



# GRAPHIC DESIGN

MASTERCLASS



# **i** WHO WE ARE

Cr8ive Xpats Academy is a fully-practical training institute established to bridge the digital divide between Africa and the rest of the world.

We have an educational philosophy built upon an interdisciplinary approach to art and design, giving students unparalleled opportunities to develop their creative and critical abilities.





## OUR VISION

To empower, nurture and dispatch a disciplined and unique set of creative professionals for their world



## OUR MISSION

To establish a fully-practical world-class pan-African institution of art





**COURSE FEE**  
**₦30,000**



**3 Months**  
**TWICE WEEKDAYS**  
**ONCE WEEKENDS**  
**AT LEAST 3 HOURS LECTURE**



## **COURSES AT A GLANCE**

- Principles and Elements of Design
- Software Drill (Corel Draw & Photoshop)
- Publication
- Think Masterclass (I & II)
- Conceptualisation
- Advertising
- Brand Identity
- Strategy
- Pre-press Management



## **ABOUT THE COURSE**

This program is designed for individuals who are interested in applying their creativity to communicating ideas and concepts in both print and interactive media. Students are prepared for graphic design careers, through strong, practical and theoretical training in typography, the basic fundamentals of creativity, design, image, form, and colour. The program includes extensive hands-on training in industry-standard software tools, which allow students to present their design solutions in a variety of formats.

**SOFTWARE**



CorelDRAW



PHOTOSHOP



ILLUSTRATOR



**REGISTER AT [www.cr8ivexpats.com/courses/12/graphic-design-masterclass](http://www.cr8ivexpats.com/courses/12/graphic-design-masterclass)**

Attendance is twice for weekday students, but once for Saturday participants.  
Students would be issued with certificate of attendance on successful completion of their programme.



## SECTION 1

# DESIGN THEORY

- 1) **What is Graphic Design and what it's not**
- 2) **Visual Elements of Graphic Design**
  - Dot
  - Line
  - Shape
  - Colour
  - Space
  - Size
  - Texture
  - Font
- 3) **Design Principle of Graphic Design**
  - The Principle of Contrast
  - Hierarchy
  - Alignment
  - Balance
  - Proximity
  - Repetition
  - Rhythm
  - Emphasis
  - Unity



# SECTION 2 CORELDRAW



- 1) Introduction to CorelDraw
- 2) Publication
  - Features of a Publication
  - Practical Page Planning
  - Assignment
  - Cover Design

**Assignments**



## SECTION 3



# CONCEPTUALISATION



- Destination Wow!
- Communication (Message & Feedback)
- Conceptual & Aesthetic Schools of Thought
- Calligram & Typography
- Communication and it's Features
- Understanding Hierarchy
- Making your Headline Stand Out (with reference designs)
- Creating Unique "Set-pieces"
- Think Masterclass I
- Putting it altogether to create your first WOW! Design

### Classworks & Assignments



# SECTION 4



# PHOTOSHOP

- A tour around Photoshop and it's tools and panels
- Layers
- Masking
- Colour Correction
- Picture Editing
- Blending Effects
- Photo Manipulation
- Text Effect
- Think Masterclass II

Assignments



# SECTION 5 ADVERTISING



- Advertising Brief?
- Types of Advertising
- Situation Analysis
- Strategic Research
- SWOT Analysis
- Creative Brief
- Creative Work/Advert Design
- Media Overview

**Course Project**



## SECTION 6



# PRE-PRESS MGT.

- Dummy Creation
- Page Layout
- RGB vs CMYK Colour modes
- Colour Separation Techniques
- Machine Types
- Print Layout Techniques
- Paper
- Costing
- Finishing





# POLICIES

## **Projects**

This course, is to a large extent, a practical course. Students are encouraged to create as much designs as possible during the training. Students may take on additional individual projects, if desired, to improve their grades (to make up for missed classes, for example). See your instructor individually for this. Students are encouraged to draw inspiration from as many designs done by professionals in the industry as possible. Missing class sessions or failing to do the exercises will result in a lower grade.

## **Attendance Policy**

Class attendance is mandatory, and missing more than 2 class sessions without excused absences will lower your grade. So be sure you inform your instructor if you missed class because of an excused absence (severe illness, death in the family, etc.). We generally take attendance at the beginning of class, and it's up to you to make sure that your presence is recorded if you come in late (see your instructor about this on that same day).

It is worthy of note that being absent for 4 consecutive sessions will attract an additional 40% payment of the total course fee payable to Cr8ive Xpats Academy by the student before resumption of studies.

Class Schedule (may change due to weather closures, etc).

**Duration:** 3 months (all things being equal).

## **Drop Policy**

Students have the right to defer their training for 4 weeks from the date of the notification in writing with at least one week notification prior.

# A BRIGHT FUTURE AWAITS.

TAKE THE FIRST STEP TODAY!

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FEEL FREE TO  
**CALL US.**  
WRITE US.  
**VISIT US** WITH OR  
WITHOUT NOTICE

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BETWEEN  
**9:00am**  
// & //  
**6:00pm**  
**MONDAYS**  
THROUGH  
**SATURDAYS**

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