Graphic Design

- Image creation and manipulation
- Illustration
- Identity design
- Motion graphics
- Packaging
- Layout
- Typography extended
- Print and prepress

Image creation and manipulation

Building on fundamental camera and software skills in a creative environment to allow the students to widen their technical abilities, and begin to use original imagery in their design solutions.

Becoming an advanced practitioner in photography or photoshop is not essential however a through understanding of how to describe your intentions using the principles, techniques and terminology will make communication with people responsible for those parts of a project much easier.

learning objectives

Level 4

- Use basic camera functionality to capture still and moving images.
- use presets and filter to make adjustments to the look and feel of captured media.

Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 5

- Describe basic photographic variables and their effect on still images.
- Use common framing techniques to capture images for a range of photographic genres.
- Use a range of tools to correct and prepare images for various outputs.
- Use a range of techniques to appropriately seperate seperate objects from their backgrounds.
- Use masking and layering and adjustments to build compositions.
- Create digital mock-ups of design work.

Interactions, engagements and activities

Presentation and demonstration of how exposure works and the variables involved.

Activities that encourage practicing adjusting variable to achieve different effects, capturing movement, creating silhouettes.

encouraging the use of own photographic or compositional work.

Level 6

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Illustration

Introduction to Bézier Curves

In digital media and graphic design, the ability to create smooth, scalable, and precise shapes is essential. One of the most powerful tools used to achieve this is the **Bézier curve**. Bézier curves form the foundation of vector graphics and are widely used in everything from drawing tools and typography to animation and interface design.

A Bézier curve is a type of **mathematical curve** that is defined using **control points**. These points influence the direction and shape of the curve without being part of the curve itself (except for the endpoints). By adjusting the position of these control points, designers can sculpt complex and elegant shapes with a high degree of control and flexibility.

The appeal of Bézier curves lies in their **smoothness and scalability**. Because they are defined mathematically rather than by pixels, they can be resized without any loss of quality. This makes them ideal for high-resolution displays, print media, and responsive digital design.

Bézier curves also play a vital role in motion and interaction design. They are often used to define animation paths or control the timing and easing of transitions, allowing for dynamic and visually pleasing effects.

In this course, you will learn how Bézier curves function, how to manipulate them using control points and handles, and how they contribute to the creation of clean, scalable, and professional digital media.

Bézier Curves in Vector Illustration

In the context of **vector illustration**, Bézier curves are essential for constructing clean and flexible artwork. Unlike raster images, which are made up of pixels, vector illustrations are made of paths defined by mathematical equations. Bézier curves enable these paths to be smooth, precise, and infinitely scalable, which is crucial for everything from icons to complex illustrations.

Designers use Bézier curves to:

- **Create custom shapes and contours** with a high level of detail and control.
- **Edit and refine lines** without degrading quality, which supports iterative design processes.

- **Maintain consistency and fluidity** across different parts of an illustration by aligning and mirroring curves.
- **Combine geometric precision and artistic flexibility**, allowing for both structured designs and organic, freeform shapes.

By mastering Bézier curves, illustrators can craft visual elements that are resolution-independent, responsive to scaling, and suitable for multiple outputs—from screen-based graphics to high-resolution print.

Why It Matters

Understanding Bézier curves is not just about drawing lines — it’s about thinking in terms of **structure, flexibility, and control**. It empowers designers to create artwork that is not only visually engaging but also technically sound, making Bézier curves one of the most valuable tools in any digital illustrator’s toolkit.

Throughout this course, you’ll gain hands-on experience in working with Bézier curves, exploring how they behave and how to use them effectively in vector illustration. Mastery of this concept will enhance your ability to produce clean, scalable, and professional visual content in any digital medium.

Identity design

Description of the purpose

learning objectives

Level 4

- Learning objectives for level 4, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 5

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 6

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Motion graphics

In their 1981 book, *The Illusion of Life*, Disney animators Ollie Johnston and Frank Thomas introduced the twelve principles of animation. The pair were part of Disney's "Nine Old Men," the core group of animators who were instrumental in creating Disney's animation style. The twelve principles have now become widely recognized as a theoretical bedrock for all artists working on animated video production.

https://idearocketanimation.com/13721-12-principles-of-animation-gifs/

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learning objectives

Level 4

- Recognise the more easily understood principles of animation in existing work.
- Apply the principles of animation to short animated sequences.
- Use simple animation software to convey a short story or message.

Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 5

- Describe the role of key frames in an animated sequence.
- Apply the principles of animation with consistency to…
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 6

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Packaging

Packaging exists as a topic in the level 5 Web and Graphics programme. Learning in this module can be aided by build a foundation for understanding at level for and the new knowledge can be beneficial to learners in the Product launch module in level 6 Creative Digital Design.

learning objectives

Level 4

- Learning objectives for level 4, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 5

- Construct accurate die-lines for existing product packing.
- Modify existing die-lines to alter appearance.
- Construct new die-lines in response to a products size and shape.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 6 (Product Launch)

Learning objectives for level 6 in relation to packing are most likely achieved in the product launch module.

Layout

Typography extended

Print and prepress

Description of the purpose

learning objectives

Level 4

- Learning objectives for level 4, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 5

- Describe the different prepress requirement for a range of printing methods.
- Create documents that satisfy a range of different prepress requirements.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

Level 6

- Describe prepress requirements for jobs, including the selection of substrates.
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Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.