



istitutomarangoni



**SHORT COURSES
DIGITAL GRAPHIC DESIGN**

Online Option

General Introduction

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Digital Graphic Design.

General Information**1. Certification Attained**

Istituto Marangoni Certificate

Course Information**2. Short Course: Level / Category**

- Undergraduate level course
- Online Option (4 weeks online)

3. Short Course Description

The course explores the exciting world of digital communication and graphic design by exploring new creative digital media content, and the evolution of image processing. Participants are introduced to essential graphic techniques and processes needed to develop digital content; from creative research and idea development, to understanding key notions in the final layout of an image, or digital medium.

Throughout the course participants will be introduced to basic functions of the Adobe Creative Suite CC software covering practical lessons on image editing techniques, theoretical photography, practical tools for the application of vector graphics used in different contexts of visual communication, and the fundamentals of layout design and type usage in editorial graphics. In parallel to practical graphic design activities, theoretical introductory lectures will be held on web and app design, with a focus on the key notions of UX design and UI design. Further study is supported by seminars focusing on key trends redefining the contemporary visual culture and communication in the fashion and luxury sector, where digital contents dominate.

This online course concentrates on the digital representation and communication of ideas, as well the application of digital software tools for an individual product proposal. Participants will be supported in the development of their own simple editorial project and visual presentation of supporting creative materials. At the end of the course participants will also have the opportunity to create a basic mobile app, using XD Adobe, a software that assists in creating designs for websites, mobile apps, voice interfaces, and games. Online seminars with professionals from the industry further enhance the online learning experience.

Course Duration

4 weeks online | 30 lessons

Key Topics

- Graphic Design
- Vector Graphics
- Editorial Graphics
- Introduction to Web design
- Photography

Week by Week Description

Week 1

The first week of the course provides participants with digital graphic basics in order to develop and present their ideas. Using the software Adobe Photoshop CC, participants will learn key skills to represent their projects. **Adobe Photoshop CC** will be presented as a tool for processing images, from composition to selection, export and printing. In addition to practical lessons on image editing techniques, **theoretical photography** lessons will also be held, where the impact of technologies and new media in the production of digital images will be explored.

Workshop: participants will choose a theme on which they will create a basic mood board using specific tools.

Week 2

In the second week of the course, basic theoretical and practical tools for the application of **vector graphics** used in different contexts of visual communication will be presented. During the online practical lessons, participants will be shown how to create a series of pictograms/ideograms to be applied in different visual contexts. As part of the design approach, several case studies will be analysed, allowing participants to understand the interrelation between design techniques, synthesis, graphic style and visual coherence. The tools used are Adobe Creative Suite CC software in particular Illustrator. The course also provides an interesting look at the world of animation and animated graphics from analogical, to digital.

Workshop: participants will choose a theme and will represent it through the use of basic vector graphic skills.

Week 3

The third week of the course presents the basic theoretical and practical tools to understand the fundamentals of **layout design** and type usage.

Furthermore, participants will learn how to design a multipage layout, basic grid systems and visual hierarchies in the realization of a simple editorial project. They will be introduced to and explore how to develop work with Adobe InDesign, a professional software used in the graphic industry.

In parallel to the practical activities, theoretical introductory lectures will be held on web design, with a focus on aspects of UX design and UI design, including how the editorial experience has changed with the transition to digital content.

Workshop: participants will develop a simple e-book editorial project.

Week 4

The fourth week looks at the fundamental elements of **interaction design for new media**. Participants will learn how to design a basic mobile app. using XD Adobe; software used in creating designs for websites, mobile apps, voice interfaces, and games. In addition to lessons aimed to train participants' familiarity with a variety of different software during the course, they will also be introduced to key trends redefining contemporary visual culture and the world of communication, for example: understanding Memetics and the disruptive introduction of social media on visual aesthetics.

Workshop: participants will develop a simple graphic project for new digital media inspired by the latest visual trends.

Subjects

Graphic Design

Vector Design

Animated Graphics

An Intro to Basic Photography

Interaction Graphics

4. Learning Activities

Online Short Courses are taught via:

- Online Workshops / Seminars
- Online lessons
- Online Practical Exercises

5. Outcomes

On successful completion of the course, participants will be able to:

Create a basic graphic design project work for new digital media inspired by the latest visual trends.

Participants will also gain the skills and knowledge to:

- Demonstrate knowledge of basic functions of the Adobe Creative suite CC software (Photoshop, Illustrator, InDesign);
- Construct a basic mood board using digital tools;
- Demonstrate basic layout design and type usage;
- Understand basic design techniques, graphic style and visual coherence;
- Use a grid system and visual hierarchies in a multipage layout of a simple editorial project;
- Understand the fundamentals of interaction design.

6. Course materials

- A4, A3 and A1 drawing paper, pencils, eraser, ruler and square ruler, removable scotch tape, scissors, coloured pencils;
- Personal Laptop;
- Adobe Creative Suite (temporary license provided by the School).

7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. The use of online resources (where available) to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

8. Student Feedback

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.