Rijeka (Croatia), SIMPLON.co (France), Public libraries 2030 (Belgium)

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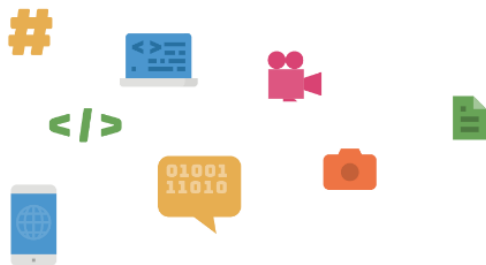


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<b>Project Acronym</b>	#hackAD
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Work Package	WP2 Best practice adaptation
Deliverable Title	#hackAD Visual and graphic design course outline
Dissemination level	Public
Version	Final
Delivery date	31/05/2020
Abstract	This document provides organizations and trainers with the plan on how the Visual and graphic design course is structured, what are the key competences and learning outcomes which can be acquired during this course, general guidelines, requirements and notes for the course.
Author	CTC Rijeka
Project n°	612128-EPP-1-2019-1-BE-EPPKA3-IPI-SOC-IN
Agreement n°	2018 – 3186
Website	www.socialhackademy.eu

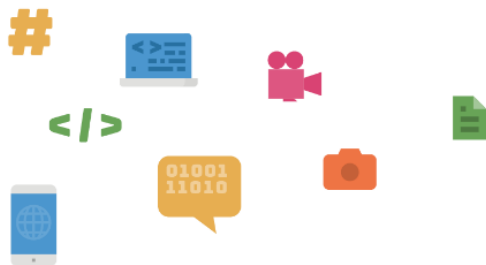
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## LEARNING OBJECTIVES

The course is focused on teaching participants how to create a book of visual standards and how to use it to create graphics with specific purposes like posters, social media posts and brochures. The participants will gain basic digital knowledge and skills about:

- Visual identity and graphic design principles,
- Working with raster and vector based graphics,
- Psychology of colors and techniques to choose and combine colors in design,
- Preparing graphics for web and print,
- Collaborating with print shops to achieve high quality results.

Besides digital skills, in this course the users are encouraged to think critically, be creative and to use the assets at their disposal to create solutions, thus they will have the chance to improve their entrepreneurial skills and skills for 21st century.

## COMPETENCES

A student who attends most of the classes, does the assignments and actively participates in the course should, by the end of the course, gain following competences:



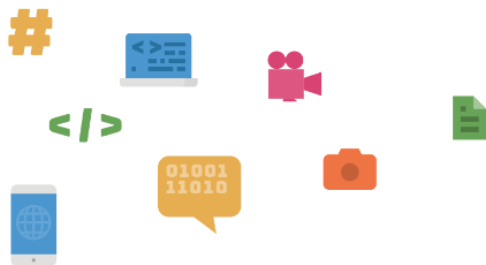
DigComp 2.1 -> Competence Area 3: Creation of Digital Content -> Competence 3.1 – Developing content -> Level 3 – Intermediate



EntreComp -> Competence Area 1: Ideas & Opportunities -> Competence 1.2 – Creativity



EntreComp -> Competence Area 3: Into action -> Competence 3.5 – Learn by doing



## COURSE REQUIREMENTS

The participants are required to have basic computer skills in accordance with DigComp 2.1 – Competence Area 1 – Information and Data Literacy – 1.3 Managing data, information and digital content – Level 4 or ECDL - Computer Essentials Module.

## EQUIPMENT

Computer or laptop for each participant with stable internet connection and necessary software based on trainer's preference (Adobe Photoshop, Illustrator or free equivalent), digital projector, pens, papers. A graphic tablet can be a useful addition to the course but it is not a requirement.

## INSTRUCTIONAL METHODS

**Classwork** – theoretical or practical work done by students according to trainer's instructions during class

**Self-study** – theoretical or practical work done by students individually according to trainer's suggestions (tutorials, online reading materials, etc.) outside of class

**Exercises** – short tasks done by students themselves during the class moderated by trainer

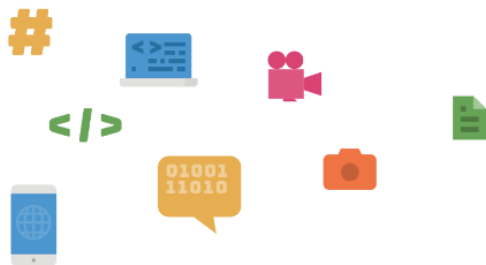
**Project assignments** – comprehensive tasks that students do by themselves or in groups with the guidance and support by trainer

## NOTES

The course is designed upon practical „learning by doing“ methodology and consists mostly of tasks and exercises that participants will do by themselves with the guidance of the mentor.

## ASSESSMENT AND EVALUATION

The students' progress should be monitored by the trainer during the course, providing the necessary feedback on strengths and emphasis on the topics that need further improvement. The student's skills and knowledge should be evaluated during the Hackathon, assessing the student's involvement in the Hackathon assignment, the quality of produced results, creativity, problem-solving and teamwork.



## COURSE DURATION

The course consists of 20 hours of face-to-face workshops.

## SYLLABUS AND LEARNING OUTCOMES

### 1. INTRODUCTION (2 hours)

#### 1.1. Introduction to graphic design and the terminology used

At the end of the course the participants will know what is graphic design in general, and understand the terminology graphic designers use.

#### 1.2. Introduction to visual identity

At the end of the course the participants will be able to explain the principles of visual identity creation.

#### 1.3. Primary design principles

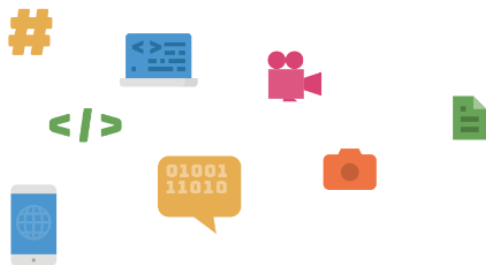
At the end of the course the participants will be able to understand the primary design principles.

#### 1.4. Raster and vector based graphics

At the end of the course the participants will know the definition of a raster and vector based graphics, what are the main differences between raster and vector graphics, and when to use raster based and vector based graphics.

#### 1.5. Color theory

At the end of the course the participants will understand the types of color modes graphic designers use, know the main differences between different color modes, and when to use a specific color mode.



## **2. WORKING WITH RASTER BASED GRAPHICS SOFTWARE (4 hours)**

### 2.1. Introduction to raster based graphic design software

At the end of the course the participants will be able to navigate the user interface of the raster based graphic design software, and educate themselves to learn more to learn more about the raster based graphic design software.

### 2.2. Simple picture processing and retouching

At the end of the course the participants will be able to do simple picture editing and retouching, and export graphics from the raster based software to be used in other media.

### 2.3. Creating a layout using text

At the end of the course the participants will be able to use text tool in the raster based graphic design software.

## **3. PSYCHOLOGY OF COLORS (2 hours)**

### 3.1. Introduction to color theory and psychology, color harmony and ways of choosing colors for a specific design

At the end of the course the participants will know what is psychology of colors, possess basic knowledge about color theory, know how color harmonies work, and use different online tools that help to choose color pallets.

## **4. WORKING WITH VECTOR BASED GRAPHIC SOFTWARE (5 h)**

### 4.1. Introduction to vector based graphic design software

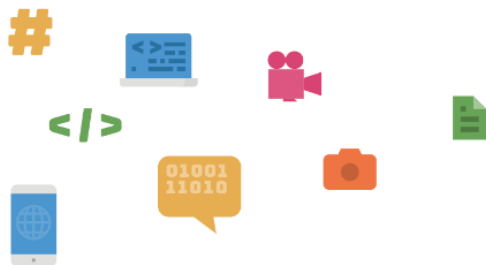
At the end of the course the participants will be able to navigate the user interface of a vector based graphic design software, and educate themselves to learn more about the vector based graphic design software.

### 4.2. Paths, shapes, typography and other vector based graphic design software tools

At the end of the course the participants will be able to use basic vector based graphic design software tools to create designs.







### 4.3. Creating a specific design

At the end of the course the participants will be able to use vector based graphic design software to create a specific design, and export vector based graphics to use in other media.

## 5. COPYWRITING (1 h)

### 5.1. The importance of a good copy and how to write it

At the end of the course the participants will know what is a copy and what is the job specter of a copywriter, basic rules of a good copy, and why a copy can help a graphic designer to create a better quality designs.

## 6. EXERCISE ASSIGNMENT (3 h)

### 6.1. Creating a social media post/graphic

At the end of the course the participants will be able to create a graphic for different social media and web platforms.

## 7. BOOK OF VISUAL STANDARDS (2 h)

### 7.1. The purpose of the book of visual standards

At the end of the course the participants will know what is the purpose of the book of visual standards and use it.

### 7.2. Creating a book of visual standards

At the end of the course the participants will be able to create a book of visual standards, explain and clarify the graphic design choices they made while creating the design, and present their designs to the potential clients.



## **8. COLLABORATING WITH PRINT SHOPS (1h)**

### 8.1. Terminology and technology used in the print shops

At the end of the course the participants will know the terminology print shops use, know the different technologies print shops use to print designs, be able to specify their needs to the print shop in order to assure high quality results, and prepare graphic designs to be printed in the print shop.