Graphic Design Using Adobe® Illustrator®

Duration: 5 Days
Method: Instructor-Led Training (ILT) | Live Online Training

Certification: *Adobe Certified Professional (ACP) in Graphic Design & Illustration Using Adobe Illustrator*

Course Description

This comprehensive course offers foundational knowledge in graphic design principles, tools, and techniques essential for creating impactful artwork. Participants will explore design history, key elements of design, and gain proficiency in Adobe Illustrator while covering topics such as colour theory, typography, and the creative process. They will develop hands-on skills in shape creation, artwork enhancement, and preparing designs for various media. By blending theoretical knowledge with practical application, the course equips participants to produce high-quality designs and develop a portfolio that prepares them for further studies or careers in graphic design.

Target Audience

This course is designed for:
- Aspiring Graphic Designers,
- Marketing and Communications Professionals,
- Entrepreneurs and Business Owners,
- Professionals in Related Fields,
- Creative Hobbyists
- Individuals Looking to Transition Careers.

Prerequisites

To attend this course, candidates must have:
- Basic Computer Skills such as how to launch an application, browse to locate and open files, and can navigate to on-screen elements using a mouse or other navigational devices.

Microsoft Partner

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Course Objectives

Upon successful completion of this course, attendees will be able to:
- Understand the foundations of graphic design.
- Apply the elements of design.
- Classify and utilize images and graphics.
- Master colour theory.
- Develop skills in shape fundamentals.
- Understand typography.
- Search and source images effectively.
- Set clear project requirements.
- Navigate and utilize Adobe Illustrator.
- Create and customize shapes.
- Enhance and customize objects.
- Format and customize text.
- Create complex illustrations.
- Utilize advanced painting techniques.
- Apply creative effects and styles.
- Manage colours and swatches.
- Understand branding principles.
- Create social media graphics.
- Prepare and optimize documents for deployment.

Course Topics

Module 1: What is Graphic Design?
- Course Introduction
- Historical Overview of Graphic Design
- What Do Graphic Designers Actually Do?
- Design Process
- Online and Adobe Products Overview and Uses

Module 2: Elements of Design
- Overview of Design Principles
- Balance and Alignment
- Proximity and Space
- Repetition and Consistency
- Contrast and Colour

Module 3: Classifications of Images and Graphics
- Pixels, Resolution, Aliasing and Anti-Aliasing
- Images and Graphic Files Overview
- Bitmap/Raster Images
- Vector Images

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Course Topics *Continued*

Module 4: Colour Theory
- Understanding Colour Theory
- Comparing RGB and CMYK Colours
- Colour Terms
- The Colour Wheel
- Pantone Colours
- Hex Colours
- Mixing Colour: Paint, Print and Screen

Module 5: Shape Fundamentals
- Introduction to Shape
- Graphic Shapes
- Visual Contrast
- Marks, Icons, and Symbols
- Negative/Positive, Figure/Ground
- Rhythm and Pattern

Module 6: Typography (Fonts)
- Introduction to Typography
- The Anatomy of Letters
- Words and Spacing
- Type Size: The Point System
- Typesetting Text
- Typefaces, Fonts and Type Families
- Typeface Categories
- Denotation and Connotation in Type
- Letterforms
- Typographic Composition

Module 7: Techniques for Searching and Sourcing Online Images
- Image Search Methods and Best Practices
- Finding and Sourcing Images Online
- Effective Online Image Search Strategies

Module 8: Setting Project Requirements
- Identify Purpose, Audience, and Audience Needs
- Determine and Evaluate Standard Copyright Rules for Artwork, Graphics, and Graphics Use
- Determine and Evaluate Project Management Tasks and Responsibilities

Module 9: Introducing Illustrator
- Apply Design Principles, Elements, and Graphics Composition
- Evaluate Graphics Scalability
- Navigate the User Interface
- Customize the User Interface

Module 10: Creating and Customizing Basic Shapes
- Create Documents
- Save Documents
- Draw Basic Shapes
- Apply Strokes and Brushes
- Fill Shapes
- Apply Graphics Styles
- Distort Text with Text Envelopes

Module 11: Customizing Objects
- Import, Place, and Link Graphics
- Alter the Appearance of Objects

Module 12: Creating Documents Containing Customized Paths
- Draw Paths
- Modify Paths

Course Topics *Continued*

Module 13: Formatting and Customising Text
- Insert Text
- Wrap Text
- Hyphenate Text
- Apply Flow Text Along a Path
- Insert Bounded and Threaded Text
- Apply Text Styles
- Insert Typographical Characters
- Set Character Formats
- Apply Advanced Formatting Options to Type

Module 14: Drawing Complex Illustrations
- Apply the Grid, Guides, and Info Panel
- Combine Objects to Create Complex Illustrations
- Organize Artwork with Layers
- Create a Perspective Drawing
- Trace Artwork

Module 15: Enhancing Artwork Using Painting Tools
- Paint Objects Using Fills and Strokes
- Paint Objects Using Live Paint Groups
- Paint with Custom Brushes
- Add Transparency and Blending Modes
- Apply Meshes to Objects
- Apply Patterns

Module 16: Enhancing the Appearance of Artwork
- Apply Effects to an Object
- Create Graphic Styles
- Apply a Mask to an Object
- Apply Symbols and Symbol Sets
- Work with 3D Objects

Module 17: Customizing Colours and Swatches
- Manage Colours
- Customize Swatches
- Manage Colour Groups
- Adjust Colour

Module 18: Branding
- Branding Basics
- Brand Kits and Guidelines
- Business Stationery
- Brand Mock-Ups (T-Shirts, etc.)

Module 19: Social Media Graphics
- Facebook Graphics
- Instagram Graphics
- YouTube Graphics
- Twitter Graphics

Module 20: Preparing and Optimizing Documents for Deployment
- Optimize Content for Print
- Optimize Content for the Web
- Optimize Content for PDF Documents
- Prepare Artwork for Printing
- Prepare Transparency and Colours for Printing
- Create Slices and Image Maps
- Save Graphics for the Web
- Prepare Documents for Video
- Prepare Files for Other Applications

ACTIVITIES INCLUDED

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