

Design for Print

COURSE OVERVIEW:

The Design for Print course is designed for students with creative skills to achieve high-end graphics and layout capabilities, backed up by a solid foundation in printing process. The students will benefit from the integration of professional techniques required in designing for print.

Students will be trained through an intensive program of lectures and practical workshops, using high-end graphics workstations.

INTRODUCTION: Orientation

Overview, Scope, Introduction to Design Concepts

MODULE 1: Digital Design Concepts

Pixel & Color Depth, Bitmaps & Vectors, Resolutions, File Formats, Workflow Management

MODULE 2: Printing Process (Digital and Conventional)

Rasterizing Process, Proofs, Types of Printing, Printing Plates

MODULE 3: Colors & Typography

Input solutions, Scanning & Adjustments, Color Spaces, Calibration & Profiling, Color Separation & Correction, Grayscale & Spot Colors, Typography, Typeface & Formatting

MODULE 4: Image Editing Concepts

Color Models & Modes, Alpha Channels, Masking, Retouching Images, Layer Compositions, Batch Processing, Filters & Effects, Clipping Paths & Smart Objects
Tools of the trade : Adobe Lightroom, Adobe Photoshop, Apple Aperture

PROJECT

Creating an image design for output.

MODULE 5: Illustrations

Drawing & Shape Art, Manipulating & Transforming Objects, Rasterizing & Brushes, Typeface & Curves, 3D Features
Tools of the trade : Adobe Illustrator

PROJECT

Develop a short work with line artwork for print.

MODULE 6: Layouts

Layout settings, Long Documents & Spreads, Masters & Pages, Objects & Image Integration, Text Files & Frames, Tabs & Bullets, Style sheets, Color & Transparency.
Tools of the trade : QuarkXpress, Indesign

MODULE 7: Proofing & Output Solutions

Text Check, Color Checks, Preflight Checks, Exporting for Output
Tools of the trade : Adobe Acrobat, Preflight

PROJECT

Producing high quality & professional print design.

Each student uses all the experience gained during the course to produce high quality graphics and creative and commercial print designs. These will showcase his or her professional design and layouting skills for a suitable entree to a professional career. The subject and the artwork of the projects will be agreed with the academic staff, or will be a live project.

TYPOGRAPHY

LITHOGRAPHY

PUBLICATION DESIGN

PREFLIGHT



Design for Print

Fast Track Programs (4 months)