GRAPHIC DESIGN
BROCHURE

Course Outline, Class Schedule, Cost & System Requirements

www.orangevfx.com/training
training@orangevfx.com.

Training Centre
+234-814-771-9409

Orange VFX Production, 36 Ajose Street,
Off Olatilewa Street,Lawanson, Surulere,
Lagos, Nigeria.

31 January 2024

Contents

At Orange Seed Initiative, our vision is to create, inspire and empower the next generation of digital content creators in Africa. Through our objective to yearly train 1000 youth, we aspire to bridge the knowledge and skill gap in digital content creation whilst building team spirit, confidence and the right attitude amongst youth.

WELCOME

Welcome to Orange Seed

Thank you for showing interest or applying for our training courses on Graphic Design.

I am writing to introduce you to the exciting opportunities at Orange VFX's Seed Academy, A beacon of innovation and digital creativity in Nigeria and across Africa.

Our mission is to empower the next generation of digital content creators. We aim to equip 10,000 aspiring creators like you annually with the skills and knowledge required to thrive in the rapidly growing digital content industry.

Seed Academy offers a range of courses, from beginner to intermediate levels, designed to cover various aspects of animation and visual effects. Our diverse curriculum allows students to learn from industry professionals from Nigeria's animation and visual effects industry.

We have crafted the Seed Academy as a learning space where students can immerse themselves in the world of digital arts. Here, you will learn to create compelling visual effects for various mediums, such as web videos, podcasts, broadcast television, and film.

However, our vision extends beyond providing technical skills. We aspire to inspire our students to narrate powerful stories through their digital creations. We believe in the power of storytelling and envisage Seed Academy as a platform where students can learn to present world-class African stories to a global audience.

We envision the Seed Academy as a hub of creativity and learning where students like you can grow, innovate, and create digital content that resonates with audiences worldwide.

Once again, thank you for choosing our Seed Academy. We hope you have an incredible learning experience.

Best regards,

Richard Oboh
CEO and Creative Director

RichardEO

ABOUT

GRAPHIC

DESIGN

Start Creating Stunning Designs in 4 weeks

Graphic Design is all around us! Words and pictures, the building blocks of graphic design are the elements that carry the majority of the content in both the digital and printed world. As graphic design becomes more visible and prevalent in our lives, it becomes more important in our culture. Through visual examples, this course will teach you the fundamental principles of graphic design. Beyond the basics, you will also learn tips and tricks to become a professional graphics designer.

Who is this course designed for?

This class is for those who are new to design generally or those who have basic knowledge and are willing to raising the bar on what they know already. Upon successful completion of this course, students will be expected to:

- Demonstrate a thorough understanding of the elements of graphic design.
- Understand and communicate in the language of graphic design
- Use of software such as Photoshop/Illustrator and the Internet
- Students will learn to solve problems using critical thinking Approach briefs from the real world perspective

Duration	Time
2 weeks + free 30-day mentorship	**Weekdays: 9am-12pm, Saturdays only: 10am-3pm**
Price	Study Mode
https://orangevfx.com/training/price/	**Full Time**
Days	Software
Mondays to Fridays	**Illustrator and Photoshop**

At the end of this course you will have learned how to explore and investigate visual representation through a range of image-making techniques; have understand basic principles of working with shape, color and pattern; been exposed to the language and skills of typography. You will have a core set of graphic designskills that you can apply to your own projects.

System Requirements

Students should bring their laptops which should meet or exceed the following hardware configurations.
· Windows® 11, Windows® 10, Windows® 8 or Windows® 7,
· 64-bit Intel or AMD multi-core processor
· 8 GB of RAM minimum 16 GB or higher recommended)
· 16 GB of free disk space for installation
· Qualified hardware-accelerated OpenGL® graphics card

General Requirements

Basic knowledge of the Windows/Mac operating system.

Will I get a certificate after training?

To earn a certificate, you need to submit assignments or projects and pass the final assessment. Your score will be determined by attendance (20%) and practical assignments (80%). We use a 5-star grading system to evaluate your understanding and application of the course material. Remember, graded assignments are crucial as they contribute to your final score and reflect your ability in digital content creation.

COURSE OUTLINE

This course will indeed teach you how to youto MAKE design! If you want to be a designer you have to be a maker, a communicator; so this course will offer you lots of opportunities to get your hands dirty with exercises and with more practical projects. Students will be given challenging real world projects and assignments typical of the graphic design industry. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction.

1. INTRODUCTION TO THE GRAPHIC DESIGN INDUSTRY/HISTORY

- Historical Evolution of Graphic Design
- Study of the various design movements (Arts & Craft Movement, Arts Noveau, Destijl, Bauhaus, etc.)
- Overview of Industry standard design software (Adobe Photoshop, Adobe Illustrator)
- Exploring the Future Trends in Graphic Design

2. ELEMENTS OF DESIGN

- Understanding Visual Elements: Line,Shape, Color, Value, Form, Texture, Space.
- Applying Principles of Visual Hierarchy
- Balancing Elements within Composition
- Using Contrast and Harmony
- Emphasizing Focal Points
- Examples of Design elements in real world applications

3. PRINCIPLES OF DESIGN

- Grasping the Principles of Design: Balance,Contrast,Emphasis, Harmony,Movement/Rhythm,Repetition, Unity, Variety.
- Achieving Balance in Designy
- Developing a Sense of Visual Rhythm
- Implementing Unity and Variety
- Enhancing Design with Gestalt Principles
- Application of design principles with real world examples

COURSE OUTLINE

4 TYPOGRAPHY

- Anatomy of Letterforms and Their Components
- Key typographic terms (font, typeface, kerning, leading, etc.)
- Evaluating the difference between typeface and fonts
- Exploring the different typeface categories
- Adhering to Typographic Standards and Guidelines
- Effective Use of Typography in Design
- Choosing & Pairing fonts

5 UNDERSTANDING COLOUR THEORY

- Basics of colour theory
- Colour Wheel & Its significance
- Creating colour palettes
- Colour psychology

6 ADOBE ILLUSTRATOR BASICS

- Overview of Adobe Illustrator
- Tour of Illustrator interface
- Introduction to essential tools (select, move, text, shape, color)
- Introduction to the Pen tool
- Creating simple shapes and design

7 DESIGNING FOR PRINT & DIGITAL MEDIA

- Platform specific design
- Creating graphics for post, cover and stories
- Hands-on exercises for social media graphics (Poster, flyers, Magazine Cover, CD Covers etc.)

8 GETTING STARTED WITH ADOBE PHOTOSHOP

- Overview of Adobe Photoshop
- Basic interface navigation
- Introduction to essential tools (select, move, text, shape, color etc.)
- Creating simple designs in Photoshop
- Working with layers, Making selections
- Working with type, Layer blending Modes

COURSE OUTLINE

9 IMAGE EDITING AND PHOTO MANIPULATION

- Basics of Image Editing
- Cropping, rotating & resizing images
- Hands on exercises in manipulating images
- Portrait retouching, Removing Blemishes
- Portrait Retouching, Frequency Separation

10 LOGO DESIGN BASICS & BRANDING

- Principles of Effective logo design and examples
- Creating a sample logo In illustrator
- Working with grids in logo design
- Cropping, rotating & resizing images
- Designing for scalability and versatility
- Understanding Brand Identities
- Creating visual elements for branding using mockups
- Maintaining consistency across materials

11 IMAGE FILE FORMATS

- Different image file formats (JPEG, PNG, GIF, etc.)
- Choosing the right format for different purposes
- Balancing quality and file size

12 FINAL EXAMINATION, STUDENT ASSESSMENT, AND GRADUATION

- Recapitulation of Course Content and Q&A Session
- Navigating the Graphic Design Job Market
- Strategies for Success as a Graphic Designer
- Culminating Final Design Project

13 ASSESSMENT

- Continuous Assessment through Assignments and Projects
- Participation in Class Discussions and Critiques
- Practical Tests to Evaluate Design Skills
- Final Design Project Evaluation

Sample Student Work

PHOTORETOUCHING

FLYER DESIGNS

ALBUM COVER DESIGN
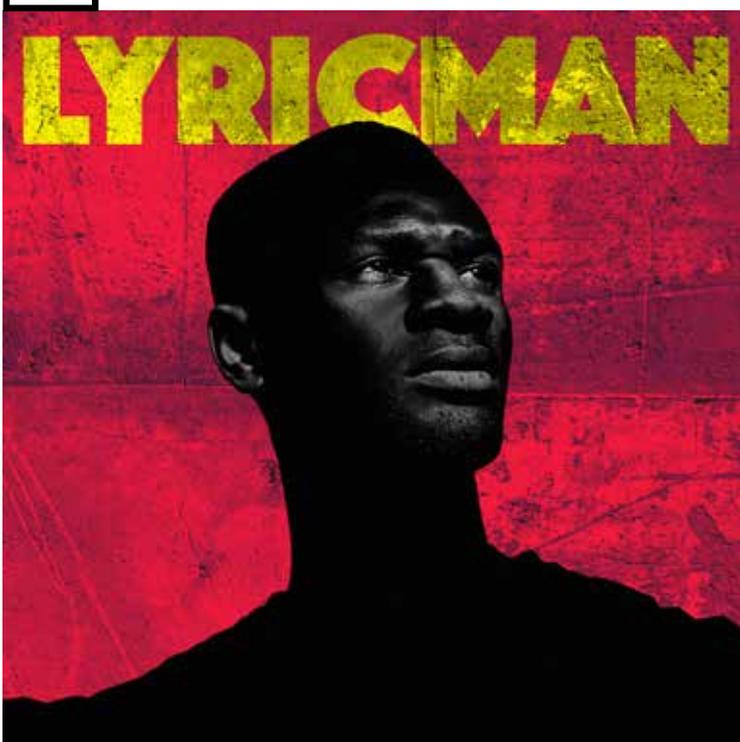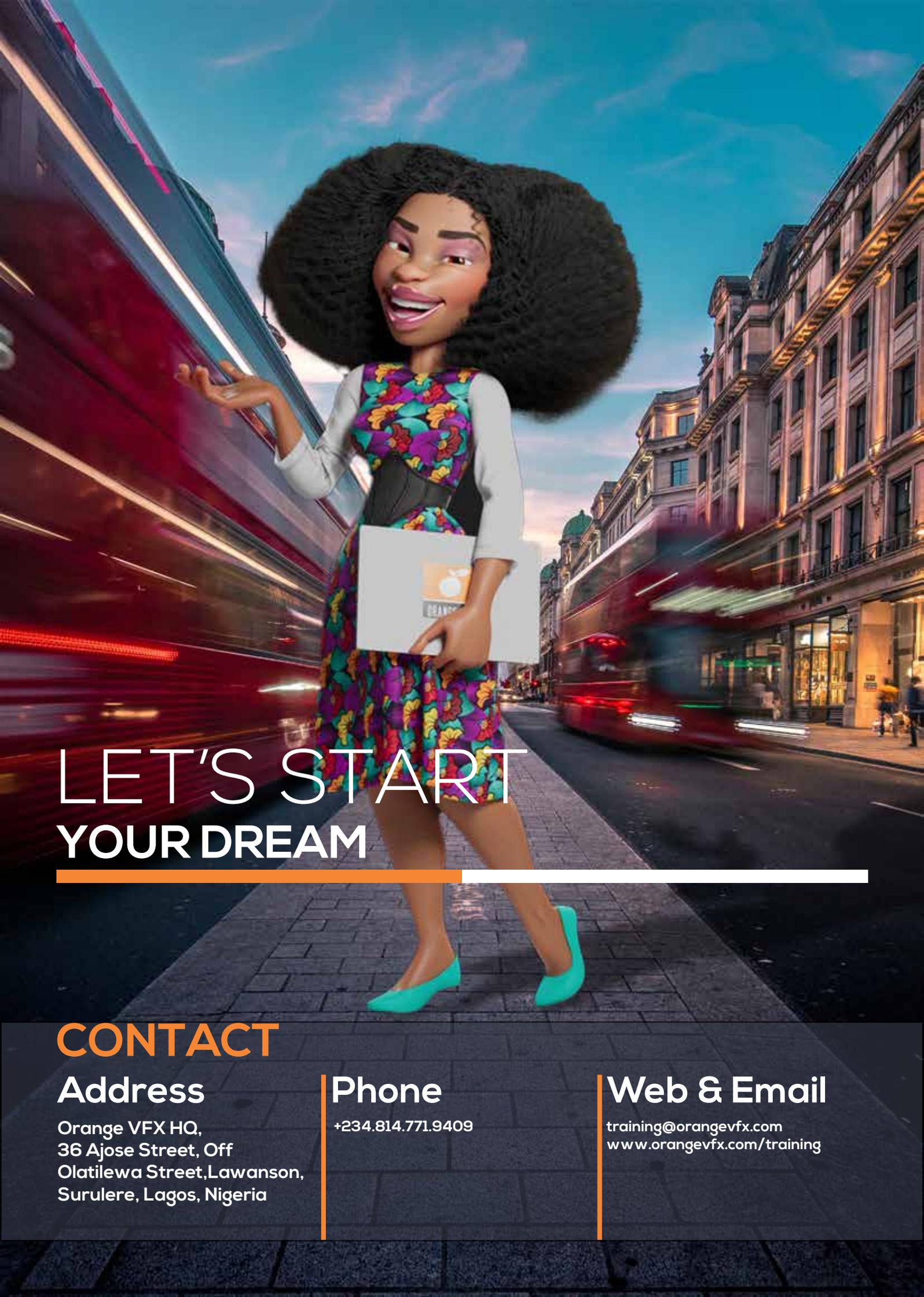
LET'S START
YOUR DREAM

CONTACT

Address

Orange VFX HQ,
36 Ajose Street, Off
Olatilewa Street,Lawanson,
Surulere, Lagos, Nigeria

Phone

+234.814.771.9409

Web & Email

training@orangevfx.com
www.orangevfx.com/training