



PRINT MEDIA CERTIFICATE

If you want a career as a print designer or finished artist, this condensed design and print course, has been customised in order to enable you to understand design, conceptualise ideas, and translate them onto the page. The course comprises five graphic design applications that enable efficient workflow, from both design and technical perspectives. This knowledge is tied together in the creation of a starter portfolio that you can use as an entry point into the position.

INTRODUCTION

This course is set out to establish a working knowledge of the necessary print media software currently used in the industry. The Adobe Creative Cloud range of applications for print media is taught together with some basic theory, typography, and professional presentation skills. The course is designed for people who have a good working knowledge of computers and relevant digital technologies. However, no prior knowledge of specialised computer applications is needed as this course is structured for emerging designers who want to enter the field without prior knowledge.



Please contact a student advisor for start dates.
54 Hours, One week day evening per week, 3 hour sessions

To register for this course or to find out more information,
please contact a student advisor:

Website: www.conceptinteractive.co.za

Queries: info@conceptinteractive.co.za

Tel: 021 202 7890

WE COVER

Basic Design Theory (3 hours)

A historic overview of print design leading to well established design theories and principles is presented in this subject. The purpose of this subject is to ground the student with a theoretical underpinning to understand the application of the software better.

Introduction to Typography (2 hours)

Typography as a critical element of print design is lectured in order to create an understanding and working knowledge of typographic definitions, styles, applications and critique.

Adobe Illustrator (11 hours)

We focus on teaching Adobe Creative Cloud (CC) as the latest in industry relevant vector applications. Other vector application software is handled in short. Vector applications form a critical part of any printed design artefact and is therefore needed to be well understood.

Adobe InDesign (11 hours)

Adobe InDesign CC is lectured as the primary layout application used by the publishing industry. Magazines, newspapers and most graphic design agencies as well as advertising houses use this application as their most important layout application.

Adobe Photoshop (18 hours)

Adobe Photoshop CC is a bitmap/raster editing application and is resented as the industry standard application with usage in the fields of photography, publishing, web design, graphic design, advertising, film and home use. Adobe Photoshop offers the most comprehensive editing features for any form of digital imagery/ photography.

Print Reprographics (4 hours)

Theory and application of printing reproduction methodologies is introduced. The purpose of this module is to develop an understanding of the steps needed to move a digital design onto a printed substrate. Colour theory and printing methods are also lectured in this subject.

Adobe Acrobat (3 hours)

We teach Adobe Acrobat as a pdf creation and editing application. Interactive pdfs and the scope of pdfs as comprehensive file extensions is also explored.

Presentation & Communication (2 hours)

Professional practice techniques and principles as needed in the industry is explored. These skills are needed in a work environment in order to promote your work as well as yourself as an industry professional.

Project (10 hours)

This subject allows time to work on a final project as the summative assessment upon completion.

ADMISSION REQUIREMENTS

A Matric Certificate or equivalent is needed for entry.

A working knowledge of computers and digital devices (digital cameras, scanners, smartphones, etc.)

Some design, programming or fine art background would be greatly advantageous but not a pre-requisite.

OUTCOME

Several creative industries including advertising, web design, graphic design, multimedia design, signage, film and publishing industries use the software offered in this course. The plication is therefore within the broader scope of the creative industries in predominantly print based design although multimedia and web design agencies also make use of the software applications in this course.

The typical student will be someone who wants to enter, or whom has already entered, the creative industry sector. This course also serves as a great starting point for an entrepreneurial creative who wants to further their skills offering or those who wish to set up their own creative place.

