Enterprise Graphic Design

Courses Overview

- Color Theory

- Fundamentals of Design Visualization

- The Principles of Web Graphic Design

- Photography Consolidated
  (Photo Composition)

- Web Design with Adobe Photoshop

- UI Design with Adobe Illustrator

Color Theory

Color Basics

Pigments & Paints

Communicating with Color

Color in Action

Fundamentals of Design Visualization

Methods of illustration depth and space

Basic shape creation of 3 methods in perspective

One-point perspective
Two-point perspective
Three-point perspective

Curves in perspective

circles, cylinders, arcs and complicated shapes in perspective

Lights / shadows in perspective

Illustrating in perspective to proportion

Sketching to assist web layout and icon design

The Principles of Web Graphic Design

A course design for choosing colors, feel uninspired by a blank browser window, or get lost trying to choose the right font… A methodical approach to presenting traditional graphic design theory as it applies to today's website development industry. While the content is directed towards web programmers and developers, it provides a design primer and relevant examples that will benefit readers at any level.

Layout and Composition

To form an awareness of design relies heavily on understanding the spatial relationships that exist between the individual components of a design. Discuss the layout design process by investigating possible page components.

Color

Perhaps the most mysterious aspect of design is the topic of color selection. We delve into both the aesthetic and scientific aspects of color theory for creating harmonious color combinations, to choose a set of colors that work well together to complement the overall message of a website.

Texture

An aspect of web design that's often overlooked, texture is the key to creating designs that stand out. By understanding how the individual elements of texture function, learning how to use points, lines, and shapes to communicate and support site's message on a number of levels.

Typography

The importance of typography is undeniable. Type is everywhere, and understanding the mechanics of written language is essential for any visual designer. To dive beneath the surface of this rich topic, exploring the basics of the letterform, and investigating various typeface distinctions.

Imagery

The necessary companions to any well-designed site are the images and illustrations that grace its pages. In the final chapter, we'll discuss what we should look for in the visual elements that we use on our pages, and locate sources of legitimate supporting imagery. Of course, finding the right image is often just the beginning. We'll also learn some image-editing basics before we see the final steps in our example project.

Photography Consolidated

(Photo Composition)

Learn how to create better photos with deliberate image composition, regardless of the technical equipment you use. To show which methods can be consciously used to direct the way photos are viewed and the emotions triggered by them.

Create dynamic images

Leading lines

Image area

Frames

Arranging image elements

Symmetry

Group formation

Light & shadow

Shooting position

Focus range

Horizon

Foreground & background

Web Design with Adobe Photoshop

The multi-device world has shown us that this approach to web design, including full-page comps done in Photoshop, is increasingly problematic. Modern web designers are adopting a new approach: creating flexible web pages whose layout can be adapted to suit the screen on which they are displayed. This is "Responsive Web Design"

UI Design with Adobe Illustrator

Strongly of the opinion that design should not happen solely in a browser, To demonstrate how to design mockups and UI elements with Illustrator in a way you may not have realized was possible. Learn which tools are best suited to a UI design workflow and how to customize Illustrator in a way that fits your style and flow. Providing expert guidance throughout the process from the initial planning stages to finalizing and sharing your works with clients and others.