



NATIONAL BOARD FOR TECHNICAL EDUCATION

PLOT B BIDA ROAD, P.M.B. 2239, KADUNA, NIGERIA

NATIONAL DIPLOMA

IN

GRAPHIC DESIGN AND ADVERTISING CURRICULUM AND COURSE SPECIFICATIONS

2009

NBTE

PREFACE

The National Board for Technical Education (NBTE), in fulfillment of its mandate to regulate and promote Technical and Vocational Education and Training (TVET) in Nigeria, is pleased to present the Curriculum and Course Specifications for the National Diploma (ND) in Graphic Design and Advertising.

The curriculum has been developed in response to the growing demand for skilled technicians in graphic design, advertising, digital media, branding, photography, printing, and visual communication. It is designed to equip students with the knowledge, practical skills, creative abilities, and professional attitudes required to succeed in the rapidly evolving creative industry.

The programme adopts a competency-based approach that integrates theoretical instruction with practical training. It provides learners with opportunities to develop expertise in design principles, typography, illustration, photography, digital imaging, advertising, print production, and entrepreneurship. In addition, the inclusion of the Student Industrial Work Experience Scheme (SIWES) ensures that students gain valuable industry exposure and hands-on experience relevant to workplace requirements.

The curriculum was developed through extensive consultation with industry practitioners, professional bodies, academics, and other stakeholders to ensure its relevance to current industry practices and emerging global trends. It aims to produce graduates who are innovative, technologically proficient, and capable of contributing effectively to the growth of Nigeria's creative economy, either as employees or entrepreneurs.

The Board acknowledges the commitment and contributions of all stakeholders involved in the development and validation of this curriculum. Their expertise and dedication have ensured the production of a quality document that meets national standards and industry expectations.

NBTE encourages institutions, lecturers, instructors, and students to implement this curriculum diligently to achieve its objectives. The Board remains committed to the periodic review and continuous improvement of its curricula to ensure sustained relevance, quality, and alignment with national development goals and international best practices.

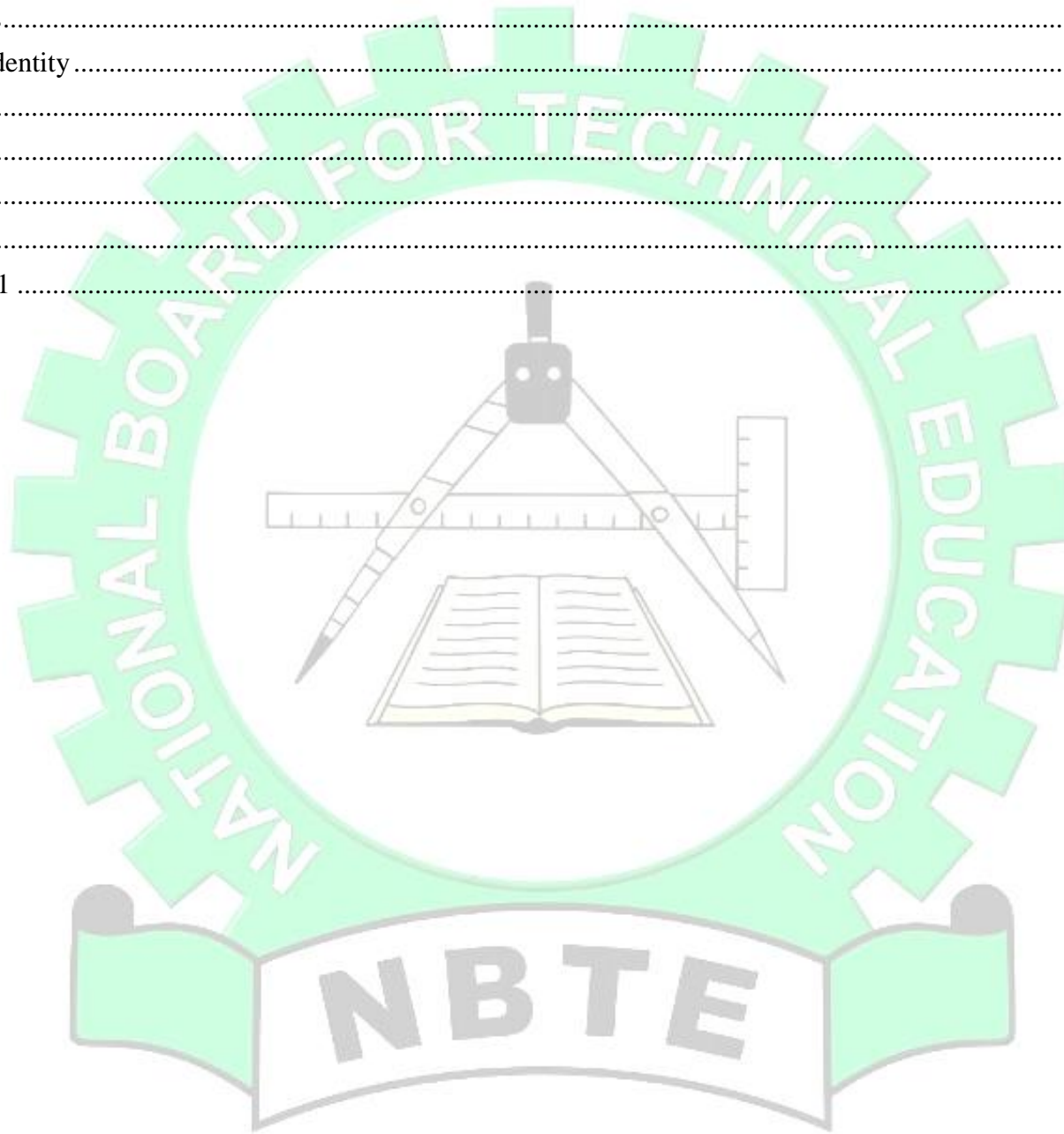
Prof. Idris M. Bugaje
Executive Secretary
National Board for Technical Education (NBTE)
Kaduna, Nigeria

NBTE

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GENERAL INFORMATION

1.0 TITLE OF THE PROGRAMME

The programme is National Diploma (ND) in Graphic Design and Advertising

GOAL:

The National Diploma in Graphic Design and Advertising is fashioned to equip individuals with basic skills and knowledge required for practical and theoretical training necessary for a successful career in the graphic design and advertising profession.

OBJECTIVE:

A holder of National Diploma in Graphic Design and Advertising should be able to:

- 1) Competently use current ICT software.
- 2) Understand the commonly used terminology of Graphic Design as used worldwide.
- 3) Understand the general and specific techniques and principles in Graphic Design and Advertising.
- 4) Analyze the requirements of a design brief.
- 5) Demonstrate a sound understanding of the design process.
- 6) Competently use Desktop Publishing (DTP), Drawing and Image Manipulation software applications related to Graphic Design.
- 7) Demonstrate an ability to justify and present their work.
- 8) Inter-relate with other professionals in a range of Graphic Design activities.
- 9) Work as a skilled Graphic Designer, either in Self-employment or in paid employment.

ENTRY QUALIFICATIONS:

The general entry requirements into the National Diploma in Graphic Design and Advertising program are:

- Post basic Education Certificate (Post JSS) with at least 5 credit levels passes in SSCE or equivalent that are desirous of acquiring employable skills.
- Unemployed or under-employed graduates looking for requisite employable skills.
- Employed graduates who desire relevant or additional skills.
- Those out of school for a long time, in line with Government desire for open access to re-skilling and up-skilling of the nation's work force as part of Life Long Learning (LLL)

STRUCTURE OF PROGRAMME:

The National Diploma (ND) Graphic Design and Advertising Program is structured to consist of four semesters of 15 wks each involving teaching, practical exercises, quizzes and tests and two weeks for examination in the institution. It is mandatory for the student to undertake 4 months in a Student Industrial Work Experience Scheme (SIWES) after year 1, semester 1.

ACCREDITATION:

The program shall be accredited by the National Board for Technical Education (NBTE) before Diplomats can be awarded National Diploma certificate.

CONDITION FOR THE AWARD OF NATIONAL DIPLOMA:

The conditions for the award of National Diploma include:

- Satisfactory performance of all the prescribed course work, which may include class work, quizzes, tests, design projects etc.
- Satisfactory performance of all semester examinations.
- Supervised student industrial work experience for one semester or one year as the case may be.
- Satisfactory completion of final year project.

EVALUATION SCHEME:

The National Diploma Examination must be externally moderated. The following breakdown shall apply in grading the award:

- ✓ Theory: 20%
- ✓ Practical: 60%
- ✓ SIWES: 20%.

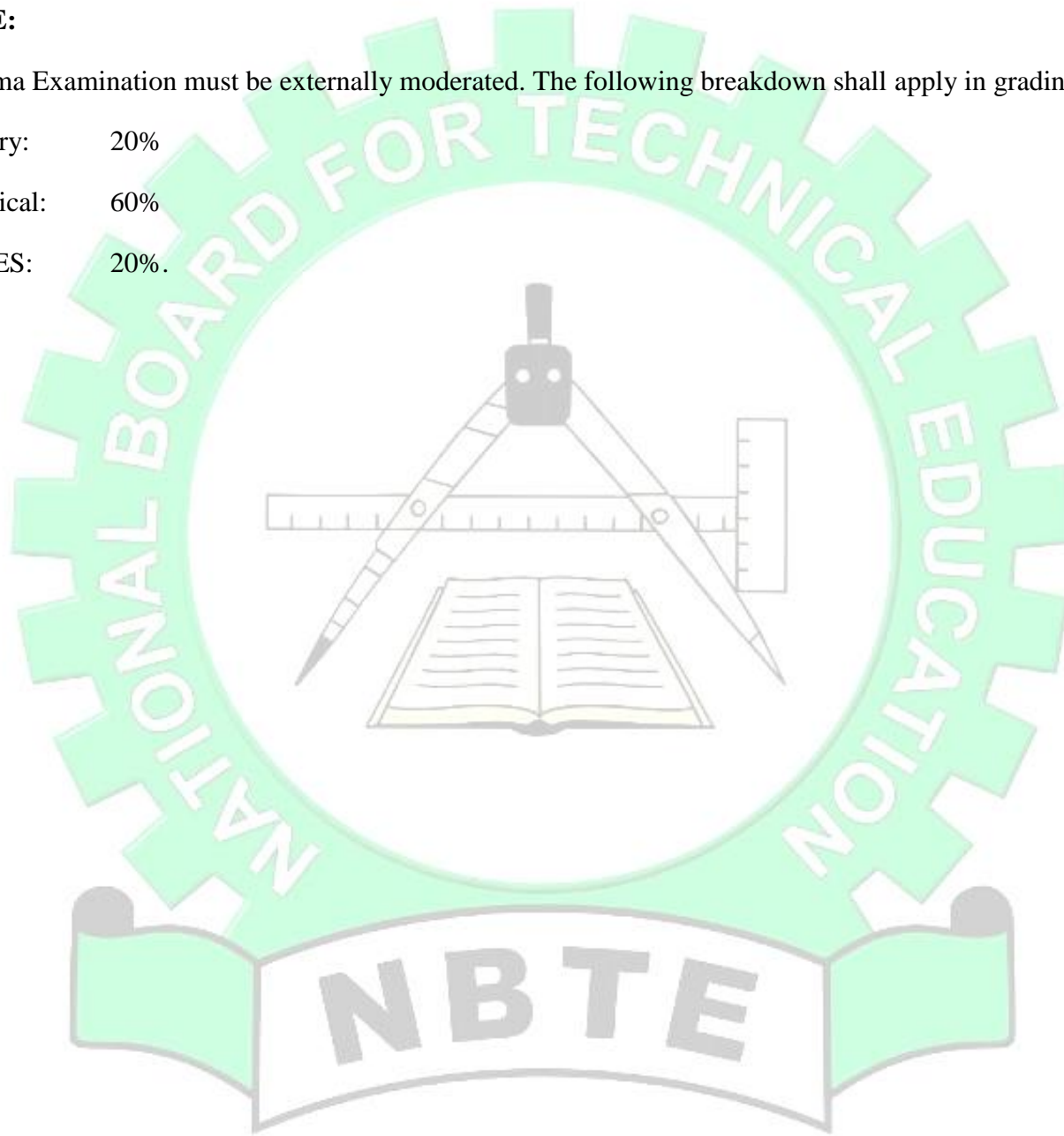


TABLE OF CURRICULUM

National Diploma in Graphic Design and Advertising Year 1, 1ST Semester

Course code	COURSE TITLE	Theory	Practical	Total
GNS 111	Citizenship Education 1	2	0	2
GNS 102	English Communications 1	2	0	2
COM 001	Computer Applications 1	0	3	3
AGD 111	General Drawing	1	3	4
AGD 112	Basic Design	1	3	4
AGD 113	Computer Design 1	0	5	5
ITD 115	Colour	1	2	3
AGD 115	Basic Photography	1	3	4
AGD 116	Introduction to Graphics	0	4	4
		8	23	31



National Diploma in Graphic Design and Advertising Year 1, 2nd Semester

Course code	COURSE TITLE	Theory	Practical	Total
GNS 121	Citizenship II	2	0	2
GNS 202	English Communications II	2	0	2
COM 002	Computer Applications II	0	3	3
AGD 121	Computer Design 2	0	5	5
AGD 122	Life and General Drawing	1	4	5
PTG 108	Printmaking Processes	1	3	4
AGD 124	Introduction to Graphic Illustration	1	3	4
AGD 125	Perspective Drawing	1	2	3
AGD 126	Design for Print	1	3	4
TOTAL		9	23	32



National Diploma in Graphic Design and Advertising Year 2, 1st Semester

Course code	COURSE TITLE	Theory	Practical	Total
BAM 116	Introduction to Entrepreneurship	2	1	3
AGD 212	The Design Process	1	4	5
AGD 213	Introduction to Advertising	2	2	4
PTG 214	Desktop Publishing 1	2	5	7
AGD 215	Digital Camera Techniques	1	4	5
AGD 216	Graphic Design 2	1	3	4
AGD 217	Typography 1	0	5	5
	TOTAL	9	24	33

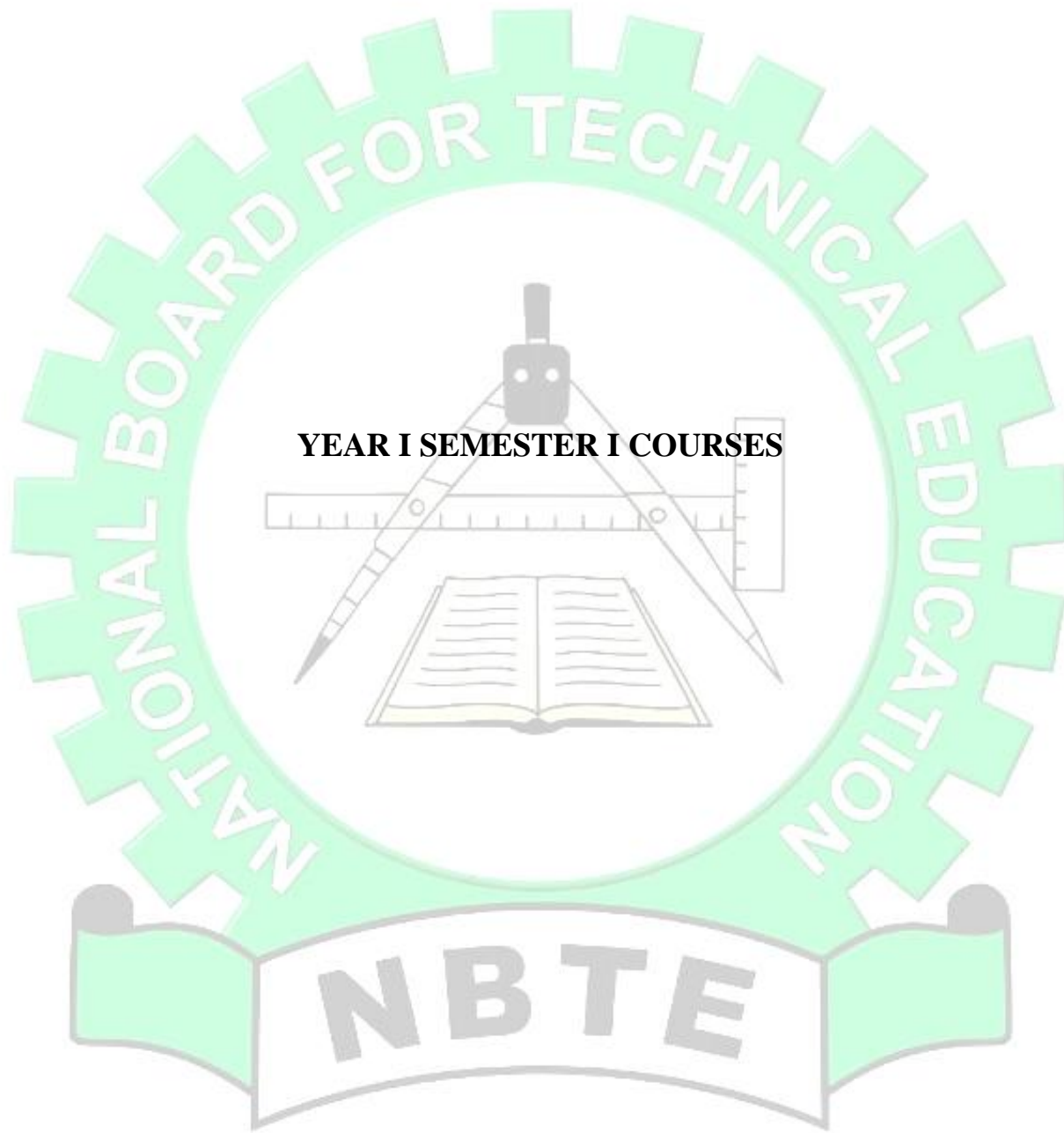


National Diploma in Graphic Design and Advertising Year 2, 2nd Semester

Course code	COURSE TITLE	Theory	Practical	Total
BAM 126	Practice of Entrepreneurship	1	2	3
PTG 109	Print Production Processes	2	4	6
AGD 221	Introduction to Corporate Identity	0	4	4
AGD 222	Graphic Design Project	0	5	5
AGD 223	Advertising I	1	3	4
AGD 224	Desktop Publishing 2 (same as DTP 1 Bahrain?)	2	4	6
AGD 225	Team Project	0	3	3
	TOTAL	6	25	31

SIWES





YEAR I SEMESTER I COURSES

GENERAL DRAWING

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: GENERAL DRAWING

COURSE CODE: AGD 111

CONTACT HOURS: 4

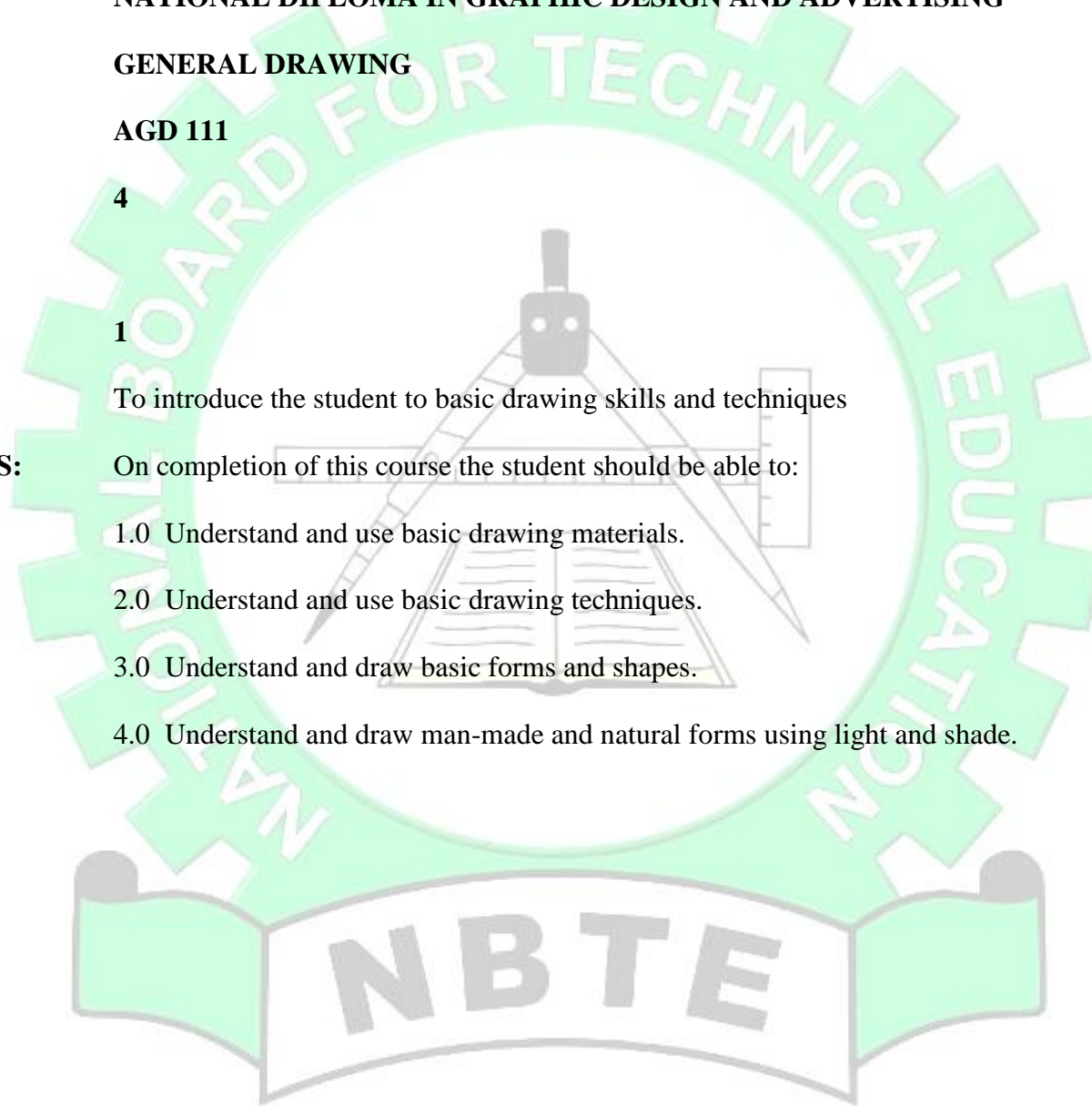
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SEMESTER: 1

GOAL: To introduce the student to basic drawing skills and techniques

GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 1.0 Understand and use basic drawing materials.
- 2.0 Understand and use basic drawing techniques.
- 3.0 Understand and draw basic forms and shapes.
- 4.0 Understand and draw man-made and natural forms using light and shade.



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: GENERAL DRAWING			COURSE CODE: AGD 111		CONTACT HOURS: 1 Theory 3 Practical	
GOAL: TO INTRODUCE THE STUDENT TO BASIC DRAWING SKILLS AND TECHNIQUES						
COURSE SPECIFICATION: THEORETICAL CONTENT			COURSE SPECIFICATION: PRACTICAL CONTENT			
GENERAL OBJECTIVE 1.0: UNDERSTAND AND USE BASIC DRAWING MATERIALS.						
WEEK	Specific Learning Objective	Teachers Activities	Learning Resources	Specific Learning Objective	Teachers Activities	Learning Resources
1				<p>1.1 Identify the basic drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour.</p> <p>1.2 Describe the characteristics of the drawing materials such as grades of pencil, grades of charcoal and the variety of base materials, e.g. paper, canvas, board and cloth, etc.</p> <p>1.3 Experiment with these basic drawing materials to discover their relative qualities.</p>	<p>Introduce the course content.</p> <p>Explain and demonstrate different drawing materials</p>	<p>Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.</p>

2				1.3 Experiment with these basic drawing materials to discover their relative qualities.	Demonstrate different drawing materials.	Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
3				1.3 Experiment with these basic drawing materials to discover their relative qualities.	Demonstrate different drawing materials.	Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
GENERAL OBJECTIVE 2.0 UNDERSTAND AND USE BASIC DRAWING TECHNIQUES.						

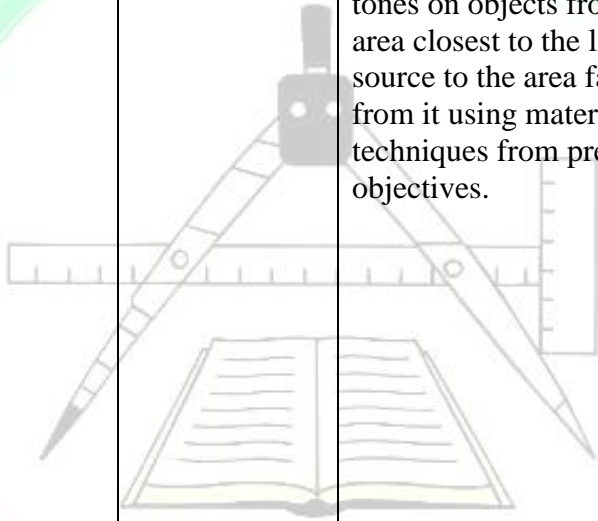
4	2.1 Define various techniques including linear drawing – short line, continuous line, pointillism, staccato, legato, rubbing, blending etc.	Explain and demonstrate different drawing techniques	Basic drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.	2.2 Experiment with and apply the various techniques. Discover the effects of variable pressures on media during application.	Provide exercises to allow students to experiment with the drawing media and techniques.	Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
5				2.2 Experiment with and apply the various techniques. Discover the effects of variable pressures on media during application.	Provide exercises to allow students to experiment with the drawing media and techniques.	Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.

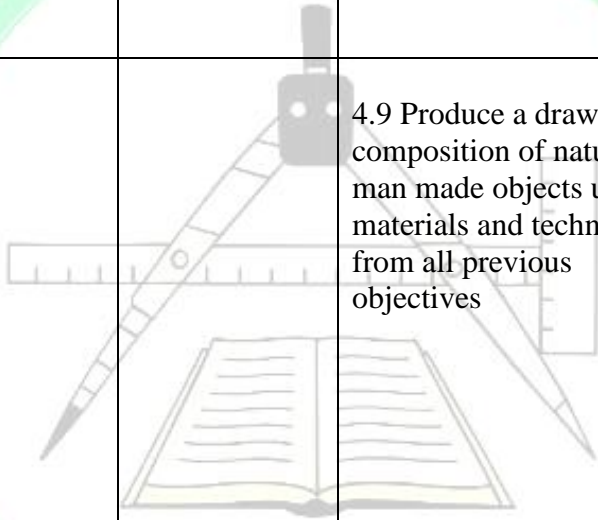
6				<p>2.2 Experiment with and apply the various techniques. Discover the effects of variable pressures on media during application.</p>	<p>Provide exercises to allow students to experiment with the drawing media and techniques.</p>	<p>Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.</p>
GENERAL OBJECTIVE 3: UNDERSTAND AND DRAW BASIC FORMS AND SHAPES.						
7	<p>3.1 Identify the basic 3D forms: square, circle, cone etc.</p>	<p>Explain what constitutes basic 3D forms.</p>		<p>3.2 Draw 3D objects from observation that contain squares, circles and cones, i.e. a box, a ball, a bucket, etc.</p> <p>3.3 Use line and dot to represent the 3D quality of the chosen objects.</p>	<p>Demonstrate how to represent basic 3D forms using the media and techniques from Objectives 1 and 2.</p>	<p>Items for drawing: boxes, balls, cones, containers etc. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base</p>

						materials: paper, canvas, board and cloth.
8				<p>3.4 Draw 3D objects from observation that contain squares, circles and cones, i.e. a box, a ball, a bucket, etc.</p> <p>3.5 Use line and dot to represent the 3D quality of the chosen objects.</p>	Demonstrate how to represent basic 3D forms using the media and techniques from Objectives 1 and 2.	Items for drawing: boxes, balls, cones, containers etc. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
9				3.6 Apply simple light and shade to the objects using shading techniques, i.e., rubbing, crosshatching etc.	Demonstrate how to represent basic 3D forms using the media and techniques from Objectives 1 and 2.	Items for drawing: boxes, balls, cones, containers etc. Drawing materials:

						pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
GENERAL OBJECTIVE 4: UNDERSTAND AND DRAW MAN-MADE AND NATURAL FORMS USING LIGHT AND SHADE.						
10	4.1 Differentiate between man-made and natural objects.	Explain the difference between natural and man-made forms. Show examples.	A range of natural and man-made forms.	4.2 Draw a selection of man-made objects: boxes, bottles, pots, clothes, shoes, containers etc. 4.3 Draw a selection of natural objects: shells, trees, animals, plants, etc.	Provide some items for drawing and/or take student on location to draw natural objects and/or ask student to provide their own examples.	Items for drawing: natural and man-made. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas,

						board and cloth.
11	4.4 Define light and shade	Explain how to recognise areas of light and shade on basic objects.		4.5 Draw a composition of man made shapes showing light and shade	<p>Explain the effect of light and shade on basic objects placed singly, e.g. box, ball, bucket, etc.</p> <p>Show the effect of controlled light and shade on basic objects placed together in a composition</p>	<p>Items for drawing: natural and man-made. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.</p>
12				<p>4.6 Produce a drawing that identifies the areas of light and shade of objects in relation to their sizes and shapes, and show the shadow cast by these objects depending on the range of light.</p> <p>4.7 Draw a composition of geometric objects</p>	<p>Explain the effect of light and shade on basic objects dependant on their shape and size, and show the effect of shadows cast by these objects.</p> <p>Explain the effect of controlled light and shade on basic objects</p>	<p>Items for drawing: natural and man-made. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon</p>

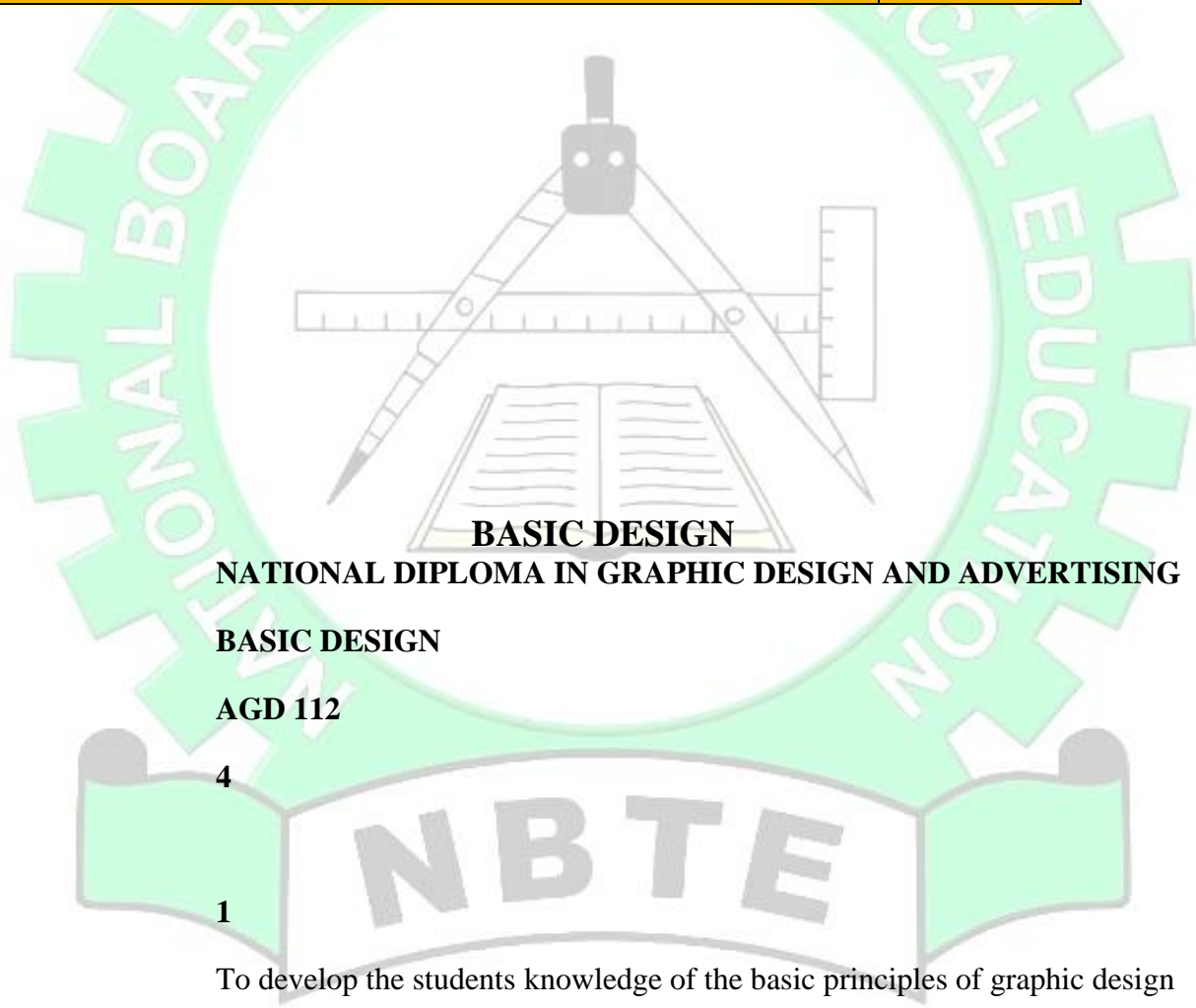
				depending on the range of light.	placed together in a composition	and water colour. Base materials: paper, canvas, board and cloth.
13				<p>4.8 Show the gradation of tones on objects from the area closest to the light source to the area farthest from it using materials and techniques from previous objectives.</p> 	Demonstrate how the gradation of tones changes depending on the light source.	Items for drawing: natural and man-made. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
14				<p>4.9 Produce a drawing of a composition of natural and man made objects using materials and techniques from all previous objectives.</p>	Create a still life out of natural and man-made items for the students to draw.	Items for drawing: natural and man-made. Drawing materials: pencil, charcoal,

					crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.
15			 <p>4.9 Produce a drawing of a composition of natural and man made objects using materials and techniques from all previous objectives</p>	<p>Create a still life out of natural and man-made items for the students to draw.</p> <p>Have a small exhibition of the final work, evaluate and feedback to students.</p>	<p>Items for drawing: natural and man-made. Drawing materials: pencil, charcoal, crayon, pen and ink, chalk, pastel, brush, conte crayon and water colour. Base materials: paper, canvas, board and cloth.</p>

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
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Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	80
TOTAL WEIGHT		100



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: BASIC DESIGN

COURSE CODE: AGD 112

CONTACT HOURS: 4

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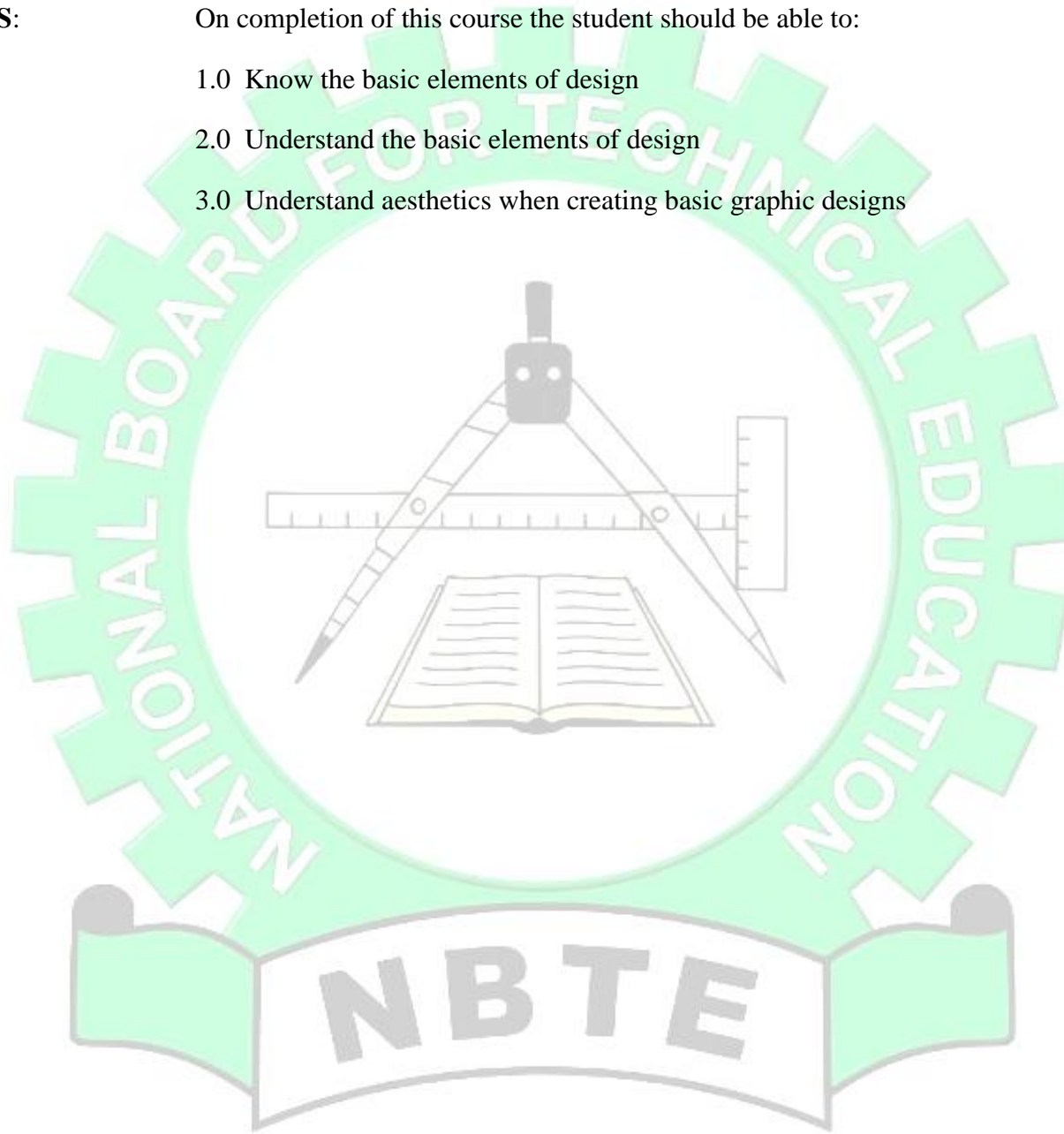
SEMESTER: 1

GOAL: To develop the students knowledge of the basic principles of graphic design

GENERAL OBJECTIVES:

On completion of this course the student should be able to:

- 1.0 Know the basic elements of design
- 2.0 Understand the basic elements of design
- 3.0 Understand aesthetics when creating basic graphic designs



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: BASIC DESIGN			COURSE CODE: AGD 112		CONTACT HOURS: 1THEORY 3 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF THE BASIC PRINCIPLES OF GRAPHIC DESIGN						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW THE BASIC ELEMENTS OF DESIGN						
Week	Specific Learning Objectives	Teacher's Activities	Learning Resources	Specific Learning Objective	Teacher's Activities	Learning Resources
1	1.1 State the basic elements of design and their importance: Point, line, form, shape, colour, texture, space, shadow, light	Introduce the subject. Explain the basic elements of design and their importance	Presentation Whiteboard Data Projector Examples Text Books	1.1 Identify the expressive quality of each element: Point, line, form, shape, colour, texture, space, shadow, light	Produce exercises to introduce students to: Point, line, form, shape, colour, texture, space, shadow, light	Whiteboards Data Projector Drawing media Paper Examples Exercises
2	1.1 State the basic elements of design and their importance: Point, line, form, shape, colour, texture, space, shadow, light	Explain the basic elements of design and their importance	Whiteboard Data Projector Examples Text Books	1.1 Identify the expressive quality of each element: Point, line, form, shape, colour, texture, space, shadow, light	Produce exercises to introduce students to: Point, line, form, shape, colour, texture, space, shadow, light	Whiteboards Data Projector Drawing media Paper Examples Exercises
3	1.2 Describe the basic principles of design and their importance:	Explain the basic principles of design forms	Whiteboard Data Projector Examples of symmetrical and	1.2 Identify the characteristics of each principle:	Produce exercises to introduce students to: Balance, rhythm, harmony,	Whiteboards Data Projector Drawing media Paper Examples

	Balance, rhythm, harmony, symmetrical and asymmetrical forms		asymmetrical design forms Text Books	Balance, rhythm, harmony, symmetrical and asymmetrical forms	symmetrical and asymmetrical forms	Exercises
4	1.2 Describe the basic principles of design and their importance: Balance, rhythm, harmony, symmetrical and asymmetrical forms	Explain the basic principles of design forms	Whiteboard Data Projector Examples of symmetrical and asymmetrical design forms Text Books	1.2 Identify the characteristics of each principle: Balance, rhythm, harmony, symmetrical and asymmetrical forms	Produce exercises to introduce students to: Balance, rhythm, harmony, symmetrical and asymmetrical forms	Whiteboards Data Projector Drawing media Paper Examples Exercises
5	1.3 Describe the basic elements of design and their importance: Overlapping, interlocking, tangency and proximity	Explain the basic principles of design elements	Whiteboard Data Projector Examples Text Books	1.3 Identify the characteristics of each concept Overlapping, interlocking, tangency and proximity	Produce exercises to introduce students to the relevance of balance in design forms	Whiteboards Data Projector Drawing media Paper Examples Exercises
6	1.3 Describe the basic concepts of design and their importance: Overlapping, interlocking, tangency and proximity	Explain the basic principles of design elements	Whiteboard Data Projector Examples Text Books	1.3 Identify the characteristics of each concept Overlapping, interlocking, tangency and proximity	Produce exercises to introduce students to the relevance of balance in design forms	Whiteboard Data Projector Drawing media Paper Examples Exercises
GENERAL OBJECTIVE 2: UNDERSTAND THE BASIC ELEMENTS OF DESIGN						
7				2.1 Identify point (dot) showing variation in size	Demonstrate to students how to use	Whiteboard Data Projector Drawing media

				weight, emphasis, gradation and rhythm	point in a basic graphic design	Paper Examples Exercises
8				2.2. Use the appropriate medium to produce a simple graphic design using point only	Demonstrate to students how to use point in a basic graphic design	Whiteboard Data Projector Drawing media Paper Examples Exercises
9				2.3 Use line to show variation in size, weight, emphasis, gradation and rhythm.	Demonstrate to students how to use line in a basic graphic design	Whiteboard Data Projector Drawing media Paper Examples Exercises
10				2.4 Produce a simple graphic design using line only	Demonstrate to students how to use line in a basic graphic design	Whiteboard Data Projector Drawing media Paper Examples Exercises
11				2.5 Use point (dot) and line to show variation in size and emphasis in design 2.6 Produce pencil sketches that illustrate the movement of line and point	Demonstrate how to produce a basic graphic design using line and point. Evaluate designs produced by the students	Whiteboard Data Projector Drawing media Paper Examples Exercises

12				2.7 Produce a simple graphic design using line and point only	Demonstrate how to produce a basic graphic design using line and point. Evaluate designs produced by the students	Whiteboard Data Projector Drawing media Paper Examples Exercises
GENERAL OBJECTIVE 3: UNDERSTAND AESTHETICS WHEN CREATING BASIC GRAPHIC DESIGNS						
13				3.1 Produce designs using basic closed shapes, experimenting with juxtaposition and overlapping. 3.2 Use basic closed shapes to experiment with negative and positive space in a basic design.	Demonstrate and provide exercises Evaluate design attempts	Whiteboard Data Projector Drawing media Paper Examples Exercises
14				3.3 Produce a basic graphic design that show the aesthetic balance, rhythm and dominance of the main design elements.	Demonstrate and provide exercises Evaluate design attempts	Whiteboard Data Projector Drawing media Paper Examples

						Exercises
15				3.3 Produce a basic graphic design that show the aesthetic balance, rhythm and dominance of the main design elements.	Demonstrate and provide exercises Evaluate design attempts	Whiteboard Data Projector Drawing media Paper Examples Exercises

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	80
TOTAL WEIGHT		100

COMPUTER DESIGN 1

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: COMPUTER DESIGN 1

COURSE CODE: AGD 113

CONTACT HOURS: 5

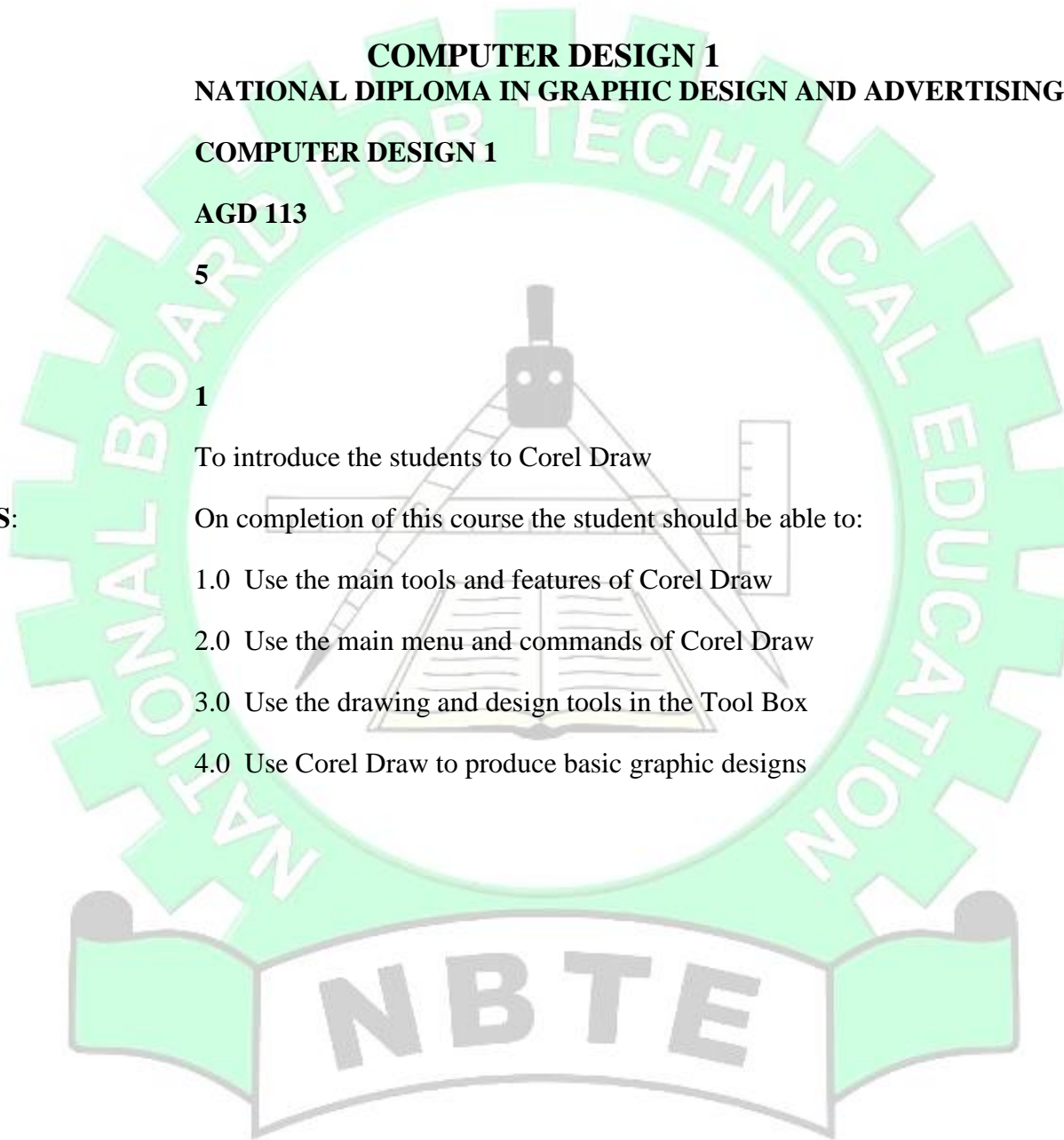
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SEMESTER: 1

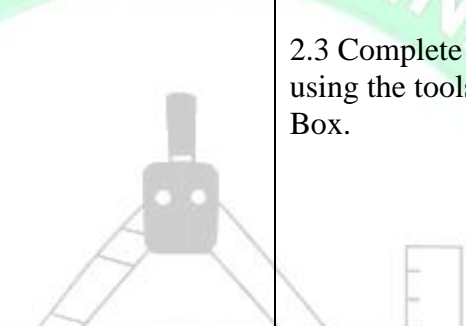

GOAL: To introduce the students to Corel Draw

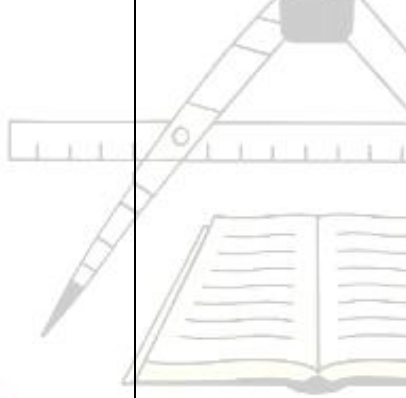
GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 1.0 Use the main tools and features of Corel Draw
- 2.0 Use the main menu and commands of Corel Draw
- 3.0 Use the drawing and design tools in the Tool Box
- 4.0 Use Corel Draw to produce basic graphic designs



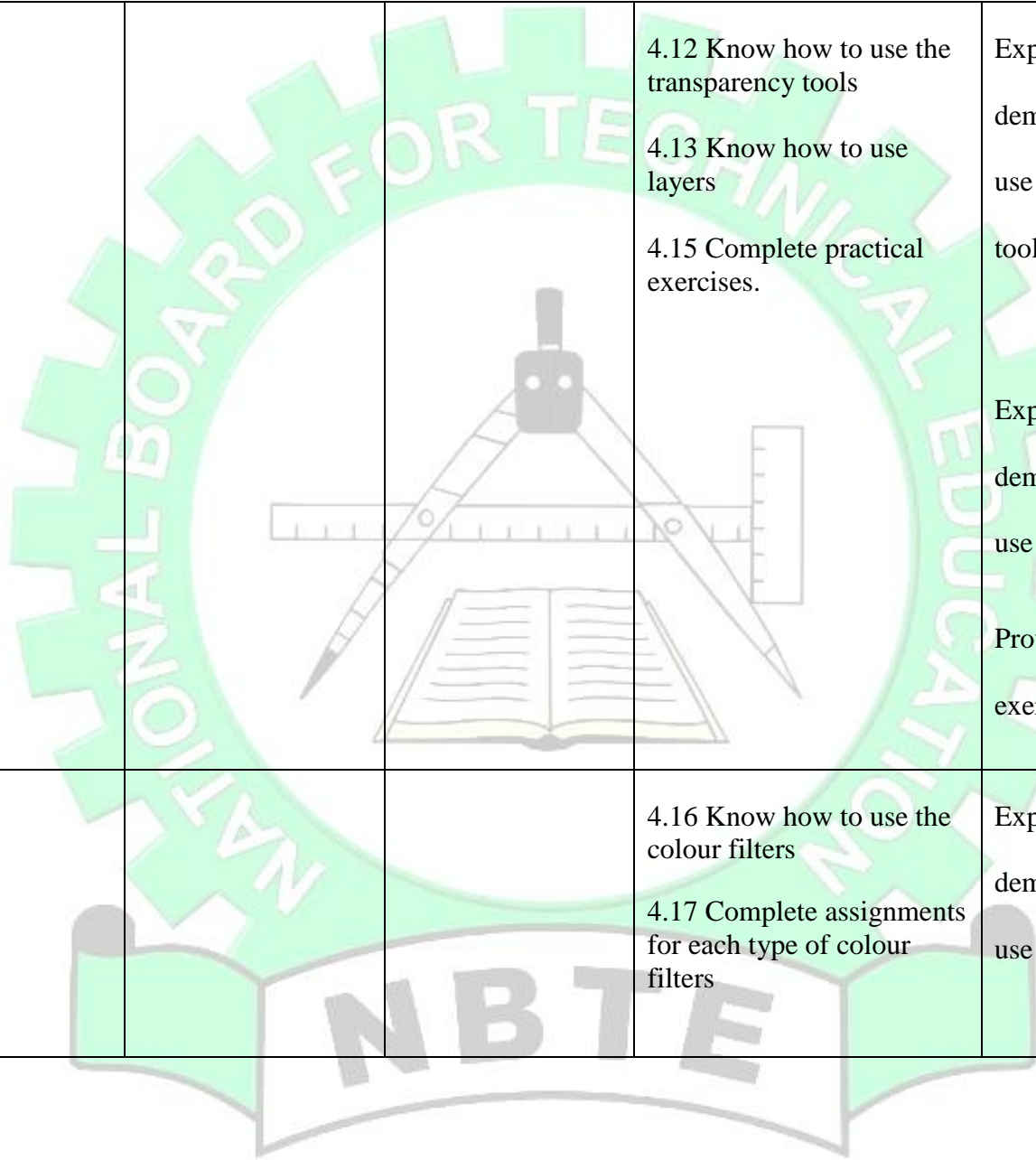
PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: COMPUTER DESIGN 1			COURSE CODE: AGD 113		CONTACT HOURS: 5 Practical	
GOAL: TO INTRODUCE THE STUDENT TO COREL DRAW						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: USE THE MAIN TOOLS AND FEATURES OF COREL DRAW						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				1.1 Know and use the general features and main tools of Corel Draw.	Introduce the general features of Corel Draw. Introduce the main tools of Corel Draw.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector
GENERAL OBJECTIVE 2: USE THE MAIN MENU AND COMMANDS OF COREL DRAW						
2				2.1 Know and use the main functions of the commands in the Title Bar.	Introduce and explain the function of the commands in the main menu.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector
3				2.2 Know and use the main functions of the tools available in the Tool Box.	Introduce and explain the function	Networked computer lab with

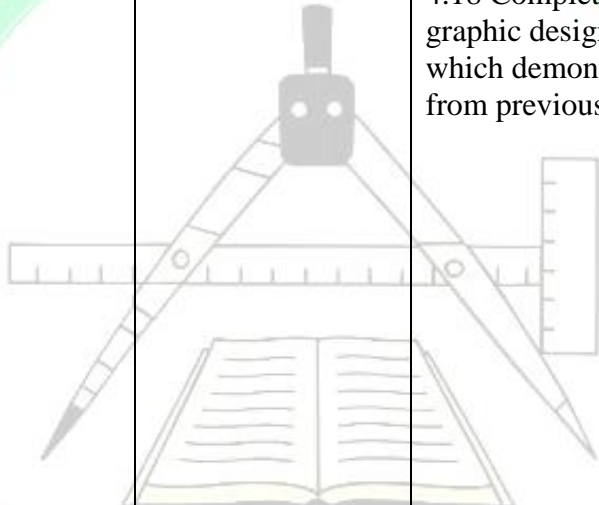
					of the tools in the tool box.	Corel Draw software. Exercises stored on each computer Data Projector
4				2.3 Complete exercises using the tools in the Tool Box.	Provide practical exercises.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector
GENERAL OBJECTIVE 3: USE THE DRAWING AND DESIGN TOOLS IN THE TOOL BOX						
5				3.1 Know the specific functions of the following tools: Pick tool, Shape tool, Freehand tool, Rectangle tool and Ellipse tool.	Explain and demonstrate the specific functions of the tools.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector
6				3.2 Complete exercises using the following tools: Pick tool, Shape tool, Freehand tool, Rectangle tool and Ellipse tool.	Provide practical exercises.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector

7				<p>3.3 Know the specific functions of the following tools: Text tool, Interactive Fill tool and Fill tool.</p> <p>3.4 Complete exercises using the following tools: Text tool, Interactive Fill tool and Fill tool.</p>	<p>Explain and demonstrate the specific functions of the tools.</p> <p>Provide practical exercises.</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>
GENERAL OBJECTIVE 4: USE COREL DRAW TO PRODUCE BASIC GRAPHIC DESIGNS						
8				<p>4.1 Know how to set up a page.</p> <p>4.2 Know how to draw basic shapes (e.g. circles, rectangles etc.)</p> <p>4.3 Know how to use the Rulers, Grids and Drawing Guides.</p> <p>4.4 Complete practical exercises.</p>	<p>Explain and demonstrate page set up.</p> <p>Explain and demonstrate how to draw basic shapes.</p> <p>Explain and demonstrate how to use rulers, grids and guides.</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>

9				<p>4.5 Know how to select drawn objects.</p> <p>4.6 Know how to group, Ungroup, Copy, Paste, Flip, and Order objects.</p>	<p>Explain and demonstrate how to draw, group, ungroup, paste, flip and order objects.</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>
10				<p>4.7 Know how to combine text with objects.</p> <p>4.8 Complete practical exercises.</p>	<p>Explain and demonstrate how to combine text and objects.</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>
11				<p>4.9 Know how to view drawings in different scales</p> <p>4.10 Know how to apply shadows</p> <p>4.11 Know how to apply power clips</p>	<p>Explain and demonstrate how to use scale, apply shadows and power clips.</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>

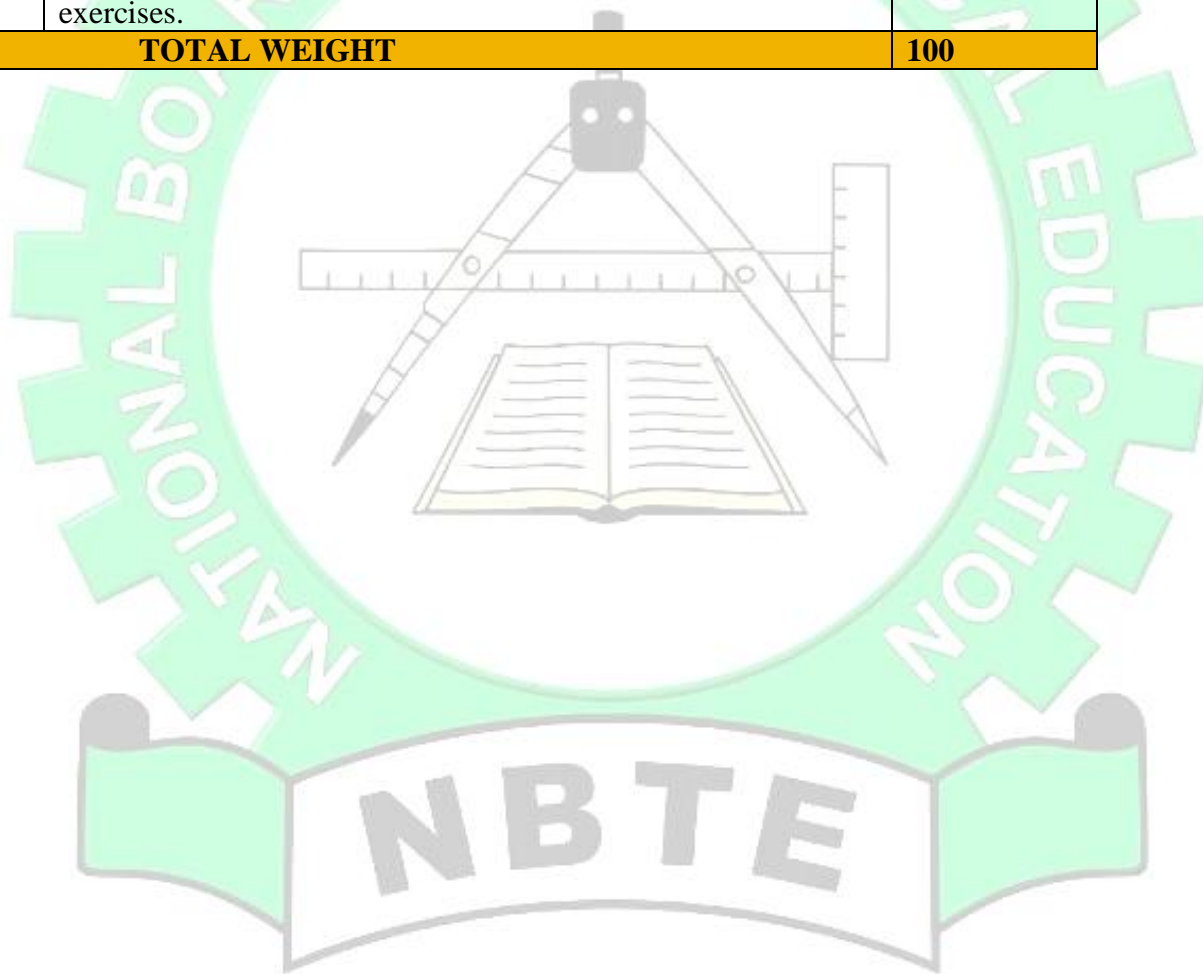
12			<p>4.12 Know how to use the transparency tools</p> <p>4.13 Know how to use layers</p> <p>4.15 Complete practical exercises.</p>	<p>Explain and demonstrate how to use transparency tools.</p> <p>Explain and demonstrate how to use layers.</p> <p>Provide practical exercises.</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>
13			<p>4.16 Know how to use the colour filters</p> <p>4.17 Complete assignments for each type of colour filters</p>	<p>Explain and demonstrate how to use colour filters</p>	<p>Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector</p>



					Provide practical exercises on using filters	
14				4.18 Complete a basic graphic design assignment, which demonstrates skills from previous assignments.	Provide a basic graphic design assignment, which demonstrates skills from previous assignments, i.e. a basic leaflet or flyer.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector
15				4.19 Know how to print documents from Corel Draw. 4.20 Know how to apply colour separations. 4.21 Complete colour separation assignment.	Explain and demonstrate how to produce colour separations and print documents.	Networked computer lab with Corel Draw software. Exercises stored on each computer Data Projector

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	80
TOTAL WEIGHT		100



COLOUR

PROGRAMME:

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME:

COLOUR

COURSE CODE:

AGD 114

CONTACT HOURS :

3 HOURS PER WEEK

CREDIT:

SEMESTER:

1

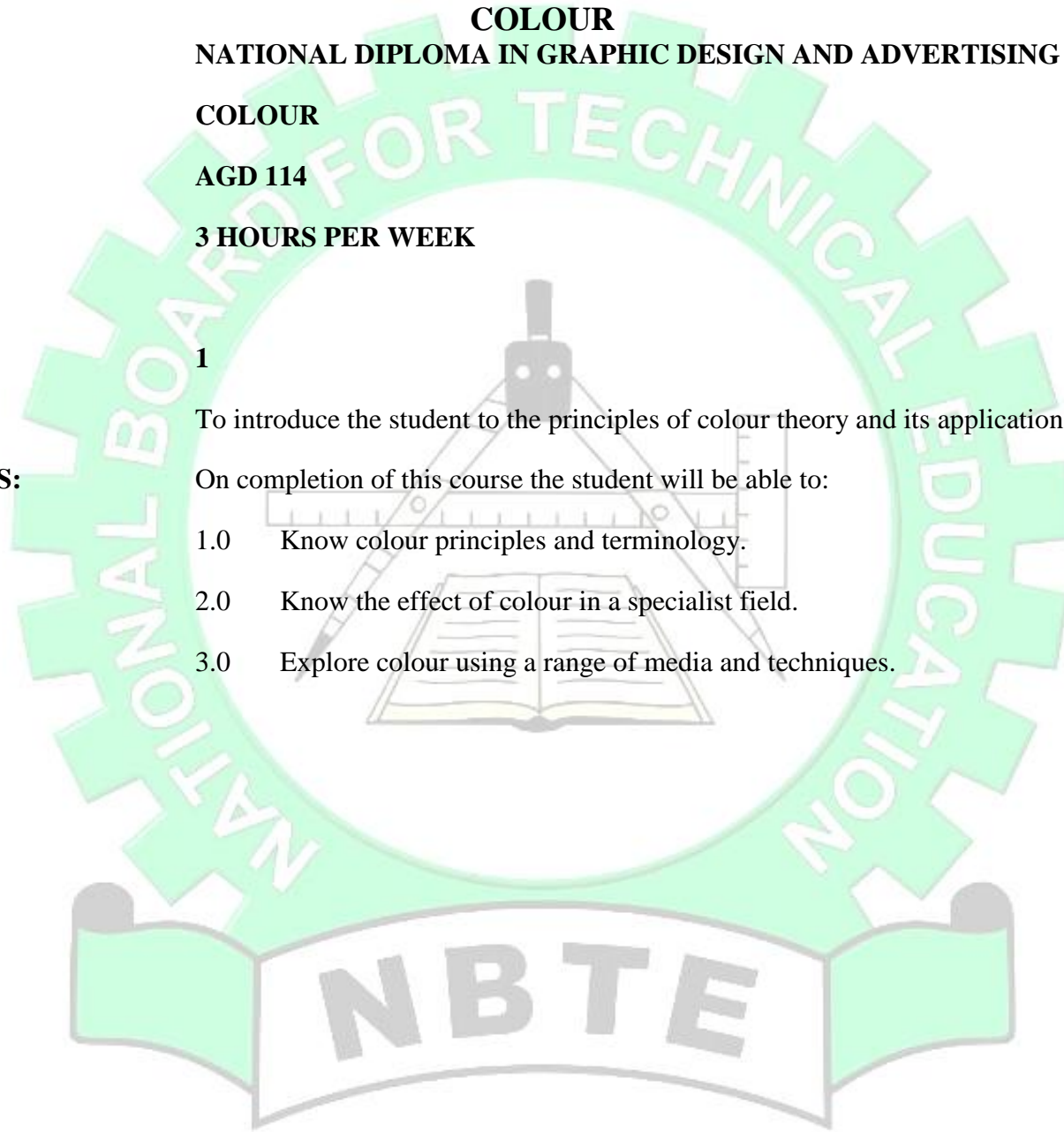
GOAL:

To introduce the student to the principles of colour theory and its application in a specialist area.

GENERAL OBJECTIVES:

On completion of this course the student will be able to:

- 1.0 Know colour principles and terminology.
- 2.0 Know the effect of colour in a specialist field.
- 3.0 Explore colour using a range of media and techniques.



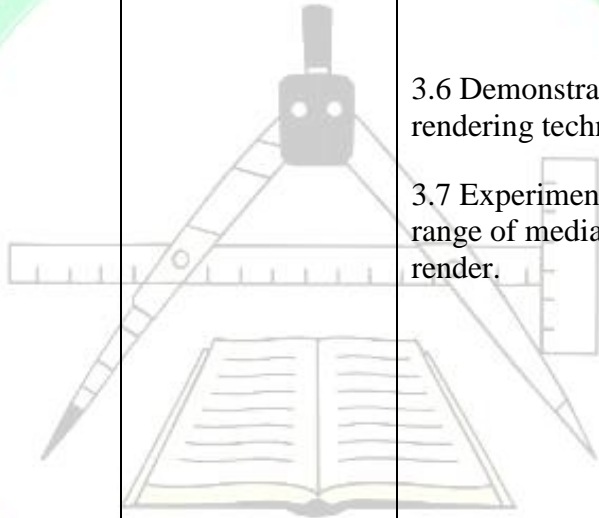
PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: COLOUR			COURSE CODE: AGD 114		CONTACT HOURS: 1 Theory 2 Practical	
GOAL: TO INTRODUCE THE STUDENT TO THE PRINCIPLES OF COLOUR THEORY AND ITS APPLICATION IN A SPECIALIST AREA						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW COLOUR PRINCIPLES AND TERMINOLOGY						
WEEK	SPECIFIC LEARNING OBJECTIVES	TEACHER'S ACTIVITIES	LEARNING RESOURCES	SPECIFIC LEARNING OBJECTIVE	TEACHER'S ACTIVITIES	LEARNING RESOURCES
1	1.1 Identify Primary, Secondary, Tertiary and Complimentary colours.	<p>Introduce the course content.</p> <p>Present an illustrated lecture –</p> <p>Show the Colour Wheel in stages to illustrate the definition of the following terms –</p> <ul style="list-style-type: none"> • Primary colours • Secondary colours • Tertiary colour 	PowerPoint presentation and AV projection equipment.	1.2 Reproduce the colour wheel by using the Primary colours.	Supervise in the production of the colour wheel using the colour mixing techniques to achieve secondary, tertiary & complimentary colours.	Paper and colour – eg poster, water colour, acrylic etc
2	1.3 Describe colour terms.	<ul style="list-style-type: none"> • Complimentary colour. 	Exemplars			Found items collected by students

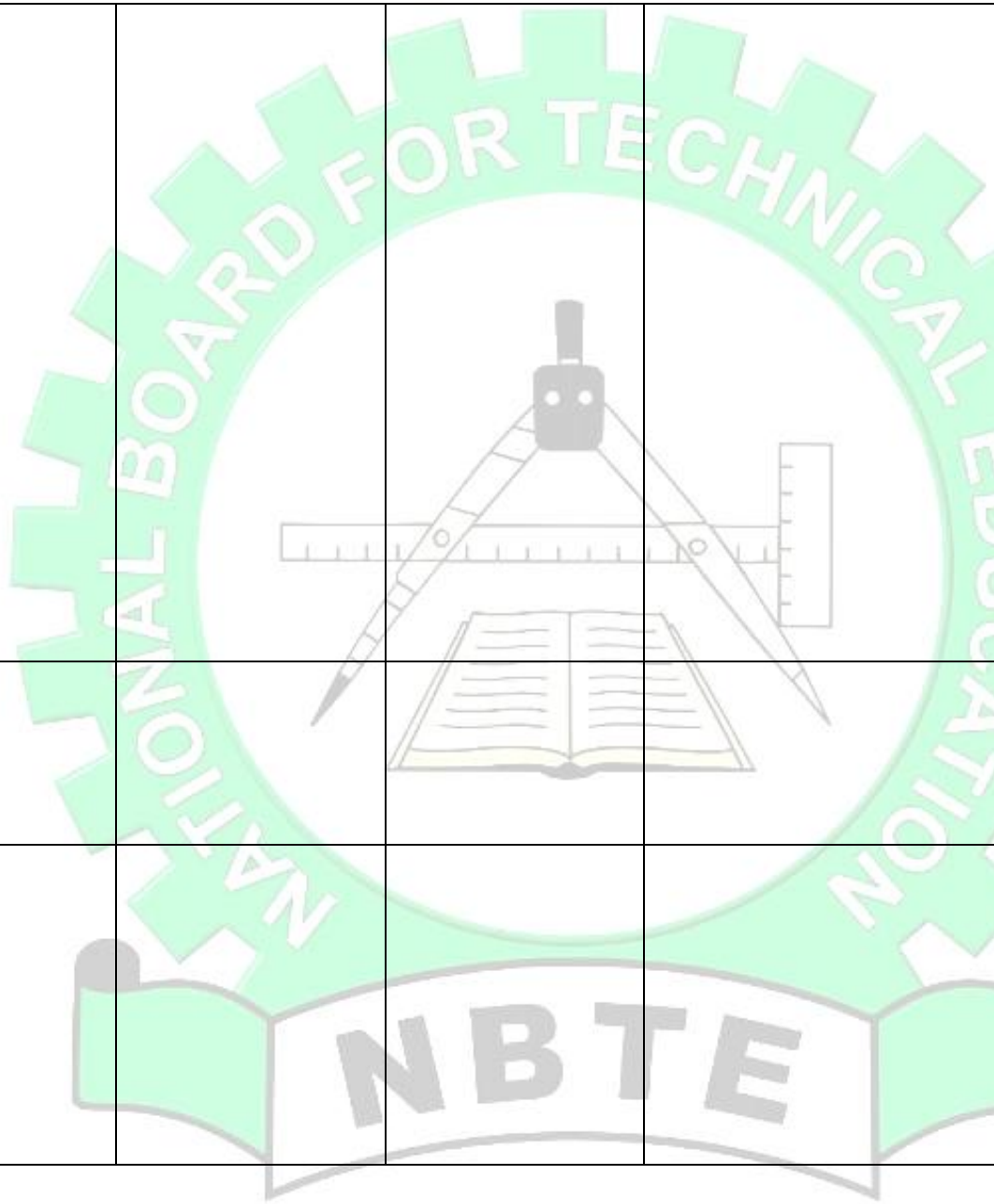
		<p>Discuss and illustrate the following terms within the specialist field.</p> <ul style="list-style-type: none"> • Harmonies • Hue • Shades • Tint • Tone • Value • Intensity 			<p>Supervise the production of a 'collage' colour wheel using mixed media - e.g. found items and coloured papers etc sourced from magazines, product wrappers, small objects etc.</p> <p>Pin-up in studio.</p>	
GENERAL OBJECTIVE 2.0: KNOW THE EFFECT OF COLOUR IN A SPECIALIST FIELD						
3	2.1 Describe how colour can affect design in a specialist field.	<p>Present an illustrated lecture.</p> <p>Discuss psychological aspects of colour -</p> <ul style="list-style-type: none"> • cold colours • warm colours 	PowerPoint presentation and AV projection equipment.	2.2 Outline the effect of colour as used in a specialist field.	<p>Exercises on observation and application of colour.</p> <p>Facilitate student exercise – to analyse design schemes in a specialist field.</p>	Images from magazines, books, Internet etc.

		<ul style="list-style-type: none"> • neutral colours • emotions • colour therapy 				
4	2.1 Describe how colour can affect design in a specialist field.	<p>Present an illustrated lecture.</p> <p>Discuss how colour used in a specialist field to convey a –</p> <ul style="list-style-type: none"> • theme • concept 	PowerPoint presentation and AV projection equipment.	2.2 Outline the effect of colour in as used in a specialist field.	<p>Exercise on observation and application of colour.</p> <p>Facilitate student exercise – to analyse design solutions in a specialist field.</p>	Case Studies – visit a range of different locations and/or observe examples of finished work in a public/ commercial location
5		<ul style="list-style-type: none"> • mood 		2.2 Outline the effect of colour in as used in a specialist field.	<p>Exercise on observation and application of colour.</p> <p>Facilitate student exercise – to analyse design solutions in a specialist field.</p>	Case Studies – visit a range of different locations and/or observe examples of finished work in a public/ commercial location
GENERAL OBJECTIVE 3.0: EXPLORE COLOUR USING A RANGE OF MEDIA AND TECHNIQUES.						

6	3.1 Identify sources of inspiration.	<p>Present an illustrated lecture. Where can you get colour inspiration from?</p> <p>For example –</p> <ul style="list-style-type: none"> • nature • landscape • seascape • art 	PowerPoint presentation and AV projection equipment	<p>3.2 Analyse the requirements of a given brief.</p> <p>3.1 Identify sources of inspiration.</p> <p>3.3 Collate visual response to brief.</p> <p>3.4 Discuss visual response to brief</p>	<p>Facilitate student exercise –</p> <p>Ask the students to select a source of inspiration for a given brief and explore colour to create a mood or feeling or convey a message etc.</p> <p>Demonstrate Mind Mapping for creative thinking.</p>	<p>Worksheet – questions/ prompts.</p> <p>Magazines, Internet etc.</p> <p>White Board and marker pen.</p> <p>Internet access.</p>
7					<p>Assist in sourcing images, materials etc.</p> <p>Continue exercise.</p> <p>Demonstrate the preparation of a hardcopy presentation – cut, stick down etc.</p> <p>Assist in the production of the Mood Board.</p>	<p>Card, mounting board.</p>

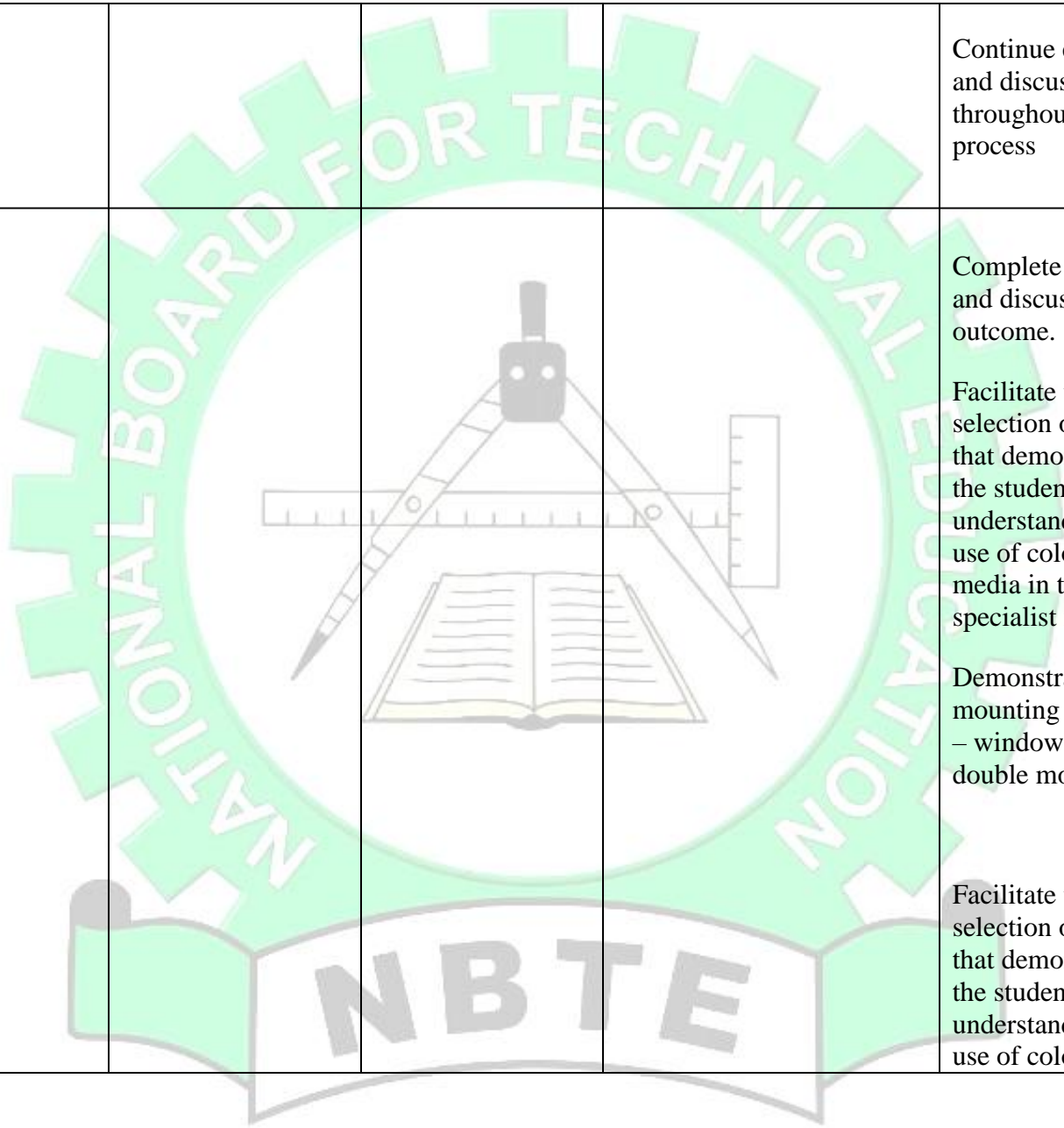
					Discuss outcome with the student group.	
8				3.5 Prepare a colour proposal in response to the brief.	Continue the exercise and assist in the selection of materials, images and products to convey the mood. Demonstrate effects of altering proportion of colours.	Materials, finishes, products, image etc.
9	3.5 Identify methods of colour application and media.	Present an illustrated lecture - Rendering techniques in Art.	PowerPoint presentation and AV projection equipment.	3.6 Demonstrate colour rendering techniques. 3.7 Experiment using a range of media to colour render.	Assist in the preparation of a sample board or visuals. Demonstrate the use of a range of media – watercolour & pastels. Assist the student in the completion of a series of rendering exercises in a specialist field.	Exemplars Water colour and Pastels.
10				3.6 Demonstrate colour rendering techniques.		Exemplars Marker pens and coloured pencils.

	3.5 Identify methods of colour application and media.	Present an illustrated lecture - Rendering techniques in Design	PowerPoint presentation and AV projection equipment.	3.7 Experiment using a range of media to colour render.	Demonstrate the use of a range of media – marker pens and coloured pencils.	Samples of Materials and finishes.
11				3.6 Demonstrate colour rendering techniques.	Assist the student in the completion of a series of rendering exercises in a specialist field.	Exemplars Collage – magazines, coloured paper etc. Samples of Materials and finishes.
12		Present an illustrated lecture – Colour and the Principles of Design.		3.7 Experiment using a range of media to colour render.	Demonstrate the use of a range of media - collage. Assist the student in the completion of a series of rendering exercises in a specialist field.	
			PowerPoint presentation and AV projection equipment.		Discuss – <ul style="list-style-type: none"> • Balance • Composition 	Worksheets.



				<ul style="list-style-type: none">• Proportion• Emphasis <p>Refer to cases studies & exercises of weeks 3, 4 and 5 - on observation and application of colour.</p> <p>Use students own work from previous projects to improve proportion, composition and selection of colour.</p>	Use students own work from previous projects.
13				<p>Exercise – ask student to experiment in the use of colour varying the balance, emphasis, proportion etc. of colour each time.</p>	
14				<p>Use a wide range of media and techniques to illustrate colour, texture etc.</p>	

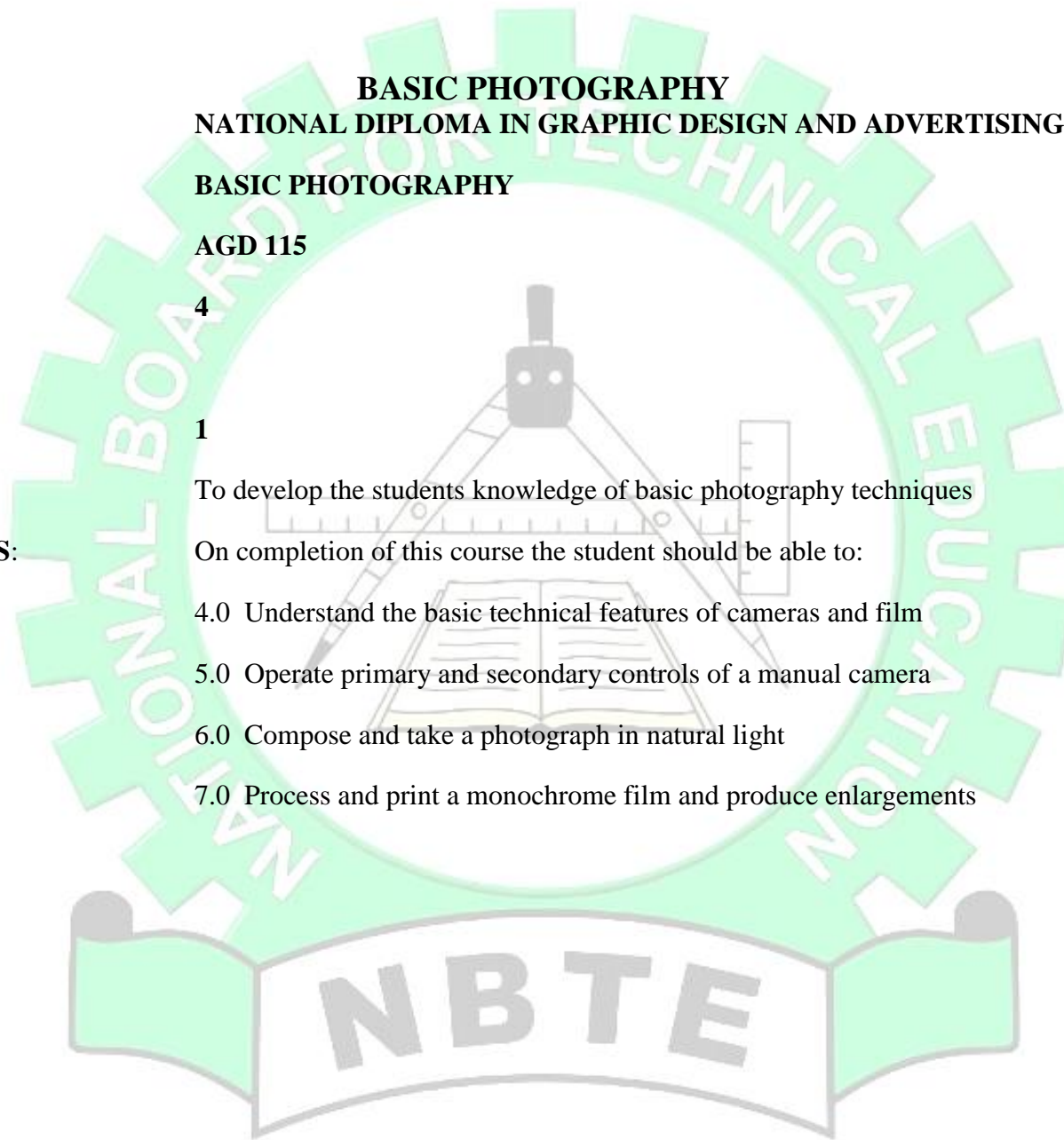
					Continue exercise and discuss throughout the process	
15					<p>Complete exercise and discuss outcome.</p> <p>Facilitate the selection of work that demonstrates the students understanding of the use of colour and media in the specialist field.</p> <p>Demonstrate mounting techniques – window, surface, double mount etc.</p> <p>Facilitate the selection of work that demonstrates the students understanding of the use of colour and</p>	



					media in the specialist field. Student should trim and mount work for submission and for presentation.	
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ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	20
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	60
TOTAL WEIGHT		100



BASIC PHOTOGRAPHY

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: BASIC PHOTOGRAPHY

COURSE CODE: AGD 115

CONTACT HOURS: 4

CREDIT:

SEMESTER: 1

GOAL: To develop the students knowledge of basic photography techniques

GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 4.0 Understand the basic technical features of cameras and film
- 5.0 Operate primary and secondary controls of a manual camera
- 6.0 Compose and take a photograph in natural light
- 7.0 Process and print a monochrome film and produce enlargements

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: BASIC PHOTOGRAPHY			COURSE CODE: AGD 115		CONTACT HOURS: 1 THEORY 3 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF BASIC PHOTOGRAPHY TECHNIQUES						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: UNDERSTAND THE BASIC TECHNICAL FEATURES OF CAMERAS AND FILM						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	<p>1.1 Correctly describe focal length and its relationship with depth of field</p> <p>1.2 Correctly describe the effects of angle and view</p>	Explain the technical features of cameras and film	<p>White board</p> <p>Data projector</p> <p>Lecture notes</p> <p>SLR camera</p> <p>Example photographs and film</p>			
2	<p>1.3 Accurately describe the operations of standard camera functions</p> <p>1.4 Accurately describe the latitude allowed by reversal and negative films</p>	Explain the technical features of cameras and film	<p>White board</p> <p>Data projector</p> <p>Lecture notes</p> <p>SLR camera</p> <p>Example photographs and film</p>			

3	1.5 Accurately define colour temperature and relate it to particular situations	Explain the technical features of cameras and film	White board Data projector Lecture notes SLR camera Example photographs and film			
4	1.6 Correctly describe the effect of colour correction filters 1.7 Accurately describe the main characteristics of black and white film	Explain the technical features of cameras and film	White board Data projector Lecture notes SLR camera Example photographs and film			
GENERAL OBJECTIVE 2: OPERATE PRIMARY AND SECONDARY CONTROLS OF A MANUAL CAMERA						
5				2.1 Operate focus control effectively and correctly 2.2 Operate shutter speed and aperture controls to effectively achieve a given depth of field and correct exposure	Explain and demonstrate how to operate primary and secondary controls of a manual camera: focus control, shutter and aperture speed,	White board Data projector Lecture notes and exercise SLR camera

					depth of field and exposure. Provide practical exercise	Example photographs and film
6				<p>2.1 Operate focus control effectively and correctly</p> <p>2.2 Operate shutter speed and aperture controls to effectively achieve a given depth of field and correct exposure</p>	<p>Explain and demonstrate how to operate primary and secondary controls of a manual camera: focus control, shutter and aperture speed, depth of field and exposure.</p> <p>Provide practical exercise</p>	<p>White board</p> <p>Data projector</p> <p>Lecture notes and exercise</p> <p>SLR camera</p> <p>Example photographs and film</p>
GENERAL OBJECTIVE 3: COMPOSE AND TAKE A PHOTOGRAPH IN NATURAL LIGHT						
6				3.1 Produce a range of monochrome photographs for a specific subject in natural light.	<p>Explain and demonstrate how to shoot black and white photographs for a specific subject in natural light, i.e., people, landscape, objects.</p>	<p>White board</p> <p>Data projector</p> <p>Lecture notes</p> <p>SLR camera</p> <p>Example photographs and film</p>

7				3.2 Produce a range of colour photographs for a specific subject in natural light.	Explain and demonstrate how to shoot colour photographs for a specific subject in natural light, i.e., people, landscape, objects.	White board Data projector Lecture notes SLR camera Example photographs and film
8	2.1 Accurately describe the legal implications of taking photographs	Explain the legal implications of taking photographs	White board Data projector Lecture notes			
GENERAL OBJECTIVE 4: PROCESS AND PRINT A MONOCHROME FILM AND PRODUCE ENLARGEMENTS						
9				4.1 Develop a monochrome film	Explain the basic constituents of a darkroom Demonstrate and explain how to develop a monochrome film	Darkroom Chemicals for film development
10				4.2 Produce a set of contact prints that are clear and suitable for purpose	Demonstrate and explain how to produce a set of contact prints	Darkroom Chemicals and paper for

					photograph development Enlarger
11				4.3 Identify the best shots for enlargement that are suitable for purpose	Explain how to identify the best shots for enlargement White board Data projector Example photographs
12				4.4 Produce enlargements that are clearly focused, correctly exposed and developed.	Demonstrate and explain how to produce enlargements that are clearly focused, correctly exposed and developed. Darkroom Chemicals and paper for photograph development Enlarger
13				4.4 Produce enlargements that are clearly focused, correctly exposed and developed.	Demonstrate and explain how to produce enlargements that are clearly focused, correctly exposed and developed. Darkroom Chemicals and paper for photograph development Enlarger
14				4.4 Produce enlargements that are clearly focused, correctly exposed and developed.	Demonstrate and explain how to produce enlargements that are clearly focused, Darkroom Chemicals and paper for photograph development

					correctly exposed and developed.	Enlarger
15				4.5 Accurately describe darkroom processes and procedures. 4.6 Display final photographs in small exhibition	Provide test to measure student's knowledge of darkroom processes and procedures. Assess final photographs and provide feedback.	Test paper Exhibition space

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	10
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher	70
TOTAL WEIGHT		100

INTRODUCTION TO GRAPHICS

PROGRAMME:

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME:

INTRODUCTION TO GRAPHICS

COURSE CODE:

AGD 116

CONTACT HOURS:

4

CREDIT:

1

SEMESTER:

1

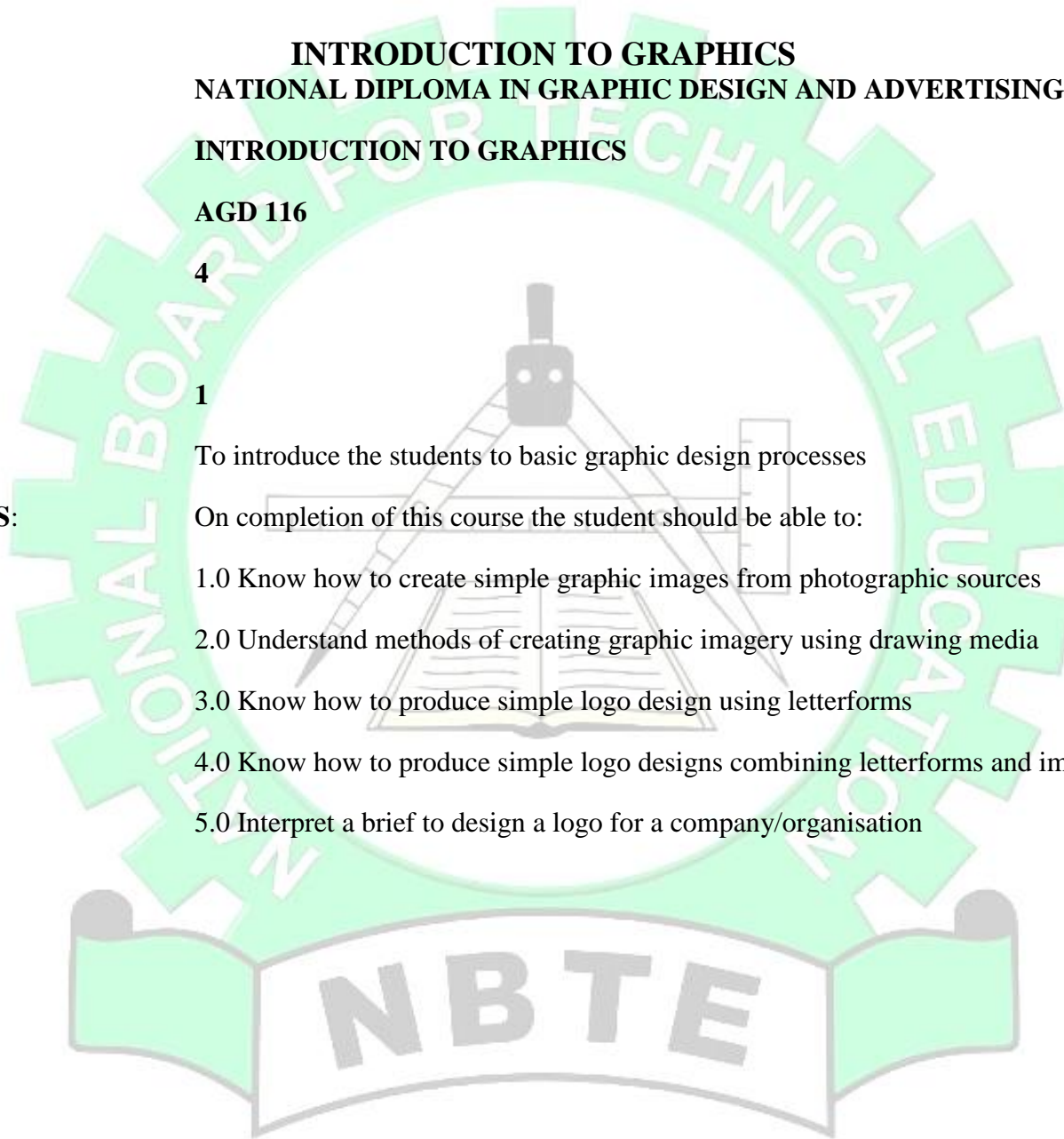
GOAL:

To introduce the students to basic graphic design processes

GENERAL OBJECTIVES:

On completion of this course the student should be able to:

- 1.0 Know how to create simple graphic images from photographic sources
- 2.0 Understand methods of creating graphic imagery using drawing media
- 3.0 Know how to produce simple logo design using letterforms
- 4.0 Know how to produce simple logo designs combining letterforms and images
- 5.0 Interpret a brief to design a logo for a company/organisation

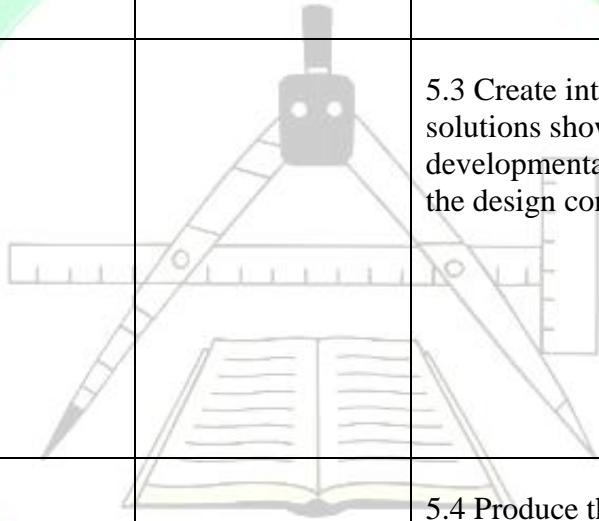


PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: INTRODUCTION TO GRAPHICS		COURSE CODE: AGD 116		CONTACT HOURS: 4 PRACTICAL		
GOAL: TO INTRODUCE THE STUDENTS TO BASIC GRAPHIC DESIGN PROCESSES						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW HOW TO CREATE SIMPLE GRAPHIC IMAGES FROM PHOTOGRAPHIC SOURCES						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				1.1 Select colour photographs for conversion into black and white graphic images 1.2 Convert colour photographs into black and white images to show tonal effects.	Introduce the subject Explain the processes of converting photos to monochrome graphics. Demonstrate how to convert images to monochrome graphics.	Books Colour photos, Examples Paper and drawing media
2				1.3 Use the appropriate techniques to transform photographs into positive and negative shapes	Demonstrate how to convert images to positive and negative shapes.	
GENERAL OBJECTIVE 2.0: UNDERSTAND THE METHODS OF CREATING GRAPHIC IMAGERY USING DRAWING MEDIA						

3			1.4 Use selected drawing media to create images of liquids i.e., water, milk, oil.	Demonstrate how to use appropriate media to portray liquids i.e., water, milk, oil.	Books Colour photos, Examples Paper and drawing media
4			1.4 Use selected drawing media to create images of liquids i.e., water, milk, oil.	Demonstrate how to use appropriate media to portray liquids i.e., water, milk, oil.	Books Colour photos, Examples Paper and drawing media
GENERAL OBJECTIVE 3: KNOW HOW TO PRODUCE SIMPLE LOGO DESIGN USING LETTERFORMS					
5			3.1 Use a combination of selected letterforms to design a simple logo	Present various examples of design concepts. Demonstrate the simple process of logo design. Produce exercise.	Books Examples of logo designs.

6				3.2 Use a combination of selected letterforms to design a simple logo	<p>Present various examples of design concepts.</p> <p>Demonstrate the simple process of logo design.</p> <p>Produce exercise.</p>	<p>Books</p> <p>Examples of logo designs.</p> <p>Drawing media and paper</p>
GENERAL OBJECTIVE 4: KNOW HOW TO PRODUCE SIMPLE LOGO DESIGNS COMBINING LETTERFORMS AND IMAGES						
7				<p>4.1 Prepare rough ideas for a simple logo design using letterforms and images by:</p> <p>Using overlapping letter forms and images,</p> <p>Inserting images into spaces within letter forms,</p> <p>Overlaying letterforms on images.</p>	<p>Describe the techniques of combining images and letterforms in logo design.</p> <p>Produce exercise.</p>	<p>Books</p> <p>Examples of logo designs.</p> <p>Drawing media and paper</p>
8				<p>4.1 Prepare rough ideas for a simple logo design using letterforms and images by:</p> <p>Using overlapping letter forms and images,</p>	<p>Describe the techniques of combining images and letterforms in logo design.</p> <p>Produce exercise.</p>	<p>Books</p> <p>Examples of logo designs.</p> <p>Drawing media and paper</p>

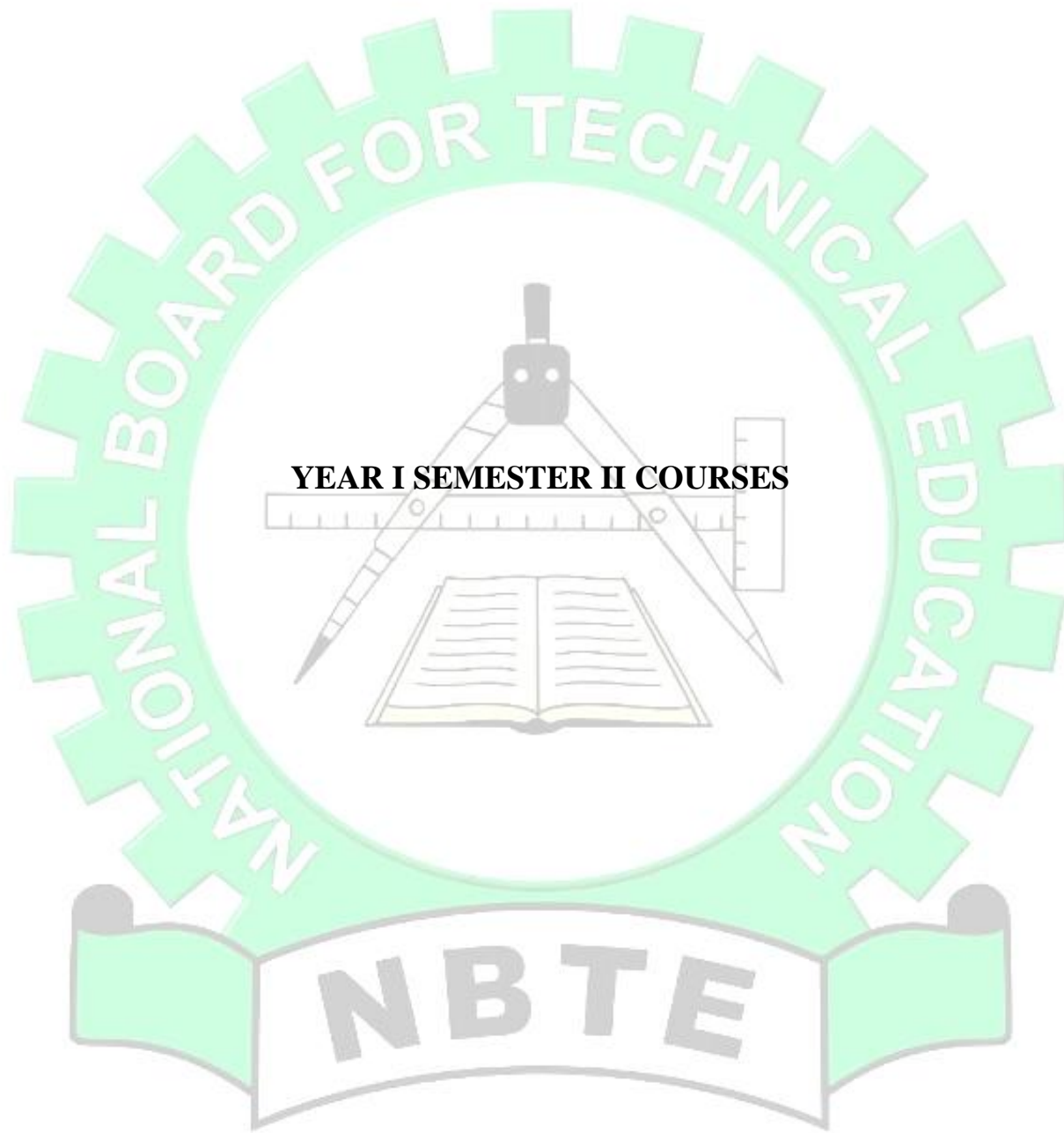
				<p>Inserting images into spaces within letter forms,</p> <p>Overlaying letterforms on images.</p>		
9				<p>4.1 Prepare rough ideas for a simple logo design using letterforms and images by:</p> <p>Using overlapping letter forms and images,</p> <p>Inserting images into spaces within letter forms,</p> <p>Overlaying letterforms on images.</p>	<p>Describe the techniques of combining images and letterforms in logo design.</p> <p>Produce exercise.</p>	<p>Books</p> <p>Examples of logo designs.</p> <p>Drawing media and paper</p>
<p>GENERAL OBJECTIVE 5: INTERPRET A BRIEF TO DESIGN A LOGO FOR A COMPANY/ORGANISATION</p>						
10				<p>5.1 Use the selected media to produce initial sketches for the brief .</p>	<p>Define a Design brief.</p> <p>Describe the developmental stages of interpreting design briefs</p> <p>Provide a brief</p> <p>Explain the stages of the design process</p>	<p>Brief</p> <p>Lecture notes</p> <p>Drawing media and paper</p> <p>Examples of logo design</p>

11				<p>5.2 Select the chosen concept for further development.</p>	<p>Help students to identify the best concept for further development.</p> <p>Ensure students follow the design process</p>	<p>Brief</p> <p>Lecture notes</p> <p>Drawing media and paper</p> <p>Examples of logo design</p>
12				<p>5.3 Create interim solutions showing developmental stages of the design concept.</p>	<p>Help students to prepare interim solutions.</p> <p>Ensure students follow the design process</p>	<p>Brief</p> <p>Lecture notes</p> <p>Drawing media and paper</p> <p>Examples of logo design</p>
13				<p>5.4 Produce the final design in full colour for presentation.</p>	<p>Explain and demonstrate how to produce the final design</p>	<p>Brief</p> <p>Lecture notes</p> <p>Drawing media and paper</p> <p>Examples of logo design</p>

14				5.4 Produce the final design in full colour for presentation.	Explain and demonstrate how to produce the final design	Brief Lecture notes Drawing media and paper Examples of logo design
15				5.4 Produce the final design in full colour for presentation.	Explain and demonstrate how to produce the final design Evaluate work and provide feedback	Brief Lecture notes Drawing media and paper Examples of logo design

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	80
TOTAL WEIGHT		100



COMPUTER DESIGN 2

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: COMPUTER DESIGN 2

COURSE CODE: AGD 121

CONTACT HOURS: 5

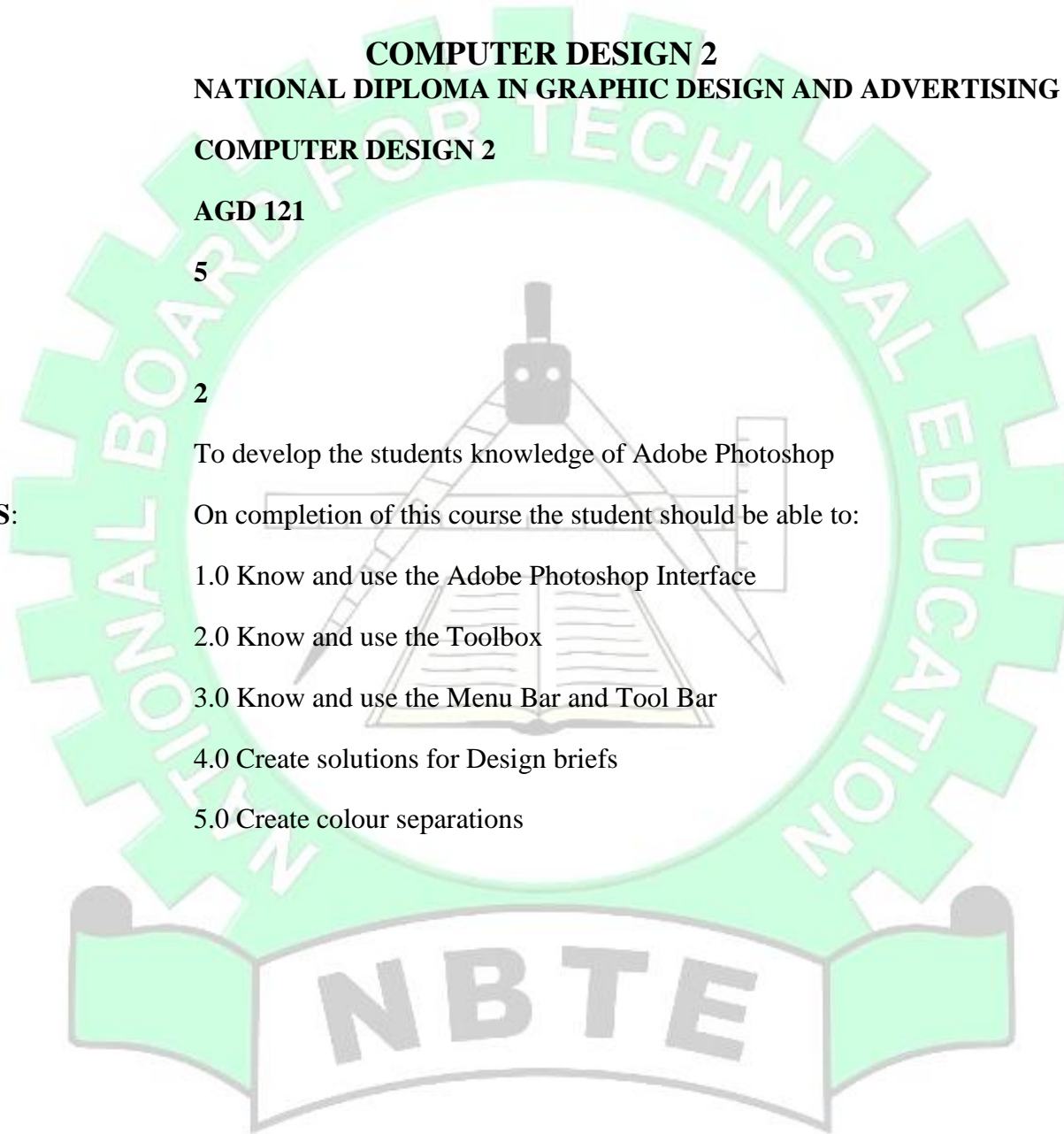
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SEMESTER: 2

GOAL: To develop the students knowledge of Adobe Photoshop

GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 1.0 Know and use the Adobe Photoshop Interface
- 2.0 Know and use the Toolbox
- 3.0 Know and use the Menu Bar and Tool Bar
- 4.0 Create solutions for Design briefs
- 5.0 Create colour separations



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: COMPUTER DESIGN 2			COURSE CODE: AGD 121		CONTACT HOURS: 5 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF ADOBE PHOTOSHOP						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW AND USE THE ADOBE PHOTOSHOP INTERFACE						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				1.1 Know the purpose and function of Adobe Photoshop by using the interface	Present an introduction to the purpose and function of Adobe Photoshop Produce simple exercises on using the interface of Adobe Photoshop	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
GENERAL OBJECTIVE 2: KNOW AND USE THE TOOLBOX						
2				2.1 Use the Rectangular Marquee, Move and Magic Wand tools	Explain the specific functions of the tools Provide practical exercises	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
3				2.2 Use the Lasso, Crop and Slice tools	Explain the specific functions of the tools	Multimedia presentation Data Projector Computer

					Provide practical exercises	Adobe Photoshop software Exercises
GENERAL OBJECTIVE 3: KNOW AND USE THE MENU BAR AND TOOL BAR						
4				3.1 Use the Airbrush, Paintbrush, Clone Stamp and History Brush tools	Explain the specific functions of the tools Provide practical exercises	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
5				3.2 Use the Eraser, Paint Bucket, Blur, Sponge and Rounded Rectangle tools	Explain the specific functions of the tools Provide practical exercises	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
6				3.3 Know and use the commands that exist in the File menu 3.4 Know and use the commands that exist in the Edit menu	Explain and demonstrate the commands that exist in the File menu Provide practical exercises Explain and demonstrate the	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises

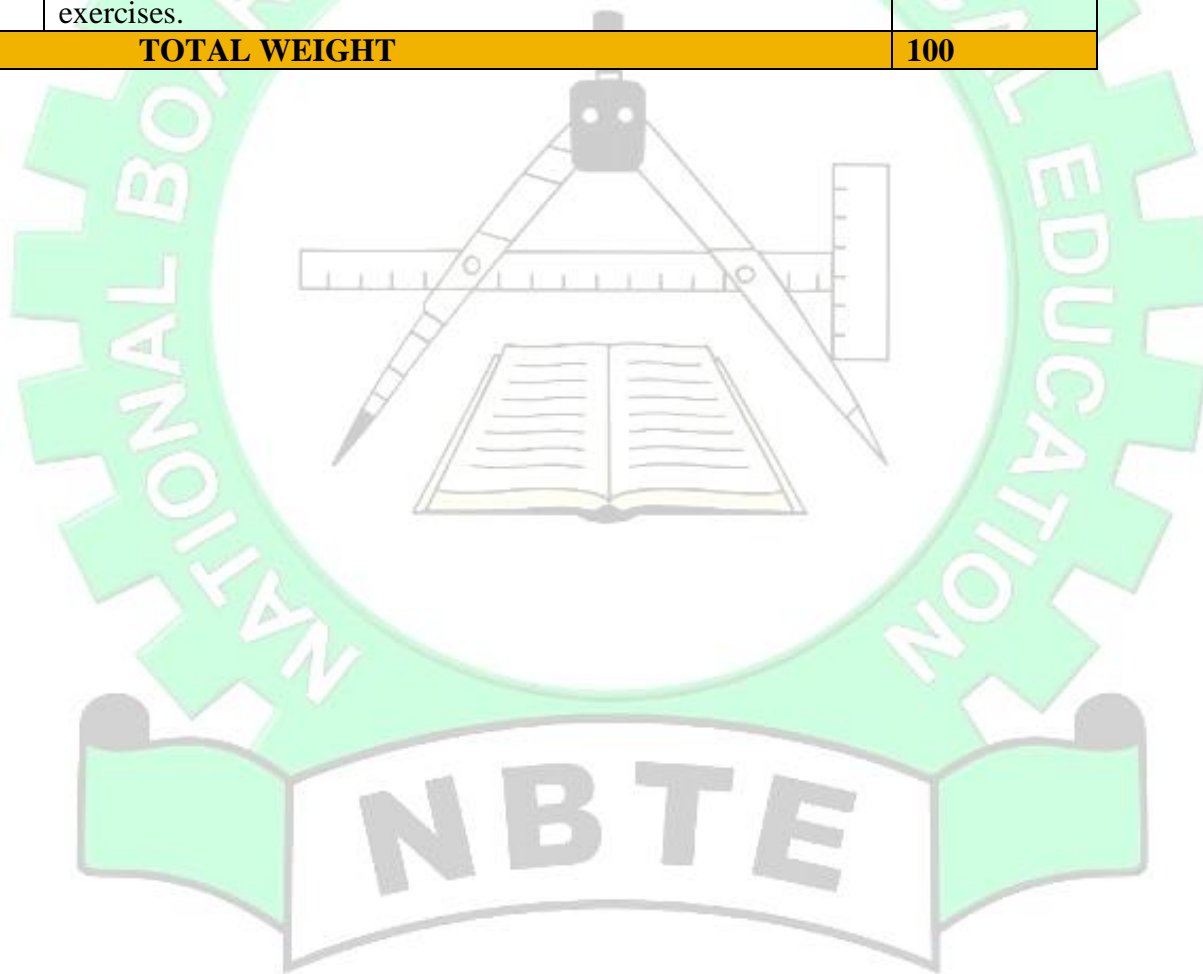
				commands that exist in the Edit menu	
				Provide practical exercises	
7			<p>3.5 Know and use the commands that exist in the Image menu.</p> <p>3.6 Know how to adjust colour</p> <p>3.7 Know how to adjust the light levels</p>	<p>Explain and demonstrate the commands that exist in the Image menu</p> <p>Provide practical exercises</p>	<p>Multimedia presentation</p> <p>Data Projector</p> <p>Computer</p> <p>Adobe Photoshop software</p> <p>Exercises</p>
8			<p>3.8 Know and use the function of Layers menu</p>	<p>Explain and demonstrate the commands that exist in the Layers menu</p> <p>Provide practical exercises</p>	<p>Multimedia presentation</p> <p>Data Projector</p> <p>Computer</p> <p>Adobe Photoshop software</p> <p>Exercises</p>
9			<p>3.9 Know and use the commands that exist in Select menu</p>	<p>Explain and demonstrate the commands that exist in the Select menu</p> <p>Provide practical exercises</p>	<p>Multimedia presentation</p> <p>Data Projector</p> <p>Computer</p> <p>Adobe Photoshop software</p> <p>Exercises</p>

10				3.10 Know and use the commands that exist in the Filters menu	Explain and demonstrate the commands that exist in the Filter menu Provide practical exercises	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
GENERAL OBJECTIVE 4: SCAN AND MANIPULATE IMAGES						
11				4.1 Know how to scan images 4.2 Know how to adjust images 4.3 Present a final image for a given exercise	Explain and demonstrate the scanning process Provide practical exercises	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
GENERAL OBJECTIVE 5: CREATE SOLUTIONS FOR DESIGN BRIEFS						
12				5.1 Know how to use and apply type for a given brief	Explain and demonstrate the use and application of type Provide practical exercises/brief	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises

13				5.2 Know how to compare and select appropriate images for a given brief	Explain and demonstrate how to compare and select appropriate images Provide practical exercises/brief	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
14				5.3 Know how to apply 3D effects for a given brief	Explain and demonstrate how to apply 3D effects Provide practical exercises	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises
GENERAL OBJECTIVE 6: CREATE COLOUR SEPARATIONS						
15				6.1 Know how to produce colour separations 6.2 Produce colour separations in RGB 6.3 Produce colour separation in CMYK	Explain and demonstrate colour separations in RGB and CMYK	Multimedia presentation Data Projector Computer Adobe Photoshop software Exercises

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	80
TOTAL WEIGHT		100





LIFE AND GENERAL DRAWING
NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

PROGRAMME:

COURSE NAME:

COURSE CODE:

CONTACT HOURS:

CREDIT:

SEMESTER:

GOAL:

GENERAL OBJECTIVES:

LIFE AND GENERAL DRAWING

AGD 122

5

2

To develop the students knowledge of human forms and general drawing.

On completion of this course the student should be able to:

8.0 Know proportion and how to achieve it

9.0 Know how to use shapes to represent the human body

10.0 Understand the movement of the human body

11.0 Understand the principles of perspective and their application

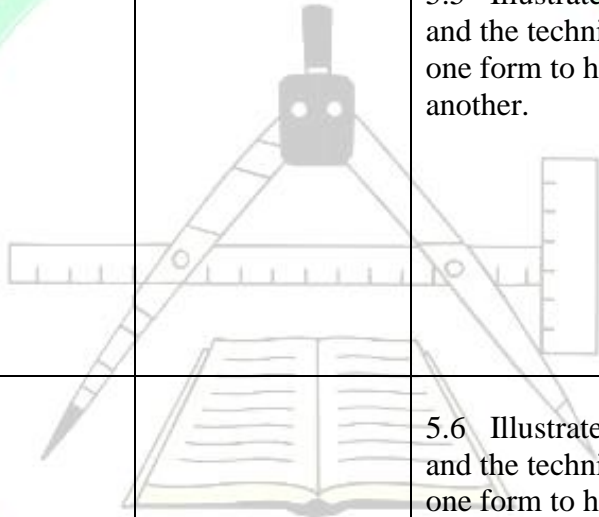
12.0 Know the techniques and principles of proportion in drawing

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: LIFE AND GENERAL DRAWING			COURSE CODE: AGD122		CONTACT HOURS: 4 PRACTICAL 1 THEORY	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF HUMAN FORMS AND GENERAL DRAWING						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW PROPORTION AND HOW TO ACHIEVE IT						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Define proportion. 1.2 Enumerate various techniques of achieving proportion.	Explain proportion and the techniques of achieving proportion	Exemplars Lecture Notes Whiteboard Data Projector & Presentation	1.1 Apply the techniques of pencil measurement in achieving proportion and produce basic sketches of objects using correct proportion 1.2 Use the spaces around the object to be drawn in order to achieve accurate proportion, by giving the space visual form.	Explain how to measure proportion using the pencil Demonstrate how to achieve correct proportion when drawing objects	Objects Exemplars Drawing media, papers, etc.
2				1.1 Apply the techniques of pencil measurement in achieving proportion and produce basic sketches of objects using correct proportion.	Explain how to measure proportion using the pencil Demonstrate how to achieve correct proportion when drawing objects	Objects Exemplars Drawing media, papers, etc.

				1.2 Use the spaces around the object to be drawn in order to achieve accurate proportion, by giving the space visual form.		
GENERAL OBJECTIVE 2: KNOW HOW TO USE SHAPES TO REPRESENT THE HUMAN BODY						
3				2.1 Draw a standing figure using cylinders and cubes	Demonstrate how he human figure can be represented using cylinders and cubes	Skeleton Exemplars Drawing media, papers, etc.
4				2.2 Draw a seated figure using cylinders and cubes.	Demonstrate how he human figure can be represented using cylinders and cubes	Skeleton Exemplars Drawing media, papers, etc.
5				2.3 Draw a reclining figure using cylinders and cubes.	Demonstrate how he human figure can be represented using cylinders and cubes	Skeleton Exemplars Drawing media, papers, etc.
GENERAL OBJECTIVE 3: UNDERSTAND THE MOVEMENT OF THE HUMAN BODY						
6				3.1 Draw a figure depicting various actions	Demonstrate how to depict movement when drawing a human figure	Human figure Exemplars Drawing media, papers, etc.

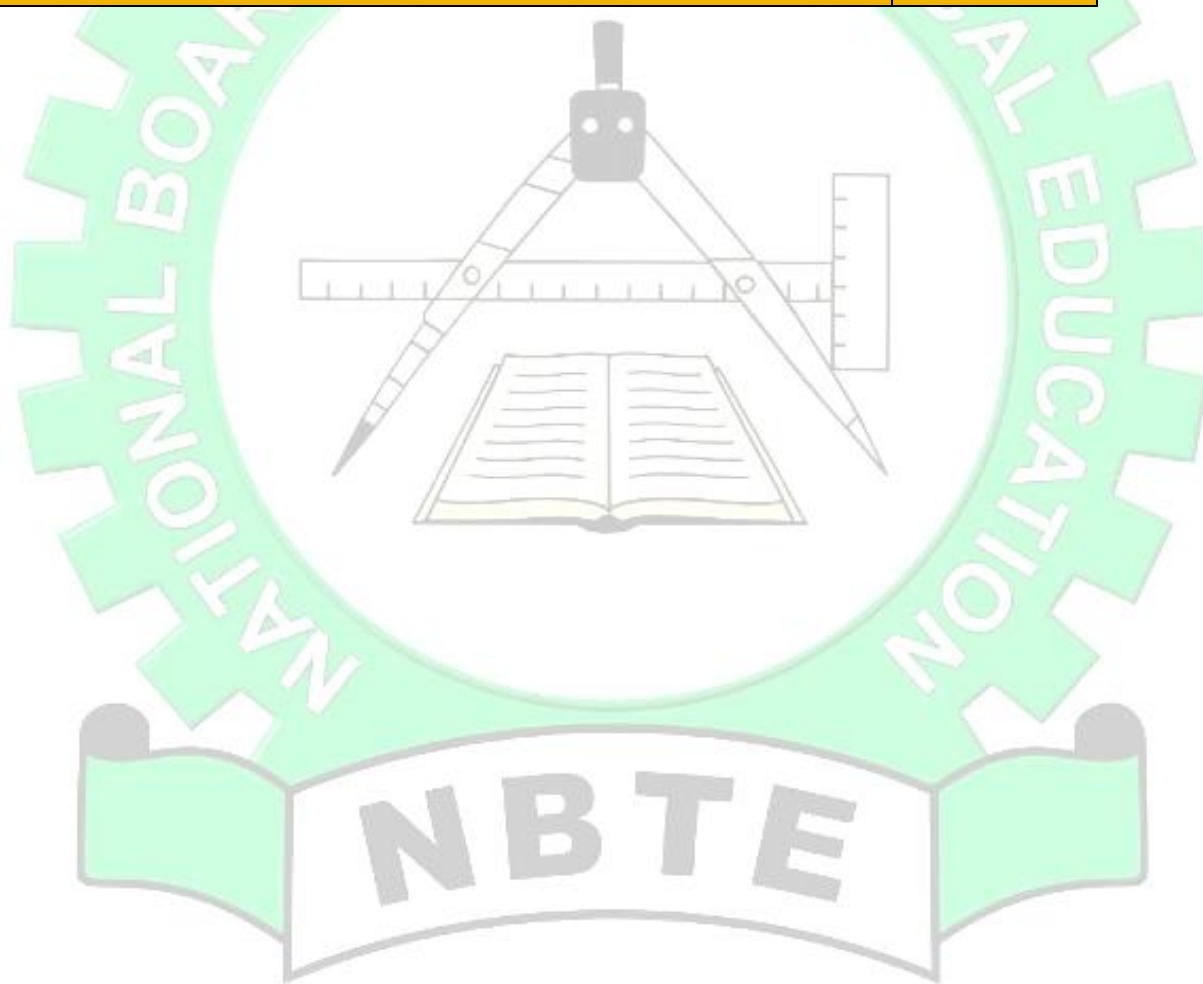
7				<p>3.2 Produce quick sketches of figure performing various actions.</p> <p>3.3 Identify the balancing mechanism of the torso</p>	<p>Demonstrate how to depict movement when producing quick sketches</p> <p>Explain the balancing mechanism of the torso</p>	<p>Human figure Exemplars</p> <p>Drawing media, papers, etc.</p>
8				<p>3.2 Produce quick sketches of figure performing various actions.</p> <p>3.3 Identify the balancing mechanism of the torso</p>	<p>Demonstrate how to depict movement when producing quick sketches</p> <p>Explain the balancing mechanism of the torso</p>	<p>Human figure Exemplars</p> <p>Drawing media, papers, etc.</p>
GENERAL OBJECTIVE 4: UNDERSTAND THE PRINCIPLES OF PERSPECTIVE AND THEIR APPLICATION						
9	<p>4.1 Define perspective</p> <p>4.2 Identify the effect of perspective on objects through street scene, human beings and cars in a landscape.</p> <p>4.3 Identify the three eye levels – below eye level at eye level and above eye level.</p>	<p>Explain perspective</p> <p>Explain the three eye levels, vanishing point, etc.</p>	<p>Exemplars</p> <p>Lecture Notes</p> <p>Whiteboard</p> <p>Data Projector & Presentation</p>	<p>4.1 Locate the vanishing points and the horizontal lines and show how they work in perspective.</p> <p>4.2 Using perspective, draw a few basic objects: e.g. box, books, wheels, etc.</p>	<p>Prepare and present exercises to explain vanishing point and perspective</p>	<p>Exemplars</p> <p>Drawing media, papers, etc.</p>

10				<p>4.3 Produce sketches from the three eye levels using perspective lines.</p> <p>4.4 Trace the perspective lines to their vanishing points.</p>	<p>Organise a sketching trip outdoors that will allow students to explore the three eye levels, vanishing points and perspective.</p>	<p>Exemplars Drawing media, papers, etc.</p>
11				<p>4.5 Illustrate perspective using vanishing points.</p>	<p>Organise a sketching trip outdoors that will allow students to explore the three eye levels, vanishing points and perspective</p>	<p>Exemplars Drawing media, papers, etc.</p>
GENERAL OBJECTIVE 4: KNOW THE TECHNIQUES AND PRINCIPLES OF PROPORTION IN DRAWING						
12				<p>5.1 Draw trees and other objects using correct proportion</p> <p>5.2 Illustrate form through shading and lines.</p>	<p>Explain the various drawing techniques using proportional concepts.</p> <p>Organise sketching trip outdoors that will allow students to explore the principles of proportion</p>	<p>Exemplars Drawing media, papers, etc.</p>
13				<p>5.3 Make sketches of the attachment of branches to the main trunk showing correct form.</p>	<p>Explain the various drawing techniques using proportional concepts.</p>	<p>Exemplars Drawing media, papers, etc.</p>

				5.4 Draw foliage and draperies.	Organise sketching trip outdoors that will allow students to explore the principles of proportion	
14				5.5 Illustrate tonal values and the techniques of using one form to highlight another.	<p>Explain the various drawing techniques using proportional concepts.</p> <p>Organise sketching trip outdoors that will allow students to explore the principles of proportion</p>	Exemplars Drawing media, papers, etc.
15				5.6 Illustrate tonal values and the techniques of using one form to highlight another.	<p>Explain the various drawing techniques using proportional concepts.</p> <p>Organise sketching trip outdoors that will allow students to explore the principles of proportion</p>	Exemplars Drawing media, papers, etc.

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	30
Practical	At least 5 home works to be assessed by the teacher	70
TOTAL WEIGHT		100



PRINTMAKING PROCESSES

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: PRINTMAKING PROCESSES

COURSE CODE: AGD 123

CONTACT HOURS: 4

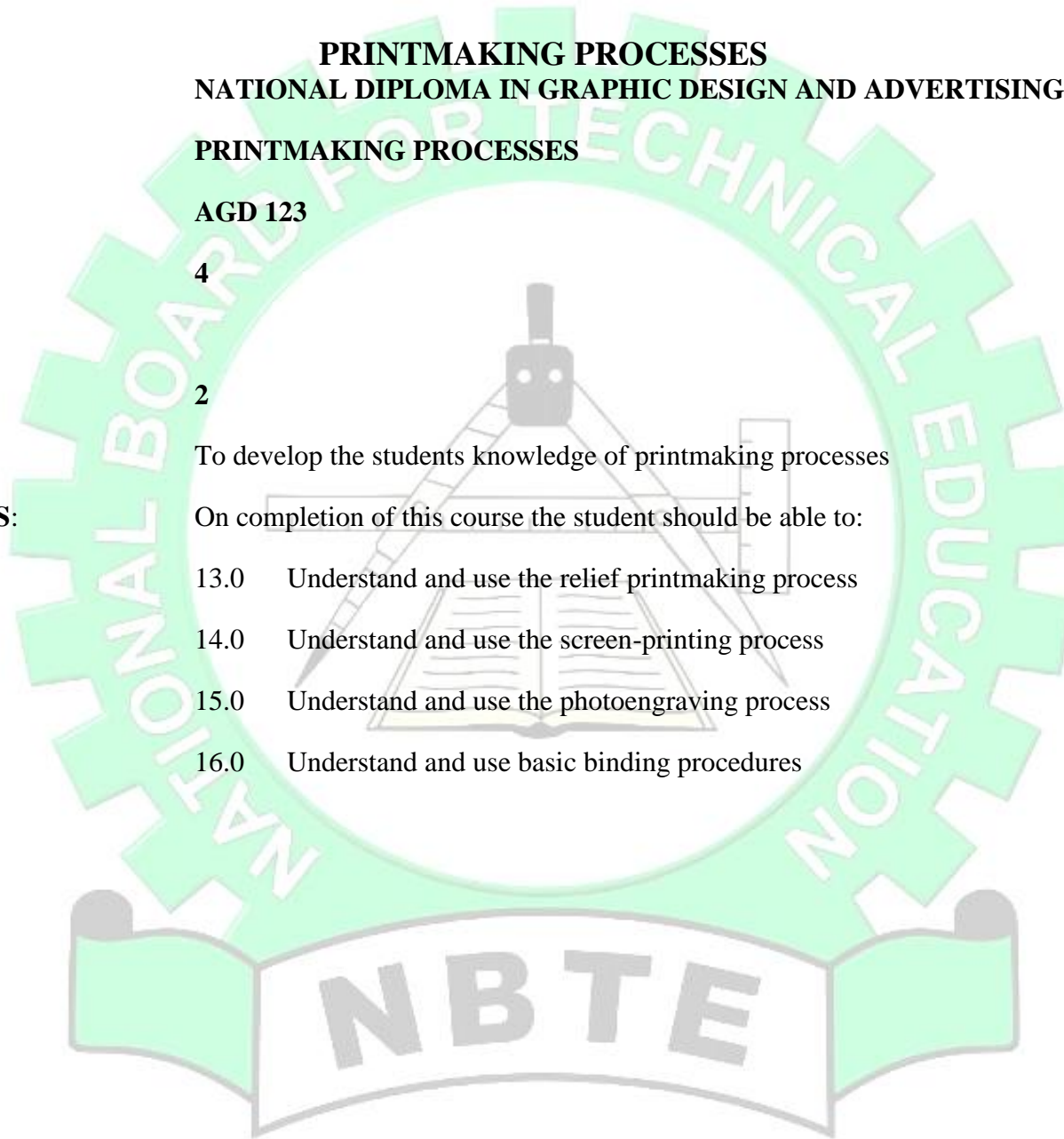
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SEMESTER: 2

GOAL: To develop the students knowledge of printmaking processes

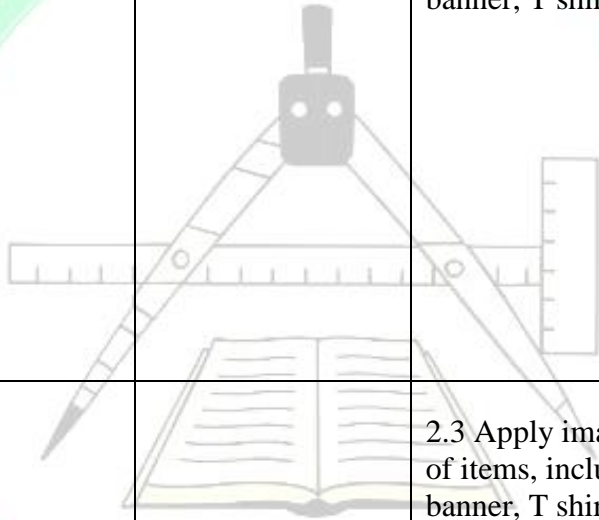
GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 13.0 Understand and use the relief printmaking process
- 14.0 Understand and use the screen-printing process
- 15.0 Understand and use the photoengraving process
- 16.0 Understand and use basic binding procedures



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: PRINTMAKING PROCESSES			COURSE CODE: AGD 123		CONTACT HOURS: 1 THEORY 3 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF PRINTMAKING PROCESSES						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: UNDERSTAND AND USE THE RELIEF PRINTMAKING PROCESS						
Week	Specific Learning Objectives	Teacher's Activities	Learning Resources	Specific Learning Objective	Teacher's Activities	Learning Resources
1	<p>1.1 Describe the relief printmaking process and the common materials and equipment used.</p> <p>1.2 Identify possible images for use in the relief printmaking process for use in weeks 1 - 5</p>	<p>Introduce the course.</p> <p>Explain the concept of relief printmaking and show examples of the different materials and equipment used.</p> <p>Advise students on best type of images for use in the relief printmaking process.</p>	<p>Data Projector Presentation Lecture Notes Examples of relief printmaking materials: lino, wood. Examples of tools and equipment: cutters, print press Examples of relief prints.</p>	1.1 Produce a 2 colour print from a lino cut using the reduction method	Demonstrate the procedure of lino cutting and printing from the lino using the reduction technique	<p>Printing press/machine Lino Lino cutting tools Printing Inks Rollers Paper</p>
2				1.2 Produce a 3 colour print from a lino cut using the reduction method	Demonstrate the procedure of lino cutting and printing from the lino using the reduction technique	<p>Printing press/machine Lino Lino cutting tools Printing Inks Rollers Paper</p>

3				1.3 Produce a 2 colour print from a woodcut using the reduction technique	Demonstrate the procedure of wood cutting and printing from the woodcut using the reduction technique	Printing press/machine Soft wood Wood cutting tools Printing Inks Rollers Paper
4				1.4 Produce a 3 colour print from a woodcut using the reduction technique	Demonstrate the procedure of wood cutting and printing from the woodcut using the reduction technique	Printing press/machine Soft wood Wood cutting tools Printing Inks Rollers Paper
5				1.5 Produce a small single colour print from a wood engraving	Demonstrate the procedure of wood engraving and printing from the wood engraving	Printing press/machine Boxwood Boxwood cutting tools Printing Inks Rollers Paper
GENERAL OBJECTIVE 2: UNDERSTAND AND USE THE SCREEN-PRINTING PROCESS						
6	2.1 Describe the process of screen-printing (serigraphy) and the common materials and equipment used. 2.2 Identify possible images for use in the	Explain the process of screen-printing and the common materials and equipment used.	Data Projector Presentation Lecture Notes Examples of screen-printing materials: silkscreen, mesh, frames.	2.1 Produce a 2 colour screen-print using correct registration techniques, and correct use of squeegee and inks.	Demonstrate the procedure of producing a 2 colour screen print, including cutting stencil, registration, using a squeegee and inks.	Screen Mesh Frame Squeegee Inks Stencil Papers

	screen printing process to use in weeks 6 - 8		Examples of tools and equipment: squeegee, inks Examples of screen prints.	2.2 Test the quality of the prints to check blot.	Demonstrate the correct procedures for checking quality of the prints.	
7				2.3 Apply image to a range of items, including poster, banner, T shirts etc.	Demonstrate the procedure of producing a 2 colour screen print, including cutting stencil, registration, using a squeegee and inks. Demonstrate the correct procedures for checking quality of the prints.	Screen Mesh Frame Squeegee Inks Stencil Papers
8				2.3 Apply image to a range of items, including poster, banner, T shirts etc.	Demonstrate the procedure of producing a 2 colour screen print, including cutting stencil, registration, using a squeegee and inks. Demonstrate the correct procedures for checking quality of the prints.	Screen Mesh Frame Squeegee Inks Stencil Papers
GENERAL OBJECTIVE 3: UNDERSTAND AND USE THE PHOTOENGRAVING PROCESS						

9	<p>3.1 Describe the process of photoengraving and the common materials and equipment used.</p> <p>3.2 Identify possible images for use in the photoengraving process to use in weeks 9 - 12</p>	<p>Explain the process of photoengraving and the common materials and equipment used.</p>	<p>Data Projector Presentation Lecture Notes Examples of photoengraving materials: copper/zinc, photo resist material, acids Examples of tools and equipment: inks, printing machine, Examples of screen prints.</p>	<p>3.1 Prepare metal plate for continuous tone engraving using selected image and photo resist material</p> <p>3.2 Prepare colour original</p>	<p>Demonstrate the procedure of producing a continuous tone engraving including preparing photoresist</p>	<p>Photoengraving materials; metal plate, photo resist material Inks Papers</p>
10				<p>3.3 Prepare original for photoengraving procedure</p> <p>3.4 Print colour prints from plate.</p>	<p>Demonstrate the procedure for transferring colour originals to plate</p> <p>Demonstrate the procedure for producing colour prints from plate</p>	<p>Photoengraving materials; metal plate, photo resist material Inks Papers</p>
11				<p>3.3 Prepare original for photoengraving procedure</p> <p>3.4 Print colour prints from plate.</p>	<p>Demonstrate the procedure for transferring colour originals to plate</p>	<p>Photoengraving materials; metal plate, photo resist material Inks Papers</p>

					Demonstrate the procedure for producing colour prints from plate	
12				3.3 Prepare original for photoengraving procedure 3.4 Print colour prints from plate.	Demonstrate the procedure for transferring colour originals to plate Demonstrate the procedure for producing colour prints from plate	
GENERAL OBJECTIVE 3: UNDERSTAND AND USE BASIC BINDING PROCEDURES						
13	4.1 Describe the basic binding processes and materials and equipment used.	Explain basic binding processes, including gluing, stitching and sewing	Data Projector Presentation Lecture Notes Examples of basic book binding equipment and materials Examples	4.1 Produce sample bindings using glue, stitching and sewing, including saddle stitching, side stitching and bookbinding. 4.2 Create a bound book using a selection of prints created in previous weeks.	Demonstrate basic binding processes, including gluing, stitching and sewing, including saddle stitching, side stitching and bookbinding.	Book binding materials and equipment: thread, glue, needles, binding papers, weights/press
14				4.2 Create a bound book using a selection of prints created in previous weeks.	Assist students in creating book	Book binding materials and equipment: thread, glue, needles, binding papers, weights/press

15				4.2 Create a bound book using a selection of prints created in previous weeks.	Assist students in creating book Evaluate finished item and provide feedback	Book binding materials and equipment: thread, glue, needles, binding papers, weights/press
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ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	20
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	60
TOTAL WEIGHT		100

INTRODUCTION TO GRAPHIC ILLUSTRATION
NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

PROGRAMME:

COURSE NAME:

COURSE CODE:

CONTACT HOURS:

CREDIT:

SEMESTER:

GOAL:

GENERAL OBJECTIVES:

INTRODUCTION TO GRAPHIC ILLUSTRATION

AGD 124

4

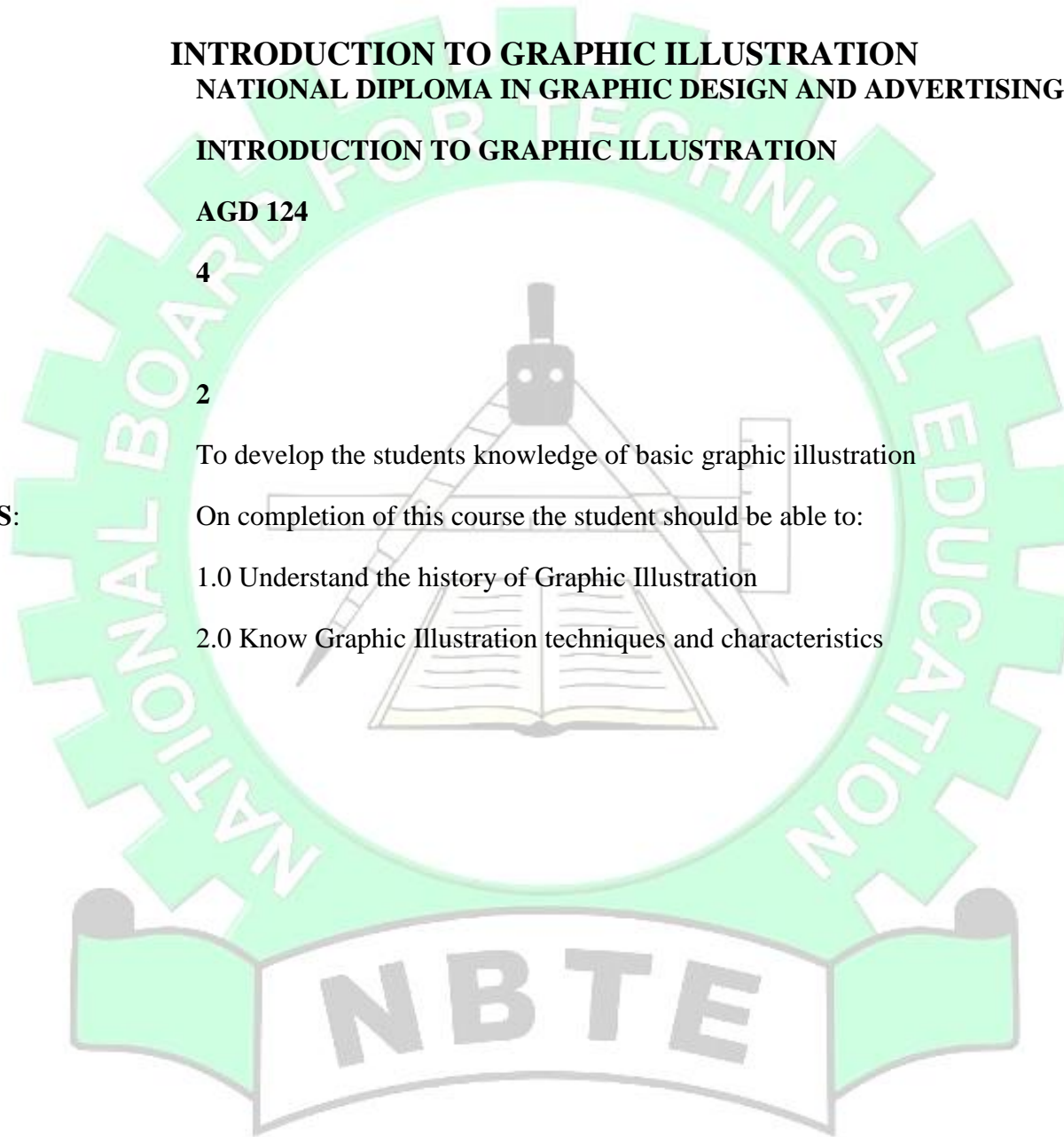
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To develop the students knowledge of basic graphic illustration

On completion of this course the student should be able to:

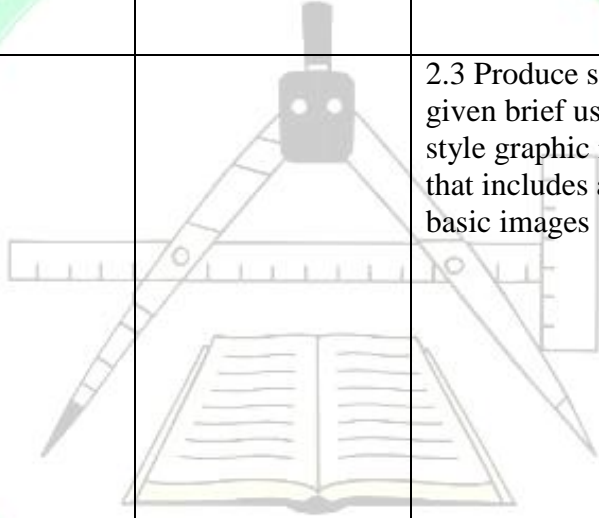
1.0 Understand the history of Graphic Illustration

2.0 Know Graphic Illustration techniques and characteristics

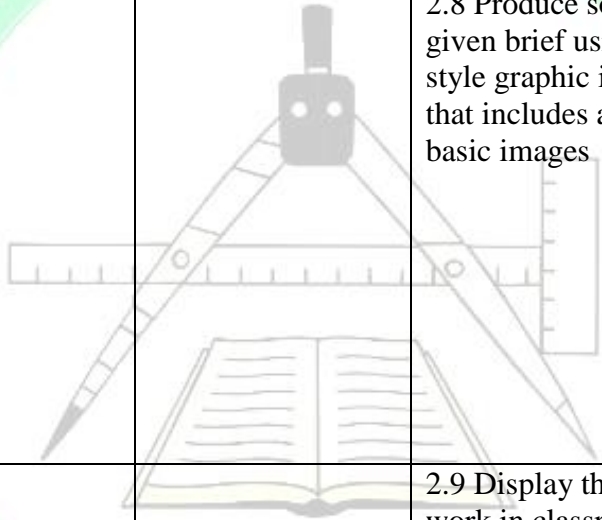


PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: INTRODUCTION TO GRAPHIC ILLUSTRATION			COURSE CODE: AGD 124		CONTACT HOURS: 1 THEORY 3 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF BASIC GRAPHIC ILLUSTRATION						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: UNDERSTAND THE HISTORY OF GRAPHIC ILLUSTRATION						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Describe the historical development of graphic illustration; Egyptian, Greek, Roman, Islamic, Golden era, Modern	Explain the historical development of graphic illustration	Computer Internet Data projector Exemplars Books			
2	1.1 Describe the historical development of graphic illustration; Egyptian, Greek, Roman, Islamic, Golden era, Modern	Explain the historical development of graphic illustration	Computer Internet Data projector Exemplars Books			
3	1.2 Describe the characteristics of; Egyptian, Greek, Roman, Islamic, Golden era, Modern	Explain and identify the characteristics of graphic illustration	Computer Internet Data projector Exemplars Books			
4	1.2 Describe the characteristics of; Egyptian, Greek, Roman,	Explain and identify the characteristics of graphic illustration	Computer Internet Data projector Exemplars			

	Islamic, Golden era, Modern		Books			
GENERAL OBJECTIVE 2: KNOW GRAPHIC ILLUSTRATION TECHNIQUES AND CHARACTERISTICS						
5				2.1 Produce some basic examples of Egyptian, Greek, Roman, Islamic, Golden era and Modern graphic illustration and symbols using a variety of media	Prepare basic exercises and supply examples Evaluate examples and provide feedback	Exercises Examples Drawing and painting media and tools Drawing paper
6				2.1. Produce some basic examples of Egyptian, Greek, Roman, Islamic, Golden era and Modern graphic illustration and symbols using a variety of media	Prepare basic exercises and supply examples Evaluate examples and provide feedback	Exercises Examples Drawing and painting media and tools Drawing paper
7				2.2 Produce some basic examples of Egyptian, Greek, Roman, Islamic, Golden era and Modern border designs using a variety of media	Prepare basic exercises and supply examples Evaluate examples and provide feedback	Exercises Examples Drawing and painting media and tools Drawing paper

8				<p>2.2 Produce some basic examples of Egyptian, Greek, Roman, Islamic, Golden era and Modern border designs using a variety of media</p>	<p>Prepare basic exercises and supply examples</p> <p>Evaluate examples and provide feedback</p>	<p>Exercises</p> <p>Examples</p> <p>Drawing and painting media and tools</p> <p>Drawing paper</p>
9				<p>2.3 Produce solutions for a given brief using Egyptian style graphic illustration that includes a border and basic images</p>	<p>Provide a brief for a simple graphic design item, i.e. a poster, leaflet or book cover. The same brief should be used for each style of graphic illustration</p> <p>Evaluate examples and provide feedback</p>	<p>Exercises</p> <p>Examples</p> <p>Drawing and painting media and tools</p> <p>Drawing paper</p>
10				<p>2.4 Produce solutions for a given brief using Greek style graphic illustration that includes a border and basic images</p>	<p>Provide a brief for a simple graphic design item, i.e. a poster, leaflet or book cover. The same brief should be used for each style of graphic illustration</p>	<p>Exercises</p> <p>Examples</p> <p>Drawing and painting media and tools</p> <p>Drawing paper</p>

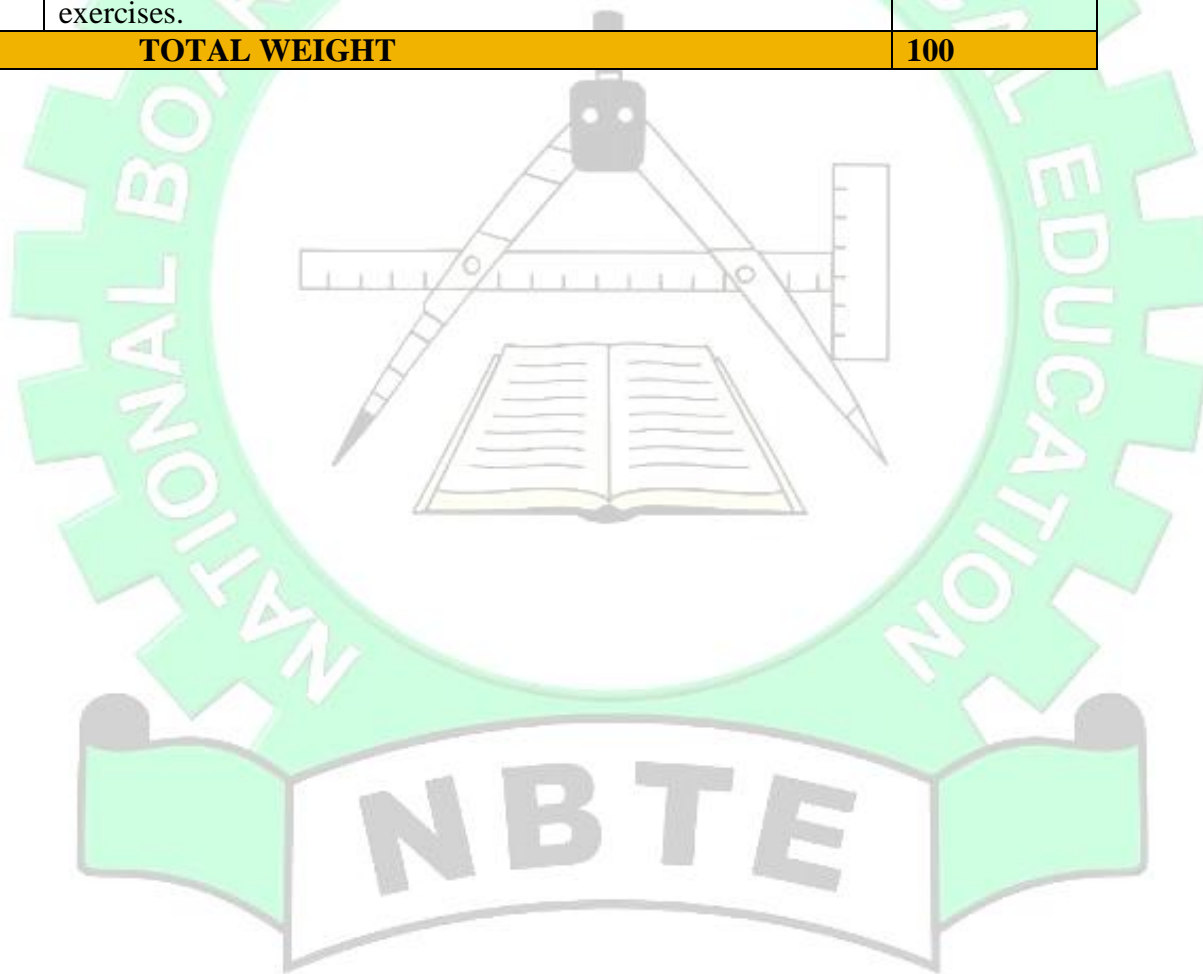
					Evaluate examples and provide feedback	
11				2.5 Produce solutions for a given brief using Roman style graphic illustration that includes a border and basic images	Provide a brief for a simple graphic design item, i.e. a poster, leaflet or book cover. The same brief should be used for each style of graphic illustration Evaluate examples and provide feedback	Exercises Examples Drawing and painting media and tools Drawing paper
12				2.6 Produce solutions for a given brief using Islamic style graphic illustration that includes a border and basic images	Provide a brief for a simple graphic design item, i.e. a poster, leaflet or book cover. The same brief should be used for each style of graphic illustration Evaluate examples and provide feedback	Exercises Examples Drawing and painting media and tools Drawing paper
13				2.7 Produce solutions for a given brief using Golden era style graphic illustration that includes a border and basic images	Provide a brief for a simple graphic design item, i.e. a poster, leaflet or book cover. The	Exercises Examples

				<p>same brief should be used for each style of graphic illustration</p> <p>Evaluate examples and provide feedback</p>	<p>Drawing and painting media and tools</p> <p>Drawing paper</p>
14			 <p>2.8 Produce solutions for a given brief using Modern style graphic illustration that includes a border and basic images</p>	<p>Provide a brief for a simple graphic design item, i.e. a poster, leaflet or book cover. The same brief should be used for each style of graphic illustration</p> <p>Evaluate examples and provide feedback</p>	<p>Exercises</p> <p>Examples</p> <p>Drawing and painting media and tools</p> <p>Drawing paper</p>
15				<p>2.9 Display the completed work in classroom or studio</p> <p>Evaluate the completed work and provide feedback to the group</p>	<p>Display area</p>



ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	10
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	70
TOTAL WEIGHT		100



PERSPECTIVE DRAWING

PROGRAM:

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE TITLE:

PERSPECTIVE DRAWING

COURSE CODE:

AGD 125

DURATION:

3 hours

CREDIT UNITS:

SCHEDULE:

Year 1, Semester 2

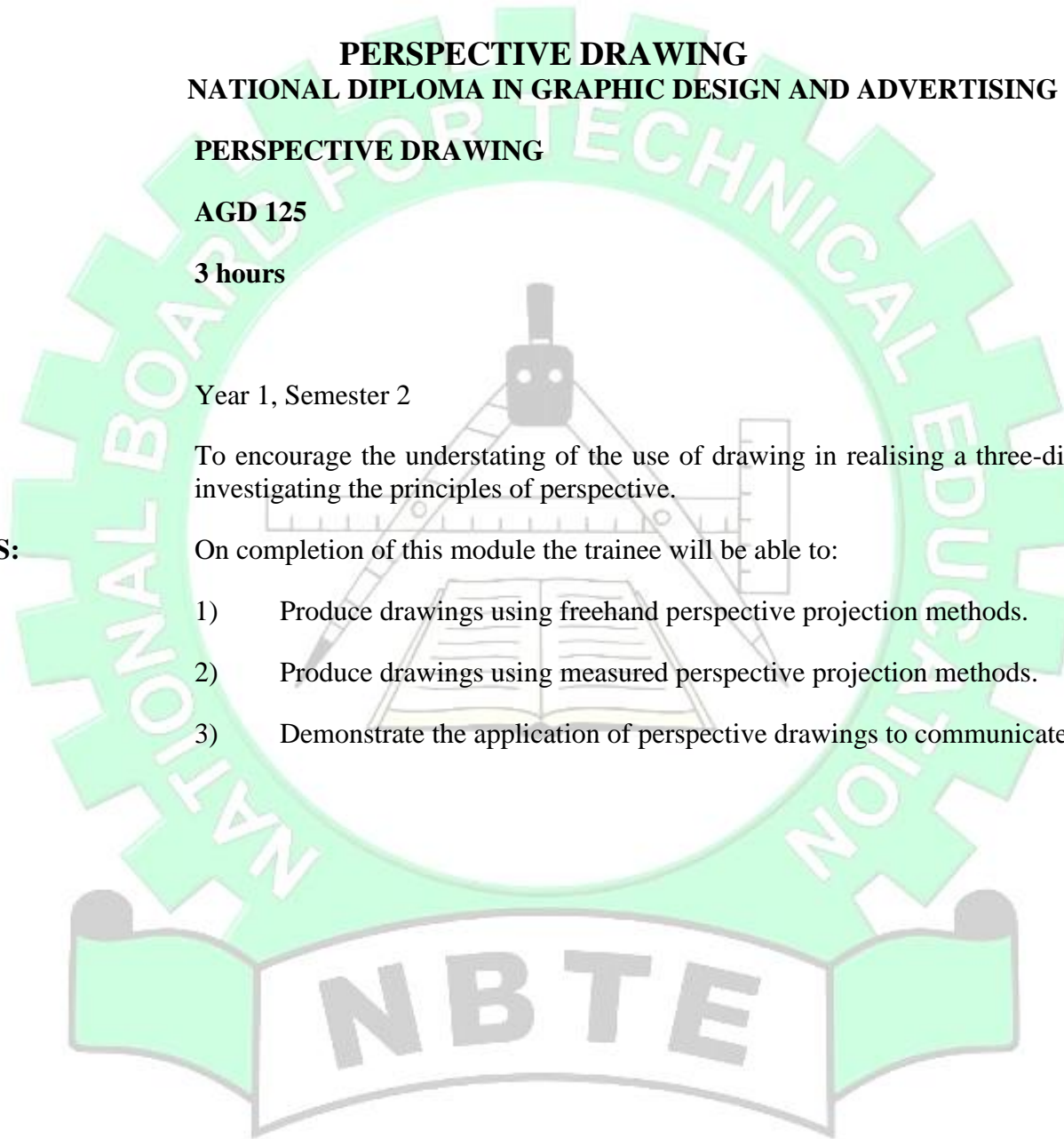
GOAL:

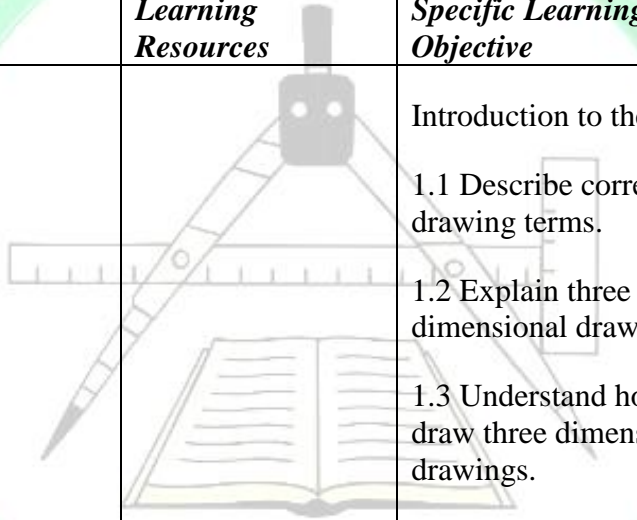
To encourage the understating of the use of drawing in realising a three-dimensional piece of design by investigating the principles of perspective.

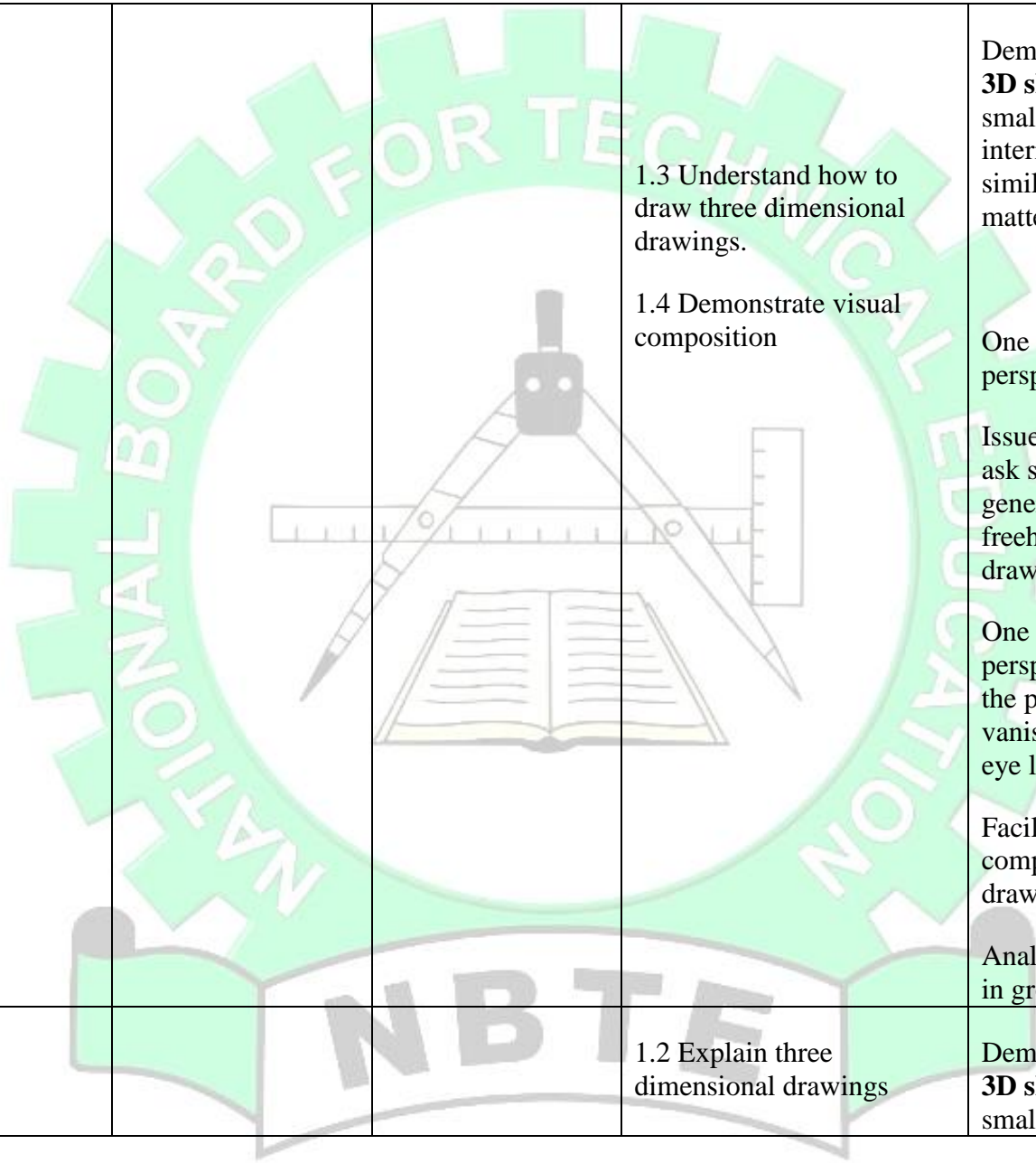
GENERAL OBJECTIVES:

On completion of this module the trainee will be able to:

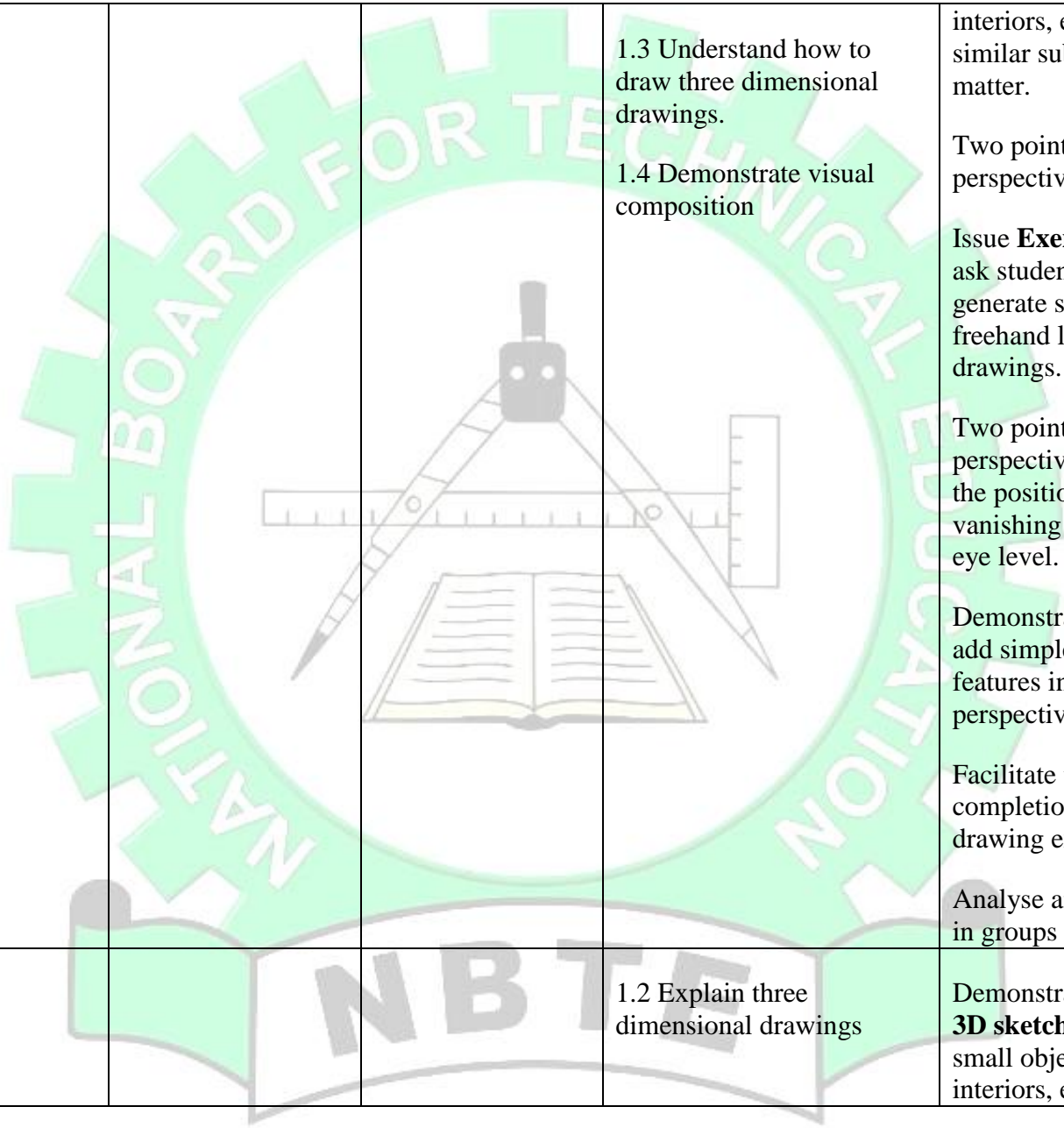
- 1) Produce drawings using freehand perspective projection methods.
- 2) Produce drawings using measured perspective projection methods.
- 3) Demonstrate the application of perspective drawings to communicate a design solution.



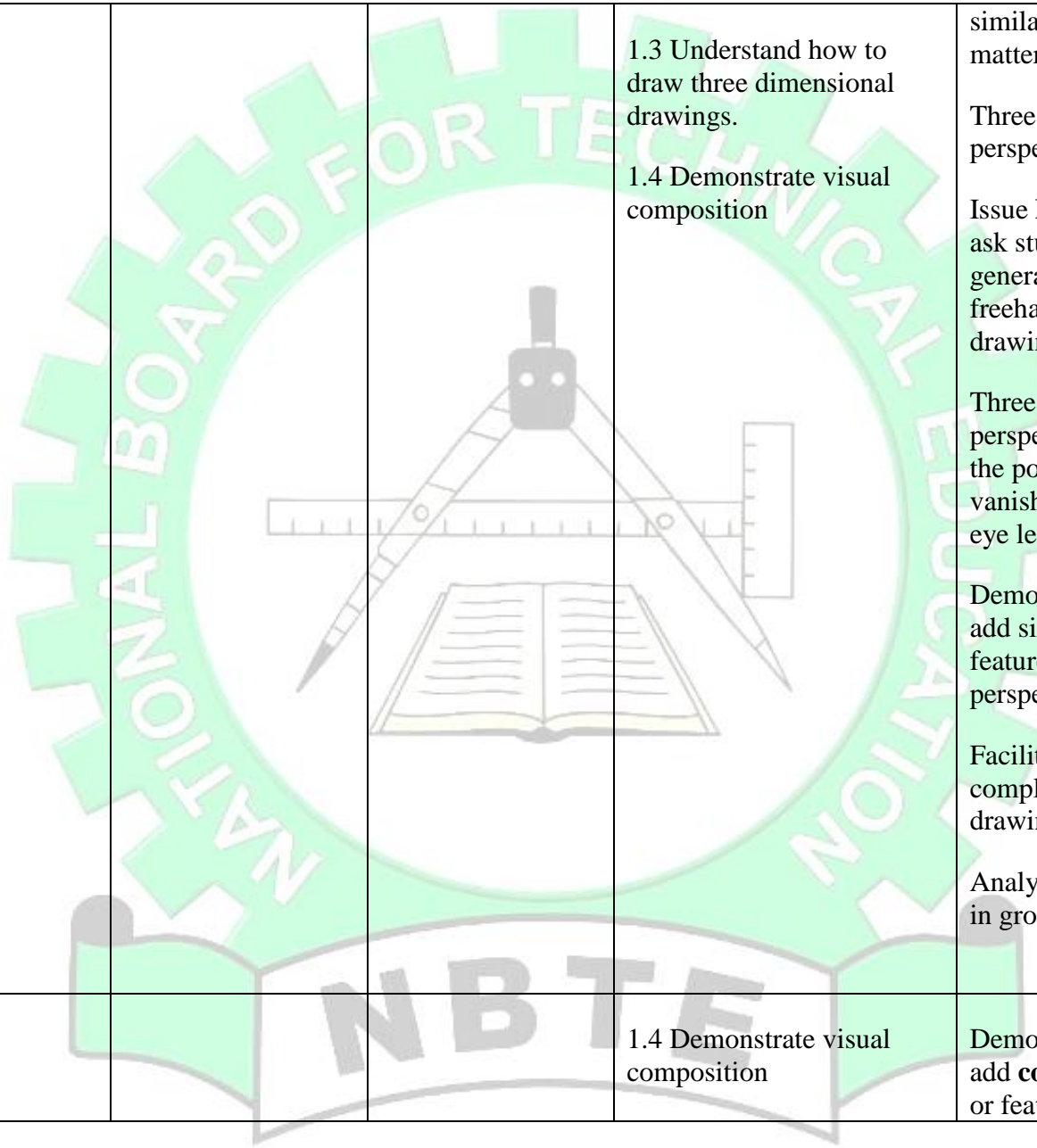
PROGRAMME: NATIONAL DIPLOMA IN INTERIOR DESIGN						
COURSE: PERSPECTIVE DRAWING		COURSE CODE: AGD 125		CONTACT HOURS: 3 hours		
GOAL: TO ENCOURAGE THE UNDERSTANDING OF THE USE OF DRAWING IN REALISING A THREE-DIMENSIONAL PIECE OF DESIGN BY INVESTIGATING THE PRINCIPLES OF PERSPECTIVE.						
COURSE SPECIFICATION: THEORETICAL CONTENT 1 hour				COURSE SPECIFICATION: PRACTICAL CONTENT 2 hours		
GENERAL OBJECTIVE 1.0: PRODUCE DRAWINGS USING FREEHAND PERSPECTIVE PROJECTION METHODS						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				<p>Introduction to the course.</p> <p>1.1 Describe correct drawing terms.</p> <p>1.2 Explain three dimensional drawings</p> <p>1.3 Understand how to draw three dimensional drawings.</p> <p>1.4 Demonstrate visual composition</p>	<p>Discuss and illustrate perspective drawings</p> <p>Use of perspective drawing as a method of communication.</p> <p>Distinguish between sketch and measured perspectives</p> <p>Describe & Illustrate the following –</p> <ul style="list-style-type: none"> • Center of vision • Cone of vision • Eye Level • Horizon line • Picture Plane • Height Line • Vanishing points. 	<p>White Board</p> <p>Exemplars</p> <p>PowerPoint, AV projection equipment.</p> <p>White Board and marker pen.</p> <p>Drawing board.</p> <p>Drawing Instruments</p>



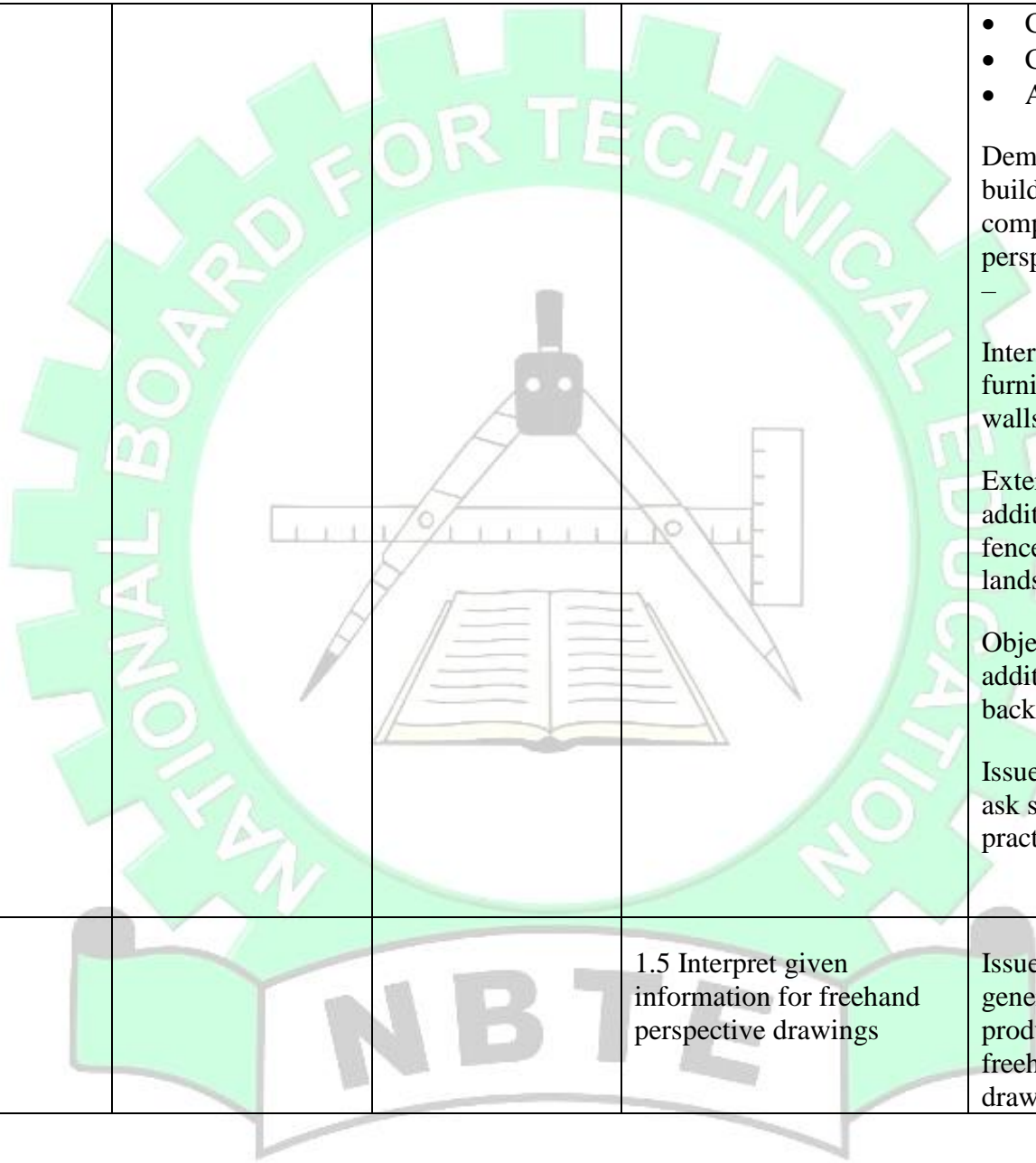
2				<p>1.3 Understand how to draw three dimensional drawings.</p> <p>1.4 Demonstrate visual composition</p>	<p>Demonstrate simple 3D sketches using small objects, interiors, exteriors or similar subject matter.</p> <p>One point perspective</p> <p>Issue Exercise 1 – ask student to generate simple 3D freehand line drawings.</p> <p>One point perspectives altering the position of vanishing point and eye level.</p> <p>Facilitate the completion of the drawing exercise.</p> <p>Analyze and discuss in groups</p>	
3				1.2 Explain three dimensional drawings	Demonstrate simple 3D sketches using small objects,	Drawing board. Drawing Instruments



			<p>1.3 Understand how to draw three dimensional drawings.</p> <p>1.4 Demonstrate visual composition</p>	<p>interiors, exteriors or similar subject matter.</p> <p>Two point perspective</p> <p>Issue Exercise 2 – ask student to generate simple 3D freehand line drawings.</p> <p>Two point perspectives altering the position of the vanishing points and eye level.</p> <p>Demonstrate how to add simple detail or features in perspective.</p> <p>Facilitate the completion of the drawing exercise.</p> <p>Analyse and discuss in groups</p>	
4			1.2 Explain three dimensional drawings	Demonstrate simple 3D sketches using small objects, interiors, exteriors or	Drawing board. Drawing Instruments



			<p>1.3 Understand how to draw three dimensional drawings.</p> <p>1.4 Demonstrate visual composition</p>	<p>similar subject matter.</p> <p>Three point perspective</p> <p>Issue Exercise 3 – ask student to generate simple 3D freehand line drawings.</p> <p>Three point perspectives altering the position of the vanishing points and eye level.</p> <p>Demonstrate how to add simple detail or features in perspective.</p> <p>Facilitate the completion of the drawing exercise.</p> <p>Analyse and discuss in groups</p>	
5			1.4 Demonstrate visual composition	Demonstrate how to add complex detail or features –	Drawing board. Drawing Instruments

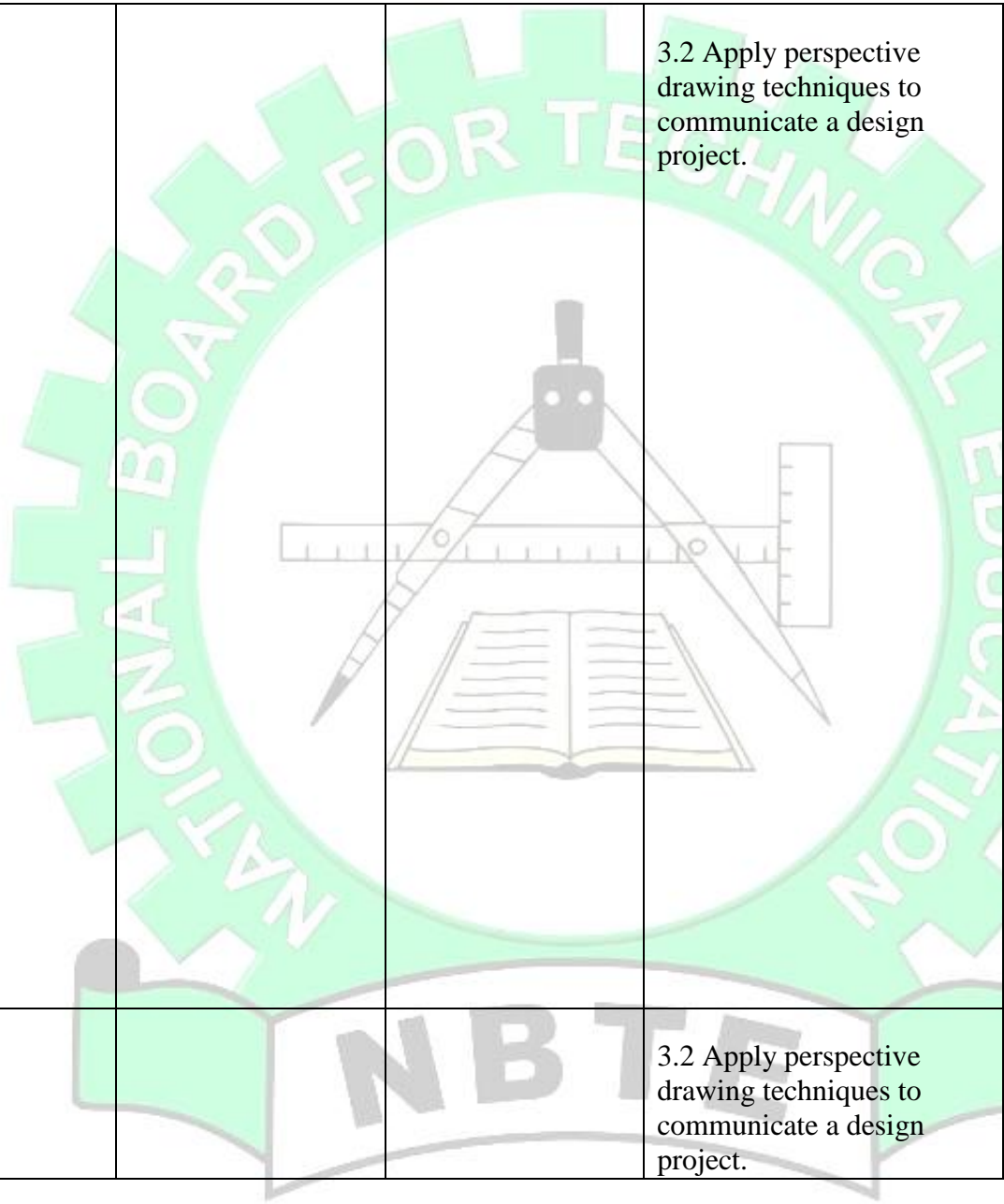


				<ul style="list-style-type: none"> • Curves • Circles • Angles etc <p>Demonstrate how to build up the visual composition of a perspective drawing –</p> <p>Interiors – draw in furniture, screens, walls, stairs etc.</p> <p>Exteriors – draw in additional buildings, fences, stairs, landscaping etc.</p> <p>Objects – draw in additional objects, background etc.</p> <p>Issue Exercise 4 – ask student to practice this skill.</p>	Exemplars
6			1.5 Interpret given information for freehand perspective drawings	Issue information to generate the production of freehand perspective drawings – eg	

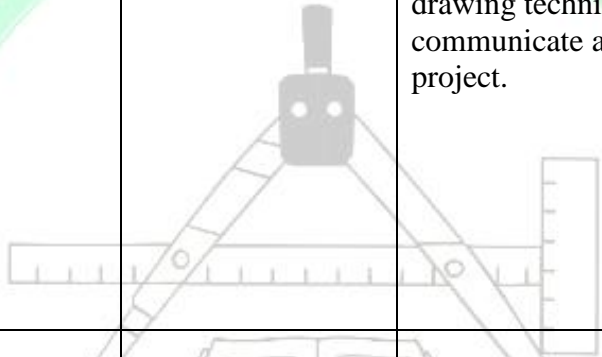

					<p>technical drawing, plans, sections etc.</p> <p>Demonstrate the selection of a view point to produce a one-point, two-point and three-point sketch perspectives.</p> <p>Issue Exercise 5 – ask student to practice this skill.</p>	
GENERAL OBJECTIVE 2: PRODUCE DRAWINGS USING MEASURED PERSPECTIVE PROJECTION METHODS.						
7				<p>2.1 Explain methods of measured perspective drawing.</p> <p>2.2 Interpret given information for measured perspective drawings</p>	<p>Demonstrate the technical method of the measured perspective drawing of an object, interior, exterior etc. from given drawings.</p> <ul style="list-style-type: none"> • one point perspective <p>Issue Exercise 6 – Ask students to practice the drawing skill.</p>	<p>Orthographic drawings.</p> <p>Drawing board.</p> <p>Drawing Instruments</p>

8				<p>2.1 Explain methods of measured perspective drawing.</p> <p>2.2 Interpret given information for measured perspective drawings</p>	<p>Demonstrate the technical method of the measured perspective drawing of an object, interior, exterior etc. from given drawings.</p> <ul style="list-style-type: none"> • two point perspective <p>Issue Exercise 7 – Ask students to practice the drawing skill.</p>	<p>Orthographic drawings.</p> <p>Drawing board. Drawing Instruments</p>
9				<p>2.1 Explain methods of measured perspective drawing.</p> <p>2.2 Interpret given information for measured perspective drawings</p>	<p>Demonstrate the addition of another object with different vanishing points within the space or object</p> <ul style="list-style-type: none"> • Multi-point perspective. <p>Issue Exercise 8 – Ask students to practice this skill.</p>	<p>Orthographic drawings.</p> <p>Drawing board. Drawing Instruments</p>

10				<p>2.1 Explain methods of measured perspective drawing.</p> <p>2.2 Interpret given information for measured perspective drawings</p>	<p>Demonstrate how to add complex detail or features –</p> <ul style="list-style-type: none"> • Curves • Circles • Angles etc <p>Demonstrate how to build up the visual composition of a perspective drawing –</p> <p>Interiors – draw in furniture, screens, walls, stairs etc.</p> <p>Exteriors – draw in additional buildings, fences, stairs, landscaping etc.</p> <p>Objects – draw in additional objects, background etc.</p> <p>Issue Exercise 9 – Ask student to practice this skill.</p>	<p>Orthographic drawings.</p> <p>Drawing board. Drawing Instruments</p>
<p>GENERAL OBJECTIVE 3: DEMONSTRATE THE APPLICATION OF PERSPECTIVE DRAWINGS TO COMMUNICATE A DESIGN SOLUTION.</p>						



11				<p>3.2 Apply perspective drawing techniques to communicate a design project.</p>	<p>Issue Assignment – ask student to demonstrate their perspective drawing skills in connection with a design project. (minimum 3 drawings)</p> <p>Illustrate -</p> <ul style="list-style-type: none"> • Composition • Drawing styles • Use of media – paper and application of colour. • Rendering techniques to communicate colour, texture and pattern. • Rendering techniques to communicate shadow and light. • Presentation techniques 	<p>Textbook – reference listed below.</p> <p>Exemplars</p>
12				<p>3.2 Apply perspective drawing techniques to communicate a design project.</p>	<p>Facilitate completion of Assignment to -</p> <ul style="list-style-type: none"> • Develop drawing style 	<p>Drawing board. Drawing Instruments</p>

					<ul style="list-style-type: none"> • Develop rendering skills • Improve communication of design solution. 	Mixed Media
13			 <p>3.2 Apply perspective drawing techniques to communicate a design project.</p>	<p>Facilitate completion of Assignment to -</p> <ul style="list-style-type: none"> • Develop drawing style • Develop rendering skills. • Improve communication of design solution. 	<p>Drawing board. Drawing Instruments</p> <p>Mixed Media</p>	
14			 <p>3.2 Apply perspective drawing techniques to communicate a design project.</p>	<p>Facilitate completion of Assignment to</p> <ul style="list-style-type: none"> • Develop drawing style • Develop rendering skills • Improve communication of design solution. 	<p>Drawing board. Drawing Instruments</p> <p>Mixed Media</p>	
15			<p>3.2 Apply perspective drawing techniques to communicate a design project.</p>	<p>Perspectives should be submitted and assessed along with a design project.</p>		

				3.3 Appraise outcome.	Critique and provide feedback.	
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References –

Mo Zell (2008). The Architectural Drawing Course.
 ISBN No. 978-0-500-28728-6
 Publishers - Thames & Hudson London www.thamesandhudson.com

Maureen Mitton (2004) Interior Design - Visual Presentation
 A Guide to Graphics, Models & Presentation Techniques.
 ISBN 0-471-22552-5
 Publishers - John Wiley & Sons Inc. www.wiley.com/architectureanddesign

Doyle. E. Michael. Colour Drawing, Design Drawing Skills and Techniques for Architects, Landscape Architects and Interior Designers.
 Publishers - John Wiley & Sons Inc. www.wiley.com/architectureanddesign

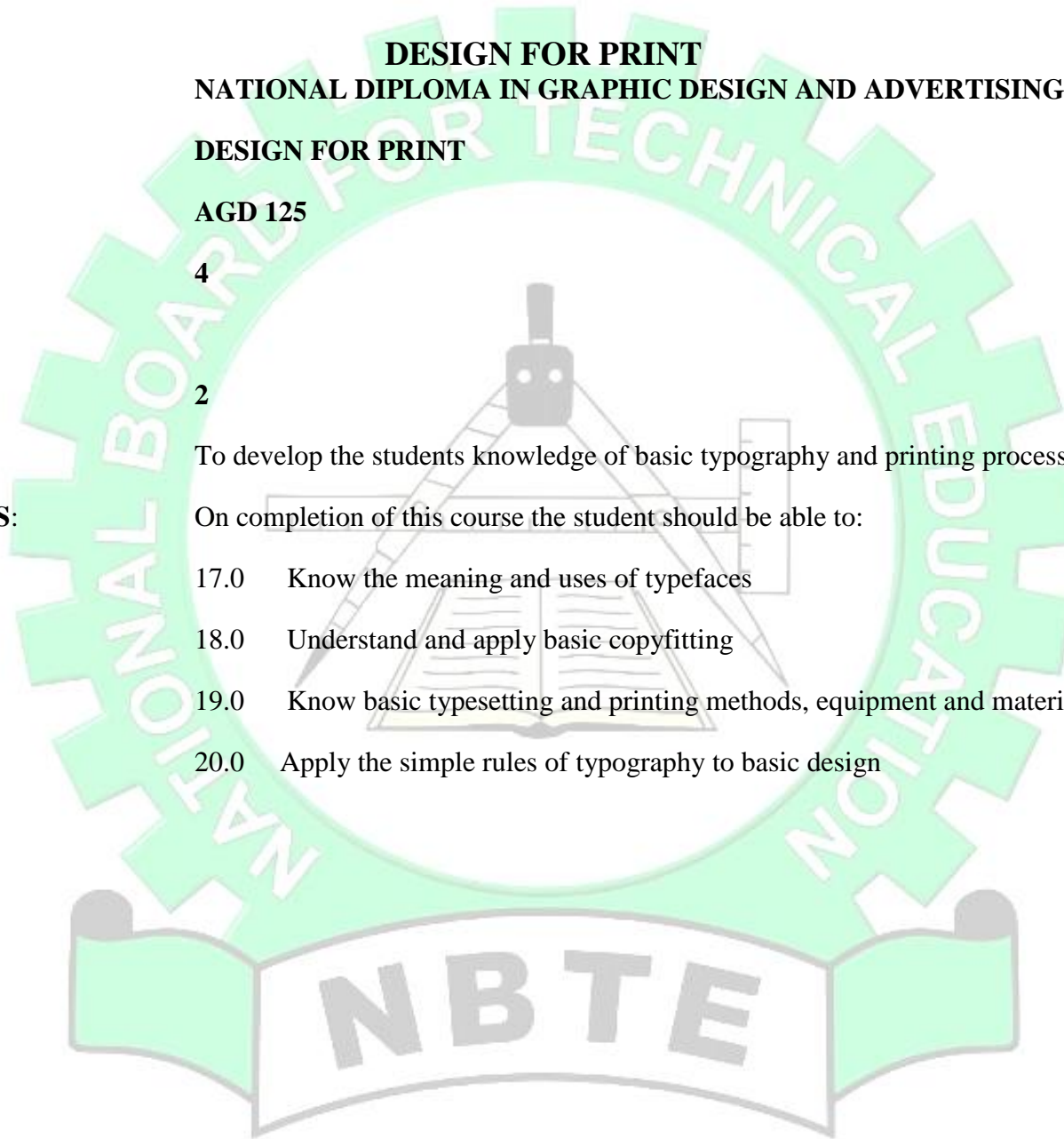
ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back – final assignment with design project (min 3 visuals)	50
Practical	At least 5 works to be assessed by the teacher - practical assignments	50
TOTAL WEIGHT		100

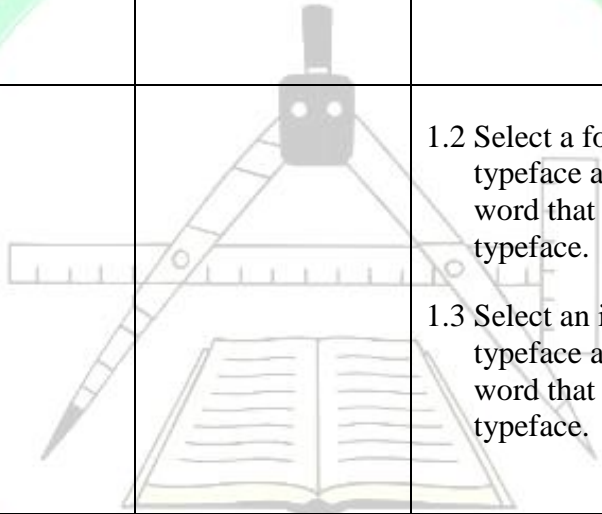


DESIGN FOR PRINT

PROGRAMME:	NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING
COURSE NAME:	DESIGN FOR PRINT
COURSE CODE:	AGD 125
CONTACT HOURS:	4
CREDIT:	
SEMESTER:	2
GOAL:	To develop the students knowledge of basic typography and printing processes
GENERAL OBJECTIVES:	On completion of this course the student should be able to:
	17.0 Know the meaning and uses of typefaces
	18.0 Understand and apply basic copyfitting
	19.0 Know basic typesetting and printing methods, equipment and materials
	20.0 Apply the simple rules of typography to basic design



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: DESIGN FOR PRINT		COURSE CODE: AGD 126		CONTACT HOURS: 1 THEORY 3 PRACTICAL		
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF BASIC TYPOGRAPHY AND PRINTING PROCESSES						
COURSE SPECIFICATION: THEORETICAL CONTENT			COURSE SPECIFICATION: PRACTICAL CONTENT			
GENERAL OBJECTIVE 1.0: KNOW THE MEANING AND USES OF TYPEFACES						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Describe the different classifications of typefaces, i.e., Roman, Decorative, Gothic, Script etc. 1.2 Describe the different styles of typeface, i.e., bold, light, italic, condensed etc.	Introduce the students to basic typeface classification and style	Computer Data projector Exemplars/Type sheets Whiteboard			
2	1.3 Distinguish between formal and informal typefaces and know their uses. 1.4 Distinguish between different styles of typefaces and know their uses	Explain the appropriate use of different types and styles of typeface	Computer Data projector Exemplars/Type sheets Whiteboard			

3	1.5 Describe the characteristics of serif and sans serif typefaces	Explain the characteristics of serif and sans serif typefaces	Computer Data projector Exemplars/Type sheets Whiteboard	1.1 Trace sample words in serif and sans serif typefaces.	Prepare exercises and demonstrate tracing	Computer Relevant software Data projector Exemplars/Type sheets Exercises Tracing paper and pencils
4				<p>1.2 Select a formal typeface and trace a word that suits the typeface.</p> <p>1.3 Select an informal typeface and trace a word that suits the typeface.</p>	Prepare exercises and demonstrate tracing	Computer Relevant software Data projector Exemplars/Type sheets Exercises Tracing paper and pencils
GENERAL OBJECTIVE 2: UNDERSTAND AND APPLY BASIC COPYFITTING						
5	<p>2.1 Recognise various point sizes e.g. 10pt, 12pt, 18pt, etc.</p> <p>2.2 Explain the meaning and uses of leading/ line</p>	Explain the method of sizing type, and the measurements used in setting type, i.e., 12/14,	Computer Data projector Exemplars/Type sheets Whiteboard	<p>2.1 Use the computer to generate type at different sizes.</p> <p>2.2 Use the computer to generate a small amount of text and add leading/line</p>	Prepare exercises and demonstrate how to change size of type, leading/line spacing and letter spacing	Computer lab Relevant software Data projector Exemplars/Type sheets Exercises

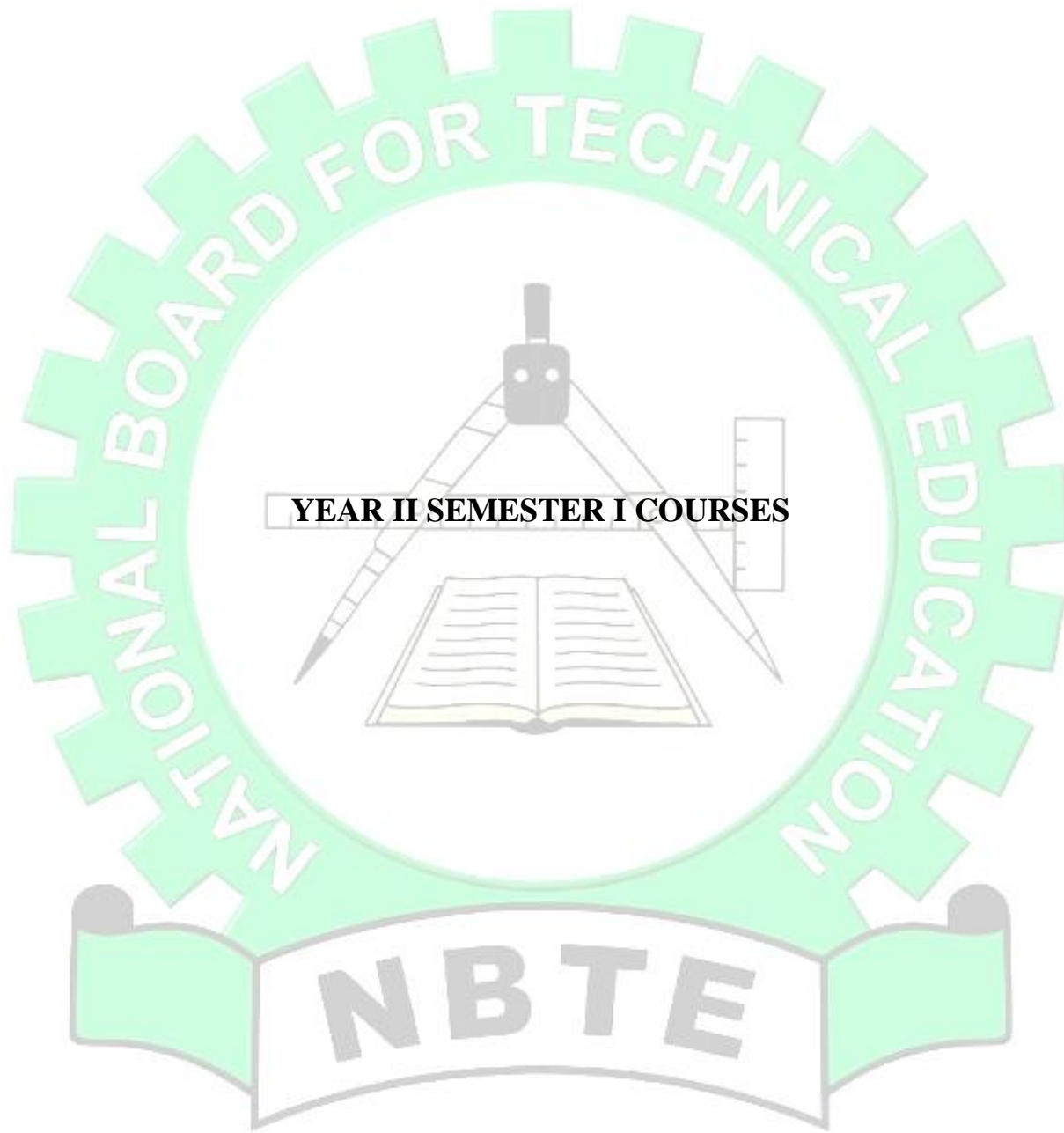
	spacing, and letter spacing			spacing and letter spacing to it.		
6	<p>2.3 Distinguish between upper and lower case letters.</p> <p>2.4 Recognise that typefaces contain numerals and punctuation marks</p>	Explain upper and lower case, and present full alphabets with numerals and punctuation	<p>Computer</p> <p>Data projector</p> <p>Exemplars/Type sheets</p> <p>Whiteboard</p>	<p>2.2. Use the computer to generate type using just upper case type, just lower case type and using both.</p> <p>2.3 Use the computer to generate type and add numerals and punctuation.</p>	Prepare exercises and demonstrate how to change case from upper to lower type	<p>Computer lab</p> <p>Relevant software</p> <p>Data projector</p> <p>Exemplars/Type sheets</p> <p>Exercises</p>
7	2.5 Know how to use copyfitting calculations to fit a small amount of type	Explain copyfitting, and how to copyfit a small amount of text (100 words)	<p>Computer</p> <p>Data projector</p> <p>Exemplars/Type sheets</p> <p>Whiteboard</p>	2.4 On paper, calculate and copyfit 100 words of text into a specified line length using specified typeface and size.	Demonstrate how to use copyfitting calculations to fit 100 words of text on paper	<p>Computer lab</p> <p>Relevant software</p> <p>Data projector</p> <p>Exemplars/Type sheets</p> <p>Exercises</p>
8				2.5 Use a computer to generate 100 words of text using same typeface and sizes from week 7. Experiment by changing leading and typeface to understand the effects of such.	Demonstrate how to use copyfitting calculations to fit 100 words of text using the computer	<p>Computer lab</p> <p>Data projector</p> <p>Exemplars/Type sheets</p> <p>Exercises</p>

GENERAL OBJECTIVE 3: KNOW BASIC TYPESETTING AND PRINTING METHODS, EQUIPMENT AND MATERIALS						
9	3.1 Describe how simple letterpress works 3.2 Describe how phototypesetting works	Explain how letterpress machines and phototypesetting works	Lecture notes Computer Data projector Exemplars			
10	3.3 Describe the principles of Planographic method of printing	Explain Planography	Lecture notes Computer Data projector Exemplars	3.1 Undertake simple typographic Planographic printing exercises using paper or card stencils	Explain and demonstrate simple planographic printing. Produce exercises	Basic printing materials: papers, inks, rollers, knife, scissors Exercises
11	3 Describe the differences between Lithographic, Intaglio, Offset and Serigraphic printing processes.	Explain various printing processes and how they work	Lecture notes Computer Data projector Exemplars			
GENERAL OBJECTIVE 4: APPLY THE SIMPLE RULES OF TYPOGRAPHY TO BASIC DESIGN						
12				4.1 Using only lettering generate some basic ideas for an A3 poster	Prepare and present a brief for a typographic poster	Brief Drawing media Exemplars

13				4.2 Experiment using various typefaces, type sizes, leading and letterspacing relevant to the subject	Demonstrate the effect that using different typefaces, typesizes, letterspacing and leading has on communicating a message	Brief Drawing media Exemplars
14				4.3 Develop ideas and add colour to the lettering	Demonstrate the effect that using different colour has on communicating a message	Brief Drawing media Exemplars
15				4.4 Produce final design for the typographic poster	Evaluate final designs and feedback to students.	Brief Drawing media Exemplars

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	20
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	60
TOTAL WEIGHT		100



YEAR II SEMESTER I COURSES

DESIGN FOR PRINT

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: THE DESIGN PROCESS

COURSE CODE: AGD 212

CONTACT HOURS: 5

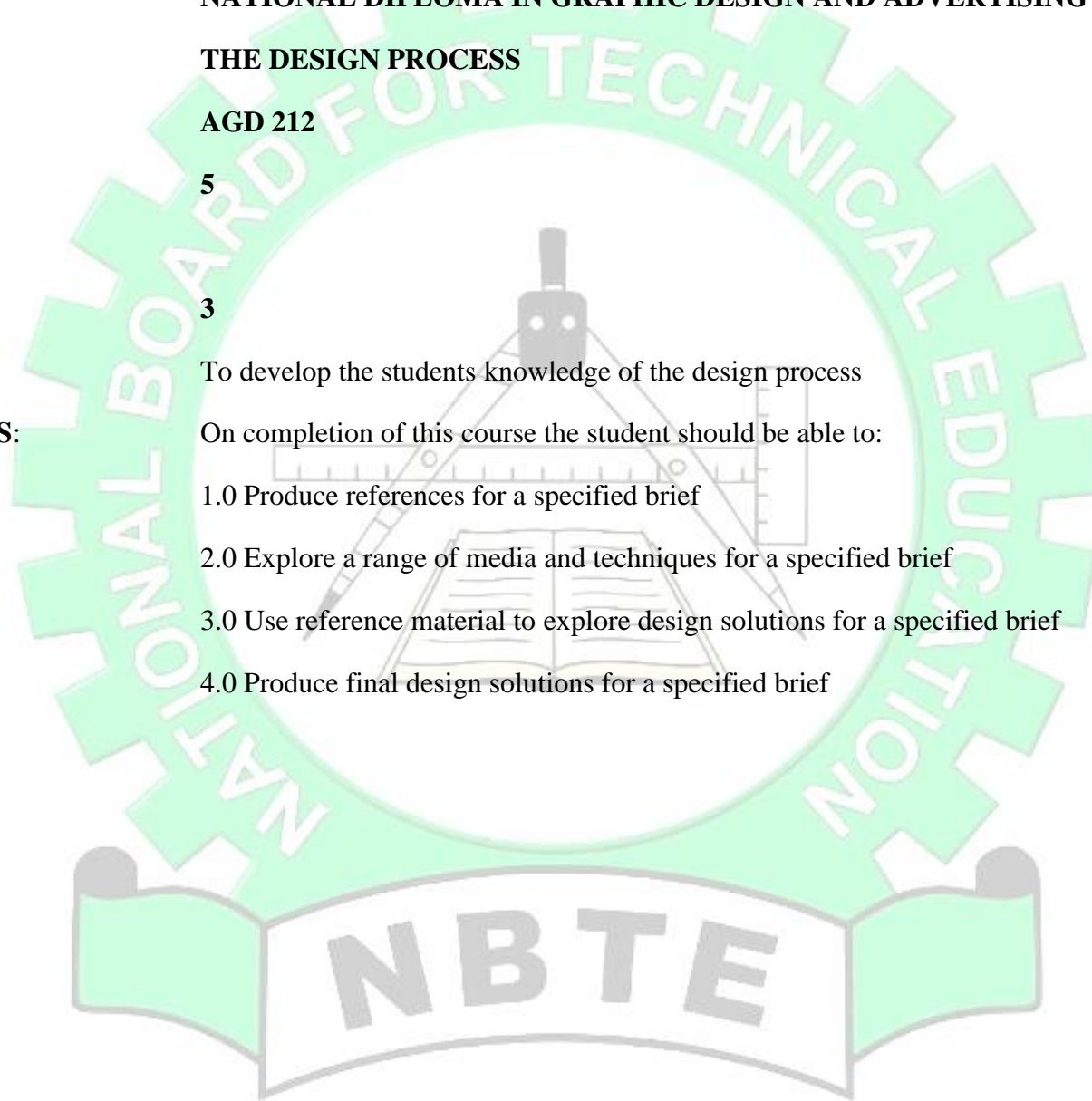
CREDIT:

SEMESTER: 3

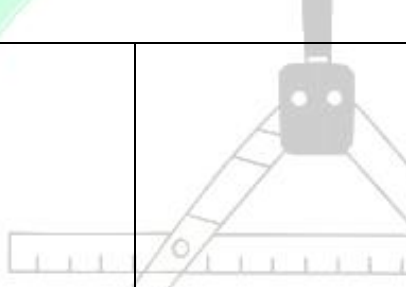

GOAL: To develop the students knowledge of the design process

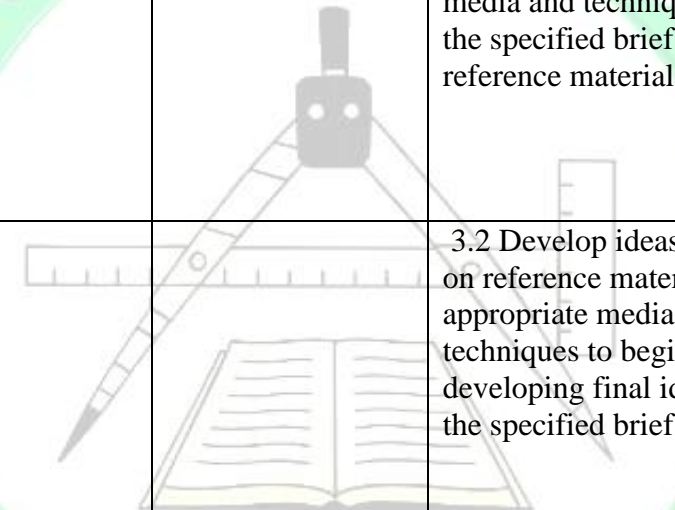
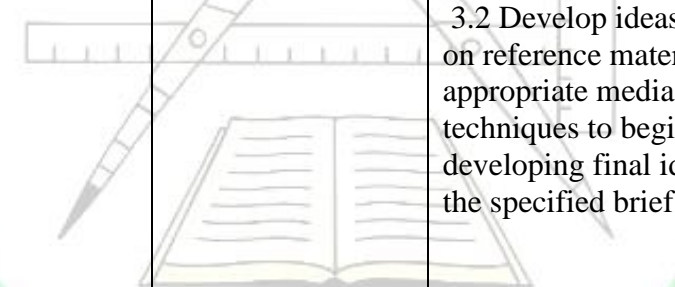
GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 1.0 Produce references for a specified brief
- 2.0 Explore a range of media and techniques for a specified brief
- 3.0 Use reference material to explore design solutions for a specified brief
- 4.0 Produce final design solutions for a specified brief



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: THE DESIGN PROCESS			COURSE CODE: AGD 212		CONTACT HOURS: 1 THEORY 4 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF THE DESIGN PROCESS						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
	GENERAL OBJECTIVE 1.0: PRODUCE REFERENCES FOR A SPECIFIED BRIEF					
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Understand the procedure of collecting relevant reference material	Explain the procedure of collecting relevant reference material	Computer Internet Data Projector Whiteboard Examples of reference materials	1.1 Collect relevant reference material which is relevant to the specified brief	Demonstrate how to collect relevant reference material	Internet Reference books Examples Exercise/Brief
2	1.2 Understand the importance of collecting relevant reference material	Explain the importance of collecting relevant reference material		1.2 Collect and present relevant reference material which is relevant to the specified brief	Demonstrate how to collect and present relevant reference material Evaluate student work	Internet Reference books Examples Exercise/Brief
3				1.3 Use relevant reference material to develop basic drawings which are relevant to the specified brief	Demonstrate how to use relevant reference material to develop drawings Evaluate student work	Internet Reference books Examples Exercise/Brief

4				1.4 Gather additional reference materials to further develop the drawings.	Demonstrate how to collect additional reference materials Evaluate student work	Internet Reference books Examples Exercise/Brief
GENERAL OBJECTIVE 2: EXPLORE A RANGE OF MEDIA AND TECHNIQUES FOR A SPECIFIED BRIEF						
5				2.1 Explore a range of media to develop ideas for the specified brief, including pencils, pen and ink, coloured pencils, markers, crayons and colour paints.	Demonstrate a range of media to be used to develop ideas Evaluate student work	Papers Drawing media Examples Exercise/Brief
6				2.2 Explore a range of media to develop ideas for the specified brief that use tone and texture.	Demonstrate a range of media to be used to develop ideas Evaluate student work	Papers Drawing media Examples Exercise/Brief
7				2.3 Explore a range of techniques to develop ideas for the specified brief, including drawing, painting, rubbings and collage.	Demonstrate a range of techniques to be used to develop ideas Evaluate student work	Papers Drawing media Examples Exercise/Brief
8				2.4 Explore a range of techniques to develop ideas for the specified brief that	Demonstrate a range of techniques to be	Papers Drawing media

				use scale, distortion, repetition, abstraction, and simplification.	used to develop ideas Evaluate student work	Examples Exercise/Brief
GENERAL OBJECTIVE 3: USE REFERENCE MATERIAL TO EXPLORE DESIGN SOLUTIONS FOR A SPECIFIED BRIEF						
9				3.1 Select most appropriate media and techniques for the specified brief based on reference material.	Demonstrate how to select most appropriate media and techniques to develop final idea Evaluate student work	Papers Drawing media Examples Exercise/Brief
10				3.2 Develop ideas based on reference material using appropriate media and techniques to begin developing final idea for the specified brief	Demonstrate how to choose most appropriate media and techniques to develop final idea Evaluate student work	Papers Drawing media Examples Exercise/Brief
11				3.2 Develop ideas based on reference material using appropriate media and techniques to begin developing final idea for the specified brief	Demonstrate how to choose most appropriate media and techniques to develop final idea Evaluate student work	Papers Drawing media Examples Exercise/Brief
GENERAL OBJECTIVE 4: PRODUCE FINAL DESIGN SOLUTIONS FOR A SPECIFIED BRIEF						

12				4.1 Produce final ideas for specified brief that use relevant reference materials, media and techniques.	Demonstrate how to produce final ideas and assist students Evaluate student work	Computer and Software Papers Drawing media Examples Exercise/Brief
13				4.1 Produce final ideas for specified brief that use relevant reference materials, media and techniques.	Demonstrate how to produce final ideas and assist students Evaluate student work	Computer and Software Papers Drawing media Examples Exercise/Brief
14				4.1 Produce final ideas for specified brief that use relevant reference materials, media and techniques.	Demonstrate how to produce final ideas and assist students Evaluate student work	Computer and Software Papers Drawing media Examples Exercise/Brief

15				<p>4.1 Produce final ideas for specified brief that use relevant reference materials, media and techniques.</p> <p>Submit final design</p>	<p>Demonstrate how to produce final ideas and assist students</p> <p>Evaluate student work</p>	<p>Computer and Software</p> <p>Papers</p> <p>Drawing media</p> <p>Examples</p> <p>Exercise/Brief</p>
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ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	30
Practical	At least 5 home works to be assessed by the teacher	70
TOTAL WEIGHT		100

INTRODUCTION TO ADVERTISING
NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

PROGRAMME:

COURSE NAME:

COURSE CODE:

CONTACT HOURS:

CREDIT:

SEMESTER:

GOAL:

GENERAL OBJECTIVES:

INTRODUCTION TO ADVERTISING

AGD 213

4

3

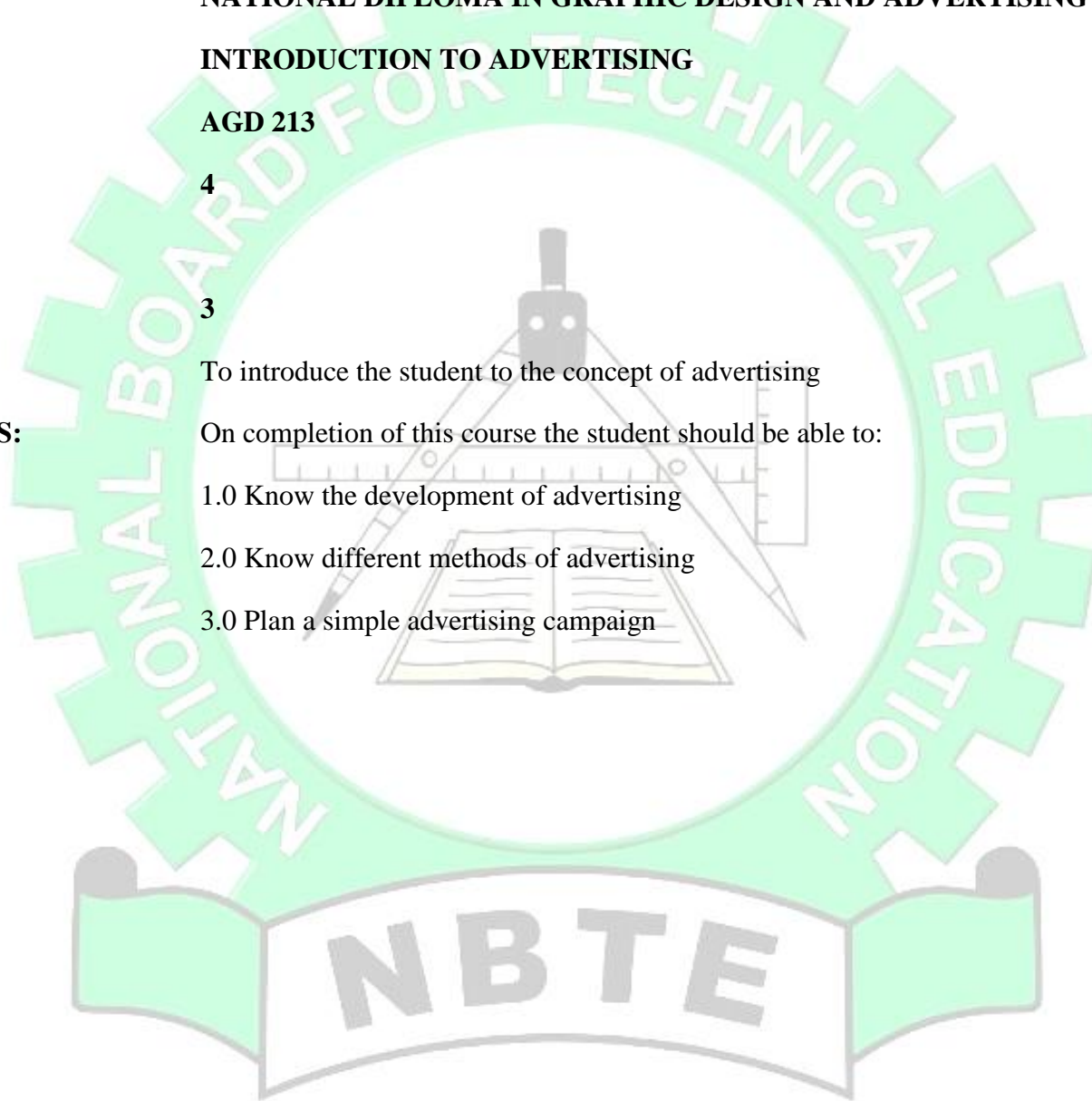
To introduce the student to the concept of advertising

On completion of this course the student should be able to:

1.0 Know the development of advertising

2.0 Know different methods of advertising

3.0 Plan a simple advertising campaign



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: INTRODUCTION TO ADVERTISING			COURSE CODE: AGD 213		CONTACT HOURS: 2 THEORY 2 PRACTICAL	
GOAL: TO INTRODUCE THE STUDENT TO THE CONCEPT OF ADVERTISING						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW THE DEVELOPMENT OF ADVERTISING						
Week	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Describe the concept of advertising	Explain the basic concept of advertising, and the different mediums, i.e., TV, Magazine Adverts, Newspaper Adverts, Poster, Flyer, and Billboard.	Books Computer Internet Data Projector Support Notes Examples			
2	1.2 Describe the development of advertising	Explain how advertising developed and the factors that influenced its development, i.e., mass media, technical developments, cultural influences, and financial influences.	Books Computer Internet Data Projector Support Notes Examples			
3	1.3 Identify factors that contributed to the	Explain how advertising developed and the	Books Computer Internet			

	development of advertising locally	factors that influenced its development, i.e., the introduction of mass media, technical developments, cultural influences, and financial influences.	Data Projector Support Notes Examples		
4	1.4 Identify factors that contributed to the development of advertising internationally	Explain how advertising developed and the factors that influenced its development, i.e., mass media, technical developments, cultural influences, and financial influences.	Books Computer Internet Data Projector Support Notes Examples		
GENERAL OBJECTIVE 2: KNOW DIFFERENT METHODS OF ADVERTISING					
5	Identify different methods of advertising	Explain the different methods of advertising, i.e., TV, Print, Internet, Audio, other methods	Books Computer Internet Data Projector Support Notes Examples		
6	Identify the functions of different methods of advertising	Explain how different methods of advertising are able to reach the target audience	Books Computer Internet Data Projector Support Notes		

		through these different methods.	Examples		
7	Identify the types of images used in advertising	Explain how different images can be used in advertising, i.e., photographs, illustrations, artworks, computer generated images.	Books Computer Internet Data Projector Support Notes Examples		
8	Identify the functions of different images and text used in advertising	Explain how using different images and text can influence the advertising message i.e., positive and negative imagery and written message	Books Computer Internet Data Projector Support Notes Examples		
GENERAL OBJECTIVE: PLAN A SIMPLE ADVERTISING CAMPAIGN					
9			3.1 Identify the requirements of a specified advertising brief and plan the campaign	Provide students with a simple advertising brief that contains 3 items, i.e., A3 poster, colour magazine advert, black and white flyer or newspaper advert Evaluate student work	Written brief Paper Drawing media Examples Books Internet Computers
10			3.2 Identify the target audience of the specified	Explain who the intended target audience of the	Written brief Paper Drawing media

				advertising brief and plan the campaign	advertising campaign is. Evaluate student work and provide feedback	Examples Books Internet Computers
11				3.3 Identify the requirements of the target audience in terms of imagery and message and plan the campaign	Explain how to ensure imagery and written message meet the requirements of the target audience. Evaluate student work and provide feedback	Written brief Paper Drawing media Examples Books Internet Computers
12				3.4 Produce initial sketch ideas for advertising campaign	Explain how to ensure sketch ideas meet the requirements of the target audience Evaluate student work and provide feedback	Written brief Paper Drawing media Examples Books Internet Computers
13				3.5 Produce developed sketch ideas for advertising campaign that include selected imagery	Explain how to ensure sketch ideas meet the requirements of the target audience Evaluate student work and provide feedback	Written brief Paper Drawing media Examples Books Internet Computers
14				3.6 Produce developed sketch ideas for advertising campaign that include imagery and text	Explain how to ensure sketch ideas meet the	Written brief Paper Drawing media Examples

					requirements of the target audience Evaluate student work and provide feedback	Books Internet Computers
15				3.7 Produce final concepts for advertising campaign	Assist students with producing final concepts for advertising campaign. Evaluate student work and provide feedback	Written brief Paper Drawing media Examples Books Internet Computer

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	40
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher	40
TOTAL WEIGHT		100

DESKTOP PUBLISHING 1

PROGRAMME:

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME:

DESKTOP PUBLISHING 1

COURSE CODE:

AGD 214

CONTACT HOURS:

7

SEMESTER:

3

GOAL:

To enable the student use Desktop Publishing (DTP) to create designs and manipulate images for effective visual communication.

GENERAL OBJECTIVES:

On completion of this course the student should be able to:

- 1.0 Know the basics of DTP software
- 2.0 Know how to use modern software packages as a tool for designs and image manipulation.
- 3.0 Understand modern software packages interface and related DTP terminology.
- 4.0 Understand the process of creating a modern software packages document.
- 5.0 Know the uses of modern software packages tools and toolboxes.
- 6.0 Understand how to use options relating to each tool on the option bar.
- 7.0 Know how to create images and work with layers.

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: DESKTOP PUBLISHING 1			COURSE CODE: AGD 214		CONTACT HOURS: 2 THEORY, 5 PRACTICAL	
GOAL: TO ENABLE THE STUDENT USE DESKTOP PUBLISHING (DTP) TO CREATE DESIGNS AND MANIPULATE IMAGES FOR EFFECTIVE VISUAL COMMUNICATION.						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW THE BASICS OF DTP SOFTWARE						
Week	Specific Learning Objectives	Teacher's Activities	Learning Resources	Specific Learning Objective	Teacher's Activities	Learning Resources
1	1.1 Explain what is DTP and a modern software package 1.2 Describe modern software packages as a tool for text, image and page layout	Explain modern software packages as a DTP tool	Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	1.1 Demonstrate knowledge of what is DTP and a modern software package 1.2 Demonstrate knowledge of modern software packages as a tool for text, image and page layout	Discuss current software packages as a DTP tool	Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products
2	1.3 Explain what is DTP and a modern software package 1.4 Describe modern software packages as a tool for text, image and page layout	Explain modern software packages as a DTP tool	Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	1.1 Demonstrate knowledge of what is DTP and a modern software package 1.2 Demonstrate knowledge of modern software packages as a tool for text, image and page layout	Discuss current software packages as a DTP tool	Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products
GENERAL OBJECTIVE 2: KNOW HOW TO USE MODERN SOFTWARE PACKAGES AS A TOOL FOR DESIGNS AND IMAGE MANIPULATION						

3	<p>2.1 Describe how to launch modern software packages and identify parts of the interface</p> <p>2.2 Discuss parts of the title bar, Menu bar and Tool bar etc.</p> <p>2.3 Explain the Terms Workspace, Object, drawing, vector and bitmap graphic, fly out</p>	Describe the terms listed	Samples of vector and bitmap prints	<p>2.1 Demonstrate knowledge of how to launch modern software packages and identify parts of the interface</p> <p>2.2 Demonstrate knowledge of parts of the title bar, Menu bar and Tool bar etc.</p> <p>2.3 Demonstrate knowledge of the terms: Workspace, Object, drawing, vector and bitmap graphic, fly out</p>	Demonstrate, devise and supervise practical exercises	Samples of vector and bitmap prints
4	<p>2.1 Describe how to launch modern software packages and identify parts of the interface</p> <p>2.2 Discuss parts of the title bar, Menu bar and Tool bar etc.</p> <p>2.3 Explain the Terms Workspace, Object, drawing, vector and bitmap graphic, fly out</p>	Describe the terms listed	Samples of vector and bitmap prints	<p>2.1 Demonstrate knowledge of how to launch modern software packages and identify parts of the interface</p> <p>2.2 Demonstrate knowledge of parts of the title bar, Menu bar and Tool bar etc.</p> <p>2.3 Demonstrate knowledge of the terms: Workspace, Object, drawing, vector and bitmap graphic, fly out</p>	Demonstrate, devise and supervise practical exercises	Samples of vector and bitmap prints
<p>GENERAL OBJECTIVE 3: UNDERSTAND MODERN SOFTWARE PACKAGES INTERFACE AND RELATED DTP TERMINOLOGY</p>						

5	<p>3.1 Introduce the curve tool and it's flyouts</p> <p>3.2 Introduce the shape edit tool and it's flyout</p>	Describe the terms listed	Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	<p>3.1 Demonstrate knowledge and use the curve tool and it's flyouts</p> <p>3.2 Demonstrate knowledge and use the Shape edit tool and it's flyout</p>	Demonstrate, devise and supervise practical exercises	Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products
GENERAL OBJECTIVE 4: UNDERSTAND THE PROCESS OF CREATING A MODERN SOFTWARE PACKAGE DOCUMENT.						
6	<p>4.1 Identify how to start a New modern software packages Project (Design) from the file menu.</p> <p>4.2 Identify how to use the text tool box to insert a text</p>	<p>Explain how to start packages from file menu.</p> <p>Explain the use of text tool</p>	Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	<p>4.1 Demonstrate knowledge of all items in this objective:</p> <p>Use the pick tool to select the text</p> <p>Select the fill tool to apply colours</p> <p>Copy an image and paste drag to a position/resize in the workspace</p>	Demonstrate, devise and supervise a new project.	Computers Software packages Books Samples of DTP products
7	<p>4.1 Identify how to start a new software packages Project (Design) from the file menu.</p> <p>4.2 Identify how to use the text tool box to insert a text</p>	<p>Explain how to start packages from file menu.</p> <p>Explain the use of text tool</p>	Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker	<p>4.1 Demonstrate knowledge of all items in this objective:</p> <p>From the file menu click save and select the save format</p>	Supervise the project.	Computers Software packages Books Samples of DTP products

			Examples of DTP products	<p>Insert a new page, and make an A4 size announcement flyer.</p> <p>Insert two more pages: Book cover, magazine page preview and save.</p>	
8	<p>4.1 Identify how to start a New modern software packages Project (Design) from the file menu.</p> <p>4.2 Identify how to use the text tool box to insert a text</p>	<p>Explain how to start packages from file menu.</p> <p>Explain the use of text tool</p>	<p>Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products</p>	<p>4.1 Demonstrate knowledge of all items in this objective:</p> <p>Save with a new name and delete the A4 size page save</p> <p>Open a new project (Design)</p> <p>Design a Book Cover Page</p> <p>Insert a new page for the Book Content page import text content and highlight items using bullets</p> <p>Insert a new page for the introductory page segmenting the content with frames and insert an image. Add a drop letter to first paragraph</p>	<p>Supervise the project.</p> <p>Computers Software packages Books Samples of DTP products</p>

9	<p>4.1 Identify how to start a New modern software packages Project (Design) from the file menu.</p> <p>4.2 Identify how to use the text tool box to insert a text</p>	<p>Explain how to start packages from file menu.</p> <p>Explain the use of text tool</p>	<p>Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products</p>	<p>4.1 Demonstrate knowledge of all items in this objective:</p> <p>Insert a new page using the free hand tool, ellipse, rectangle tool</p> <p>Draw a school badge.</p> <p>Export project as: CDR file, PDF and for printing (publish).</p>	<p>Supervise the project.</p>	<p>Computers Software packages Books Samples of DTP products</p>
GENERAL OBJECTIVE 5: KNOW THE USES OF MODERN SOFTWARE PACKAGES TOOLS AND TOOLBOXES.						
10	<p>5.1 Define software packages</p> <p>5.2 Enumerate the items on the modern software: Menu bar, Navigator, Tool box, Title bar, History, Layers etc.</p>	<p>Explain the use of the modern software. Explain the uses of these items as they relate to various packages</p>	<p>Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products</p>	<p>5.1 Demonstrate knowledge and use the launch of modern software</p>		<p>Computers Software packages Books Samples of DTP products</p>
11	<p>5.1 Define software packages</p> <p>5.2 Enumerate the items on the modern software: Menu bar, Navigator, Tool box, Title bar, History, Layers etc.</p>	<p>Explain the use of the modern software. Explain the uses of these items as they relate to various packages</p>	<p>Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker</p>	<p>5.1 Demonstrate knowledge and use the launch of modern software</p>		<p>Computers Software packages Books Samples of DTP products</p>

			Examples of DTP products			
GENERAL OBJECTIVE 6: UNDERSTAND HOW TO USE OPTIONS RELATING TO EACH TOOL ON THE OPTION BAR.						
12	6.1 Identify how to display the tools option bar. 6.2 Identify how to use the option bar in enhancing and manipulating bitmap images	Describe how to adjust setting for an active tool Describe how to gain quick access to palettes from the options bar palette well	Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	6.1 Demonstrate knowledge of how to set screen resolution of a bitmap image.	Demonstrate and supervise how to set screen resolution for various packages	Computers Software packages Books Samples of DTP products
13	6.1 Identify how to display the tools option bar. 6.2 Identify how to use the option bar in enhancing and manipulating bitmap images	Describe how to adjust setting for an active tool Describe how to gain quick access to palettes from the options bar palette well	Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	6.1 Demonstrate knowledge of how to set screen resolution of a bitmap image.	Demonstrate and supervise how to set screen resolution for various packages	Computers Software packages Books Samples of DTP products
GENERAL OBJECTIVE 7: KNOW HOW TO CREATE IMAGES AND WORK WITH LAYERS.						
14	7.1 Identify what is meant by layers 7.2 Identify how to manipulate layers of images by using edit, paste, repositioning elements.	Explain the nature of these layers. Explain how to manipulate these layers to apply effects	Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker	7.1 Demonstrate knowledge of how various layers open in an image. 7.2 Demonstrate knowledge of how to apply effects on different layers.	Demonstrate and supervise in identifying these layers Demonstrate and supervise how to apply effect on images.	Computers Software packages Books Samples of DTP products

			Examples of DTP products			
15	7.3 Identify how to combine bitmaps and text. 7.4 Identify how to transfer image and image ready	Explain how to combine bitmap images and text.	Lecture notes Computers Software packages: Corel Draw, Illustrator, Photoshop, InDesign, PageMaker Examples of DTP products	7.3 Describe how to transfer bitmap images between different programmes	Demonstrate and supervise how to export or import images	Computers Software packages Books Samples of DTP products

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	20
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	60
TOTAL WEIGHT		100

DIGITAL CAMERA TECHNIQUES

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

PROGRAMME:

COURSE NAME:

DIGITAL CAMERA TECHNIQUES

COURSE CODE:

AGD 215

CONTACT HOURS:

5

CREDIT:

3

SEMESTER:

3

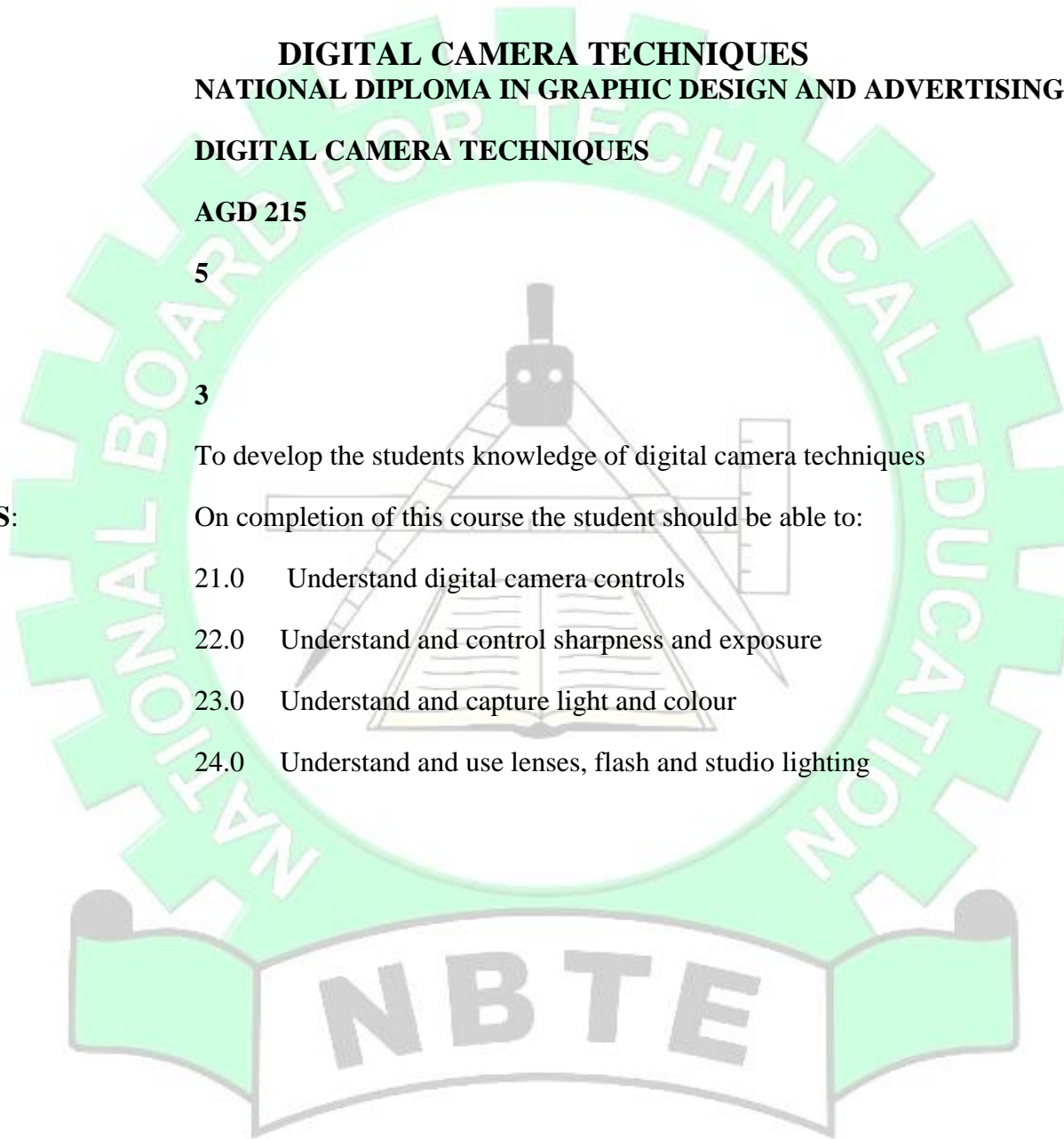
GOAL:

To develop the students knowledge of digital camera techniques

GENERAL OBJECTIVES:

On completion of this course the student should be able to:

- 21.0 Understand digital camera controls
- 22.0 Understand and control sharpness and exposure
- 23.0 Understand and capture light and colour
- 24.0 Understand and use lenses, flash and studio lighting



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: DIGITAL CAMERA TECHNIQUES			COURSE CODE: AGD215		CONTACT HOURS: THEORY 1, PRACTICAL 4	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF DIGITAL CAMERA TECHNIQUES						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: UNDERSTAND DIGITAL CAMERA CONTROLS						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	<p>1.1 Demonstrate knowledge of different types of digital cameras and their strengths and weaknesses; Explain different types of digital cameras; compact, camera phone, one-time-use, fixed lens, SLR.</p> <p>1.2 Describe the automatic controls on a digital camera; autofocus, autoexposure, autoflash and automatic white balance</p>	<p>Explain and show different types of digital cameras; compact, camera phone, one-time-use, fixed lens, SLR. Explain their strengths and weaknesses</p> <p>Explain and demonstrate the automatic controls on a digital camera, including autofocus, autoexposure, autoflash and automatic white balance</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p>			
2	<p>1.3 Demonstrate knowledge of image size and quality; pixels, how images are captured, capturing</p>	<p>Explain the basics of image size and quality: pixels, how images are captured, capturing</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p>			

	colour (RGB), image formats (JPEG, RAW).	colour (RGB), image formats (JPEG, RAW).	Handouts Computers Internet access Data projector			
3	1.4 Demonstrate knowledge of exposure controls; shutter, aperture light, motion and depth of field. 1.5 Demonstrate knowledge of different focus settings; Fixed focus, manual focus, autofocus. 1.6 Demonstrate knowledge of focus zones 1.7 Demonstrate knowledge of focus lock	Explain the basics of exposure controls: shutter, aperture, light, motion and depth of field. Explain where to find different focus settings, how to recognise focus zones and how to use focus lock.	Powerpoint presentation Handouts Computers Internet access Data projector Light meter	1.1 Take a number of photographs of the same subject experimenting with different exposure controls through shutter speed and aperture. 1.2 Record all setting used	Demonstrate how to use different exposure controls.	Digital cameras Powerpoint presentation Handouts Computers Internet access Data projector Light meter
GENERAL OBJECTIVE 2: UNDERSTAND AND CONTROL SHARPNESS AND EXPOSURE						
4				2.1 Take photographs eliminating camera movement by correct use of; holding the camera, supporting the	Demonstrate how to take photographs that eliminate camera movement by correct use of;	Digital cameras Powerpoint presentation

			<p>camera, the self-timer or remote control.</p> <p>2.2 Take photographs that show use of the ISO (sensitivity) settings.</p> <p>2.3 Record all settings used</p>	<p>holding the camera, supporting the camera, the self timer or remote control</p> <p>Explain how to use ISO settings</p> <p>Demonstrate how to take photographs that show use of the ISO settings</p> <p>Provide feedback</p>	<p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>
5			<p>2.4 Take photographs that demonstrate blurring by using a shallow depth of field to focus attention on the foreground, and photographs that convey a feeling of motion by experimenting with shutter speed.</p> <p>2.5 Take photographs that capture motion sharply exploring: speed of subject, direction of movement, distance to</p>	<p>Explain how to control depth of field using aperture size, camera to subject distance, lens focal length.</p> <p>Explain and demonstrate how experimenting with depth of field and shutter speeds can create blurring, a sense of movement, and sharpness in movement in photographs.</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>

			<p>subject and focal length of lens.</p> <p>2.6 Take photographs that demonstrate use of shallow depth of field and greater depth of field</p> <p>2.7 Record all setting used</p>	<p>Provide feedback</p>	
6			<p>2.8 Demonstrate an understanding of exposure.</p> <p>2.9 Know how to use a light meter and understand 'meter averaging' and 'middle grey'.</p> <p>2.10 Know when to use automatic exposure and when to override automatic exposure.</p> <p>2.11 Take photographs that have; scenes lighter than middle grey, scenes darker than middle grey, subject against a very dark background,</p>	<p>Explain exposure, metering, using and overriding automatic exposure.</p> <p>Provide feedback</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>

				subject against a very light background, scenes with high contrasts, hard to meter scenes.		
				2.12 Record all settings used		
7	<p>2.1 Demonstrate an understanding of histograms.</p> <p>2.2 Demonstrate an understanding of the advantages and disadvantages of using the Raw format.</p>	<p>Explain the concept of histograms</p> <p>Explain the benefits and drawbacks if using the Raw format</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>	2.13 Evaluate histograms of the samples and personal photographs.	<p>Explain how to evaluate histograms and providing samples for practice.</p> <p>Provide feedback</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>
GENERAL OBJECTIVE 3: UNDERSTAND AND CAPTURE LIGHT AND COLOUR						
8				<p>3.0 Demonstrate and understanding of light and colour in photography</p> <p>3.1 Take photographs using as many different light setting as possible, including; clear sky, open</p>	<p>Explain light and colour in photography</p> <p>Explain white balance, colour balance and time of day.</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p>

			<p>shade, hazy sky, overcast sky, electronic flash, midday, photolamp, sunset, sunrise, tungsten bulb, candlelight, firelight.</p> <p>3.2 Take photographs that show different colour combinations; contrasting colours, unfamiliar colour settings, cool colours, and warm colours.</p> <p>3.3 Take photographs at night using light sources; the moon, streetlights, automobile lights, neon signs, fires.</p> <p>3.4 Record all settings used</p>	<p>Explain colour temperature and type of light; clear sky, open shade, snow, hazy sky, overcast sky, electronic flash, midday, photolamp, sunset, sunrise, tungsten bulb, candlelight, firelight.</p> <p>Provide feedback</p>	<p>Internet access</p> <p>Data projector</p> <p>Light meter</p>
9			<p>3.1 Take photographs using as many different light setting as possible, including; clear sky, open shade, hazy sky, overcast sky, electronic flash, midday, photolamp, sunset, sunrise, tungsten bulb, candlelight, firelight.</p> <p>3.2 Take photographs that show different colour combinations; contrasting</p>	<p>Explain light and colour in photography</p> <p>Explain white balance, colour balance and time of day.</p> <p>Explain colour temperature and type of light; clear sky, open shade, snow,</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Internet access</p> <p>Computers</p> <p>Data projector</p>

			<p>colours, unfamiliar colour settings, cool colours, and warm colours.</p> <p>3.3 Take photographs at night using light sources; the moon, streetlights, automobile lights, neon signs, fires.</p> <p>3.4 Record all settings used and annotate photographs</p>	<p>hazy sky, overcast sky, electronic flash, midday, photolamp, sunset, sunrise, tungsten bulb, candlelight, firelight.</p> <p>Provide feedback</p>	<p>Light meter</p>
10			<p>3.5 Demonstrate knowledge of the direction of light.</p> <p>3.6 Take photographs that contain; side lighting, front lighting, backlighting, top lighting.</p> <p>3.7 Demonstrate knowledge of the quality of light.</p> <p>3.8 Take photographs that contain; direct light, diffused light.</p> <p>3.9 Record all settings used and annotate photographs</p>	<p>Explain how to identify and use; side lighting, front lighting, backlighting, and top lighting.</p> <p>Explain how to identify and use; direct light, diffused light.</p> <p>Explain the effects different lighting has on the subject being photographed.</p> <p>Provide feedback</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>

GENERAL OBJECTIVE 4: UNDERSTAND AND USE LENSES, FLASH AND STUDIO LIGHTING						
11	<p>Demonstrate knowledge of fixed lens and those available for SLR cameras.</p> <p>Understand the difference between optical and digital zoom.</p> <p>Understand focal length, maximum aperture and filters.</p>	<p>Explain the difference between fixed lenses and those available for SLR cameras.</p> <p>Explain focal length: wide-angle, telephoto, zoom. 35mm, macro.</p> <p>Explain maximum aperture and filters; protective, polarizing, skylight, UV, neutral density, soft focus, close up and colour conversion.</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p>	<p>4.0 Take photographs that demonstrate use of a variety of lenses, i.e. 35mm, fixed, zoom, telephoto, wide angle, macro, using a variety of subjects, i.e., portrait, indoor, landscape, still life.</p> <p>4.1 Take photographs that demonstrate perspective.</p> <p>4.2 Record all settings used and annotate photographs.</p>	<p>Provide guidance on using different lenses effectively on different subjects, and how to achieve perspective.</p> <p>Provide feedback</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts/Exemplars</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p> <p>Lenses</p>
12				<p>4.0 Take photographs that demonstrate use of a variety of lenses, i.e. 35mm, fixed, zoom, telephoto, wide angle, macro, using a variety of subjects, i.e., portrait, indoor, landscape, still life.</p> <p>4.1 Take photographs that demonstrate perspective.</p>	<p>Provide guidance on using different lenses effectively on different subjects, and how to achieve perspective.</p> <p>Provide feedback</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts/Exemplars</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p>

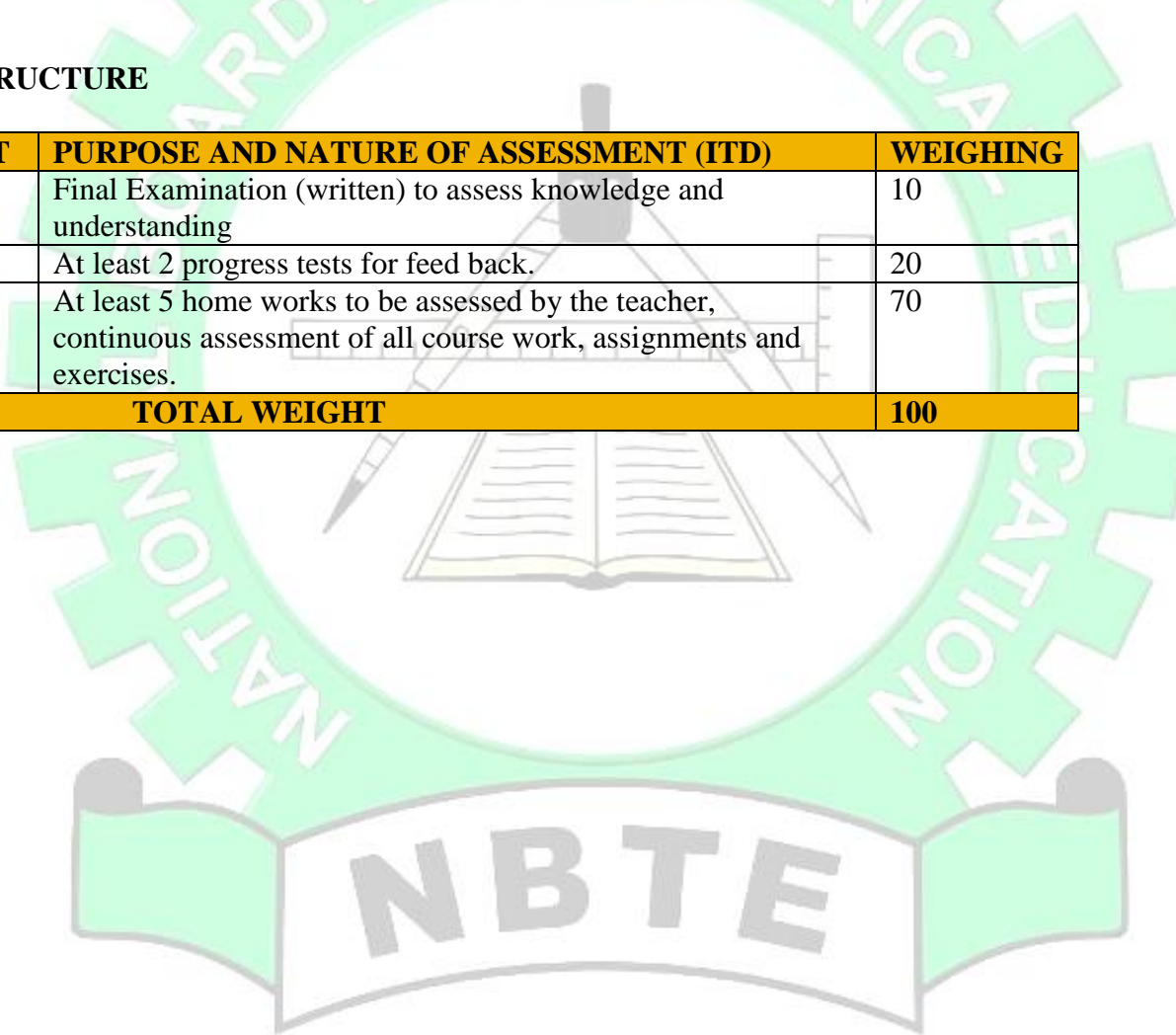
				4.2 Record all settings used and annotate photographs.		Light meter Lenses
13				4.3 Take photographs that demonstrate an understanding of; flash sync and shutter speed, how to minimize red eye, positioning the flash and subject, controlling flash exposure, using slow sync flash, using flash fill, using available light, using external flash.	Explain how take photographs that demonstrate an understanding of; flash sync and shutter speed, how to minimize red eye, positioning the flash and subject, controlling flash exposure, using slow sync flash, using flash fill, using available light, using external flash. Provide feedback.	Digital cameras Powerpoint presentation Handouts/Exemplars Computers Internet access Data projector Light meter Lenses External flash devices
14				4.4 Set up and use artificial lighting in a studio. Take photographs of portraits, small objects, and flat copy. 4.5 Use different lighting equipment and techniques, i.e., light tents, studio lights, reflectors, light	Describe and demonstrate how to set up a studio, use artificial lighting and how to set up portraits and objects. Provide feedback.	Digital cameras Powerpoint presentation Handouts/Exemplars Computers

			<p>panels, flash, main light, fill light, background light, rim light.</p> <p>4.6 Use different backgrounds to enhance the subject.</p> <p>4.7 Use different focus and exposure to gain best results.</p> <p>4.8 Record all settings used and annotate photographs.</p>		<p>Internet access</p> <p>Data projector</p> <p>Light meter</p> <p>Lenses</p> <p>External flash devices</p> <p>Artificial lighting and studio equipment</p>
15			<p>4.4 Set up and use artificial lighting in a studio. Take photographs of portraits, small objects, and flat copy.</p> <p>4.5 Use different lighting equipment and techniques, i.e., light tents, studio lights, reflectors, light panels, flash, main light, fill light, background light, rim light.</p> <p>4.6 Use different backgrounds to enhance the subject.</p>	<p>Describe and demonstrate how to set up a studio, use artificial lighting and how to set up portraits and objects.</p> <p>Provide feedback.</p>	<p>Digital cameras</p> <p>Powerpoint presentation</p> <p>Handouts/Exemplars</p> <p>Computers</p> <p>Internet access</p> <p>Data projector</p> <p>Light meter</p> <p>Lenses</p> <p>External flash devices</p>

			<p>4.7 Use different focus and exposure to gain best results.</p> <p>4.8 Record all settings used and annotate photographs.</p>	Artificial lighting and studio equipment
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ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	10
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	70
TOTAL WEIGHT		100



GRAPHIC DESIGN II

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: GRAPHIC DESIGN II

COURSE CODE: AGD 216

CONTACT HOURS: 4

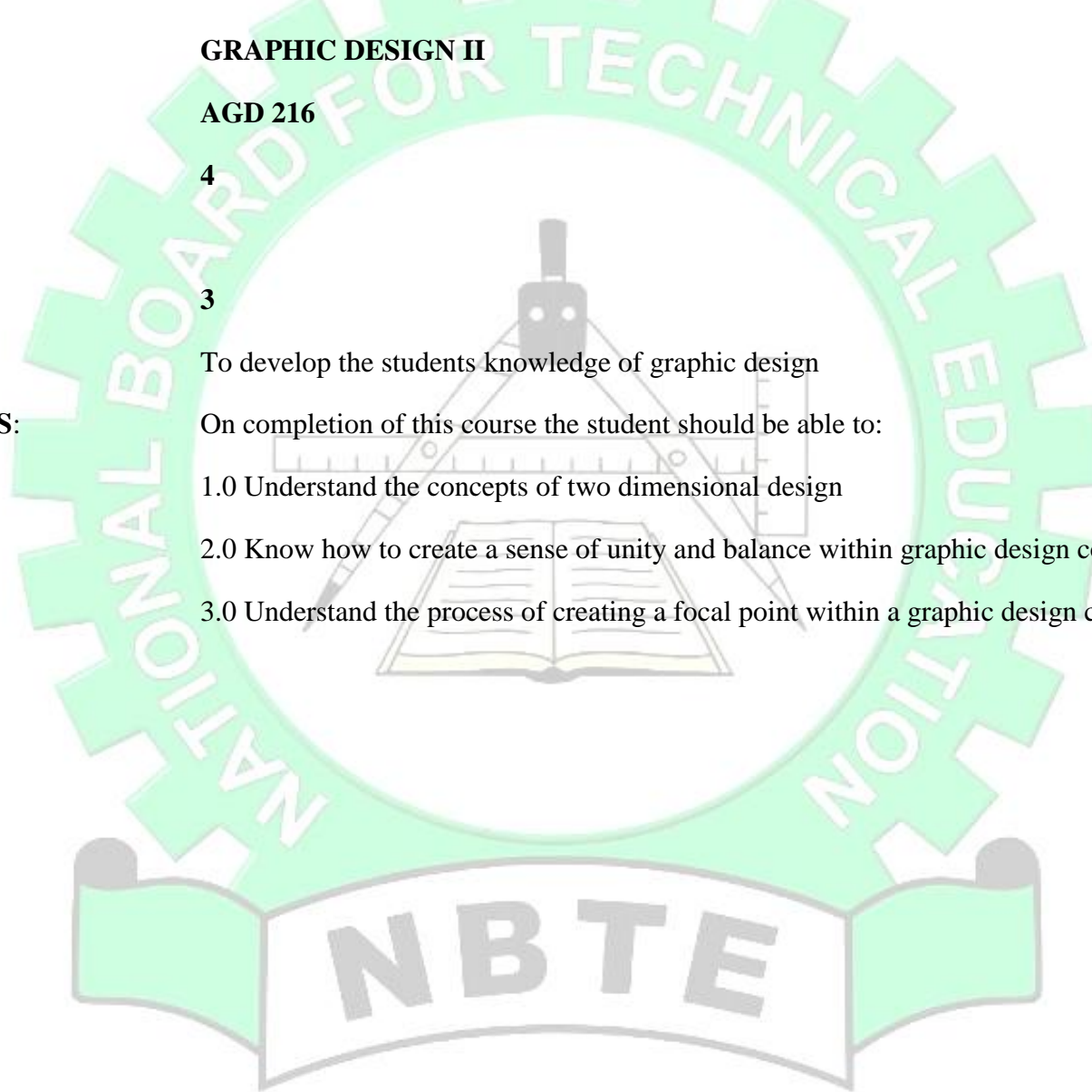
CREDIT:

SEMESTER: 3

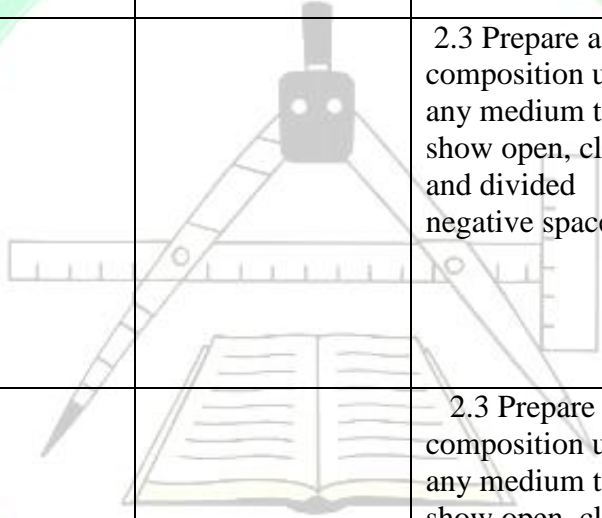
GOAL: To develop the students knowledge of graphic design

GENERAL OBJECTIVES: On completion of this course the student should be able to:

- 1.0 Understand the concepts of two dimensional design
- 2.0 Know how to create a sense of unity and balance within graphic design composition
- 3.0 Understand the process of creating a focal point within a graphic design composition



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: GRAPHIC DESIGN			COURSE CODE: AGD 216		CONTACT HOURS: 1 THEORY 3 PRACTICAL	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF GRAPHIC DESIGN						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: UNDERSTAND THE CONCEPTS OF TWO DIMENSIONAL DESIGN						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	2.1 Define negative and positive space in design.	Explain to students the function of space in graphic design.	Computers Data Projector White board Examples	2.1 Use selected media to produce compositions showing positive and negative space.	Demonstrate to students the methods of conceptualizing negative and positive space in graphic design. Evaluate the design concepts.	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.
2	2.2 Explain the procedures of obtaining empty, negative, divided and or crowded space in design.	Explain to students the function of space in graphic design.	Computers Data Projector White board Examples	2.2 Use selected media to produce compositions showing empty or crowded space.	Demonstrate to students the methods of conceptualizing negative and positive space in graphic design. Evaluate the design concepts.	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.

3				<p>2.2 Use selected media to produce compositions showing empty or crowded space.</p>	<p>Demonstrate to students the methods of conceptualizing negative and positive space in graphic design.</p> <p>Evaluate the design concepts.</p>	<p>Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.</p>
4			 <p>2.3 Prepare a composition using any medium to show open, closed, and divided negative space</p>	<p>Demonstrate to students the methods of conceptualizing negative and positive space in graphic design.</p> <p>Evaluate the design concepts.</p>	<p>Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.</p>	
5			<p>2.3 Prepare a composition using any medium to show open, closed, and divided negative space</p>	<p>Demonstrate to students the methods of conceptualizing negative and positive space in graphic design.</p> <p>Evaluate the design concepts.</p>	<p>Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.</p>	
<p>GENERAL OBJECTIVE 2: KNOW HOW TO CREATE A SENSE OF UNITY AND BALANCE WITHIN GRAPHIC DESIGN COMPOSITION</p>						

6				<p>2.1 Use selected drawing medium to demonstrate a sense of unity by using proximity, repetition and continuation</p>	<p>Demonstrate how to achieve a sense of unity by using proximity, repetition and continuation</p> <p>Evaluate designs and provide feedback</p>	<p>Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.</p>
7				<p>2.2 Use selected drawing medium to demonstrate balance in a composition by using colour, value, shape and position</p>	<p>Demonstrate how to achieve balance in a composition by using colour, value, shape and position</p> <p>Evaluate designs and provide feedback</p>	<p>Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.</p>
8				<p>2.3 Use selected drawing medium to incorporate repetitive, alternating, and progressive rhythm into a composition</p>	<p>Demonstrate how to incorporate repetitive, alternating, and progressive rhythm into a composition</p> <p>Evaluate designs and provide feedback</p>	<p>Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.</p>

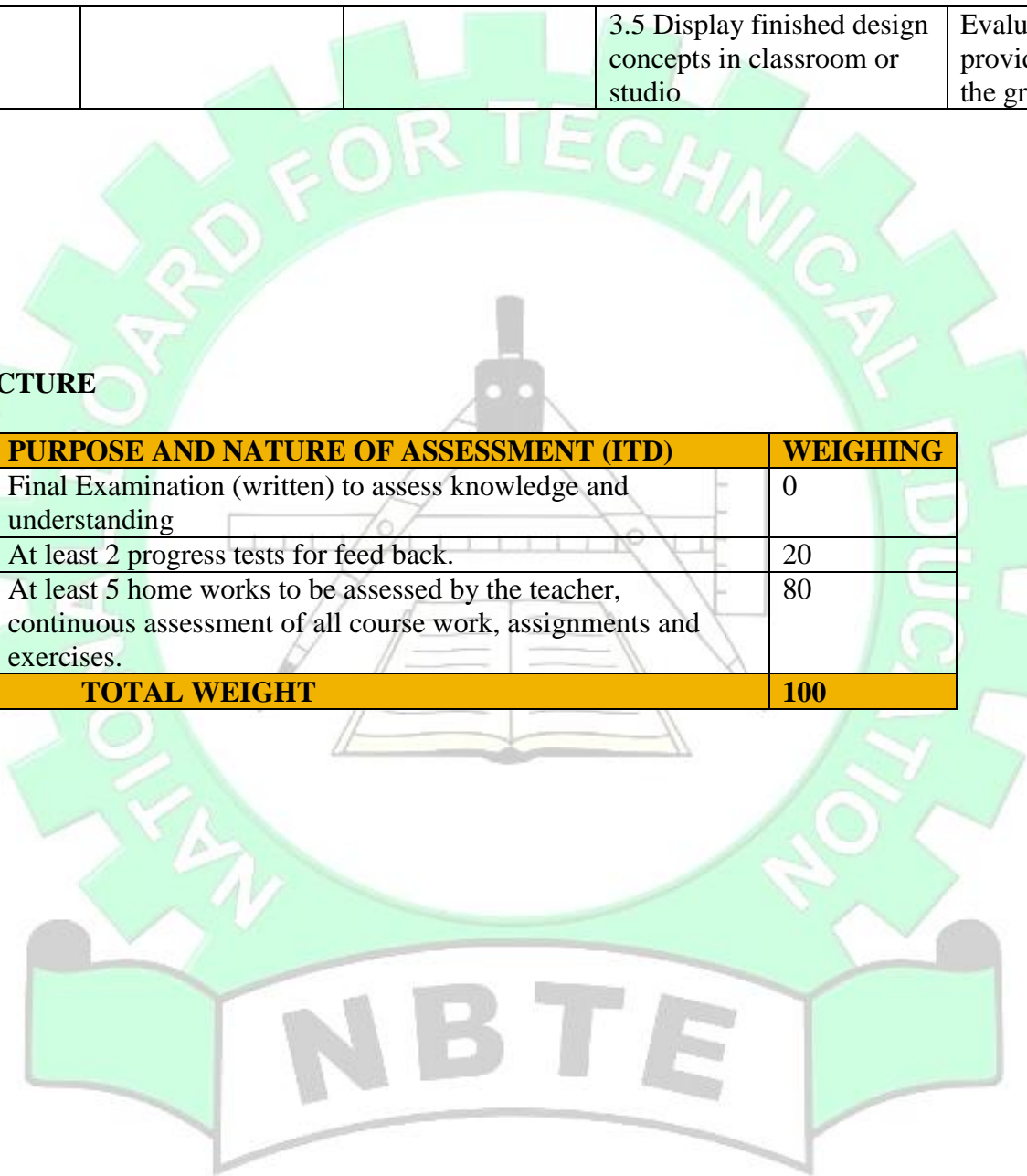
9				2.4 Use selected drawing medium to create a sense of balance, rhythm and proportion in a design composition.	Demonstrate how to create a sense of balance, rhythm and proportion in a design composition. Evaluate designs and provide feedback	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.
10				2.5 Use selected drawing medium to demonstrate the use of The Golden Section	Demonstrate use of The Golden Section In design composition. Evaluate designs and provide feedback	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.
GENERAL OBJECTIVE 3: UNDERSTAND THE PROCESS OF CREATING A FOCAL POINT WITHIN A GRAPHIC DESIGN COMPOSITION						
11	<p>3.1 Define optical illusion in design.</p> <p>3.2 Describe focal point in design composition.</p> <p>3.3 Describe the methods of attracting viewers eye in design concepts.</p>	<p>Explain the function of optical illusion in design composition.</p> <p>Explain the function of creating a focal point in design composition.</p>		3.1 Use selected media to create a focal point in a composition by using contrast, placement, or eye contact	Demonstrate how to create a focal point in a composition by using contrast, placement or eye contact	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.

		Explain the significance of balance in design composition.				
12				3.2 Use selected media to show how a viewers eye is directed through a composition by line or the organisation of information	Demonstrate how to direct the viewers eye through composition by line or the organization of information Evaluate designs and provide feedback	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.
13				3.3 Use selected media to show how a composition is affected by the visual push and pull of overlapping planes, or the viewing distance and angle of the work	Demonstrate how a composition is affected by the visual push and pull of overlapping planes, or the viewing distance and angle of the work Evaluate designs and provide feedback	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.
14				3.4 Use appropriate design medium to create an advert that uses a focal point and movement to direct the viewer's eye to the message	Demonstrate how to create an advert that uses a focal point and movement to direct the viewer's eye to the message Evaluate designs and provide feedback	Computers Data Projector Whiteboard Papers Drawing media Examples of finished design concepts.

15				3.5 Display finished design concepts in classroom or studio	Evaluate designs and provide feedback to the group	Display area
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ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	80
TOTAL WEIGHT		100



TYPOGRAPHY 1

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME: TYPOGRAPHY 1

COURSE CODE: AGD 217

CONTACT HOURS: 5

CREDIT:

SEMESTER: 3

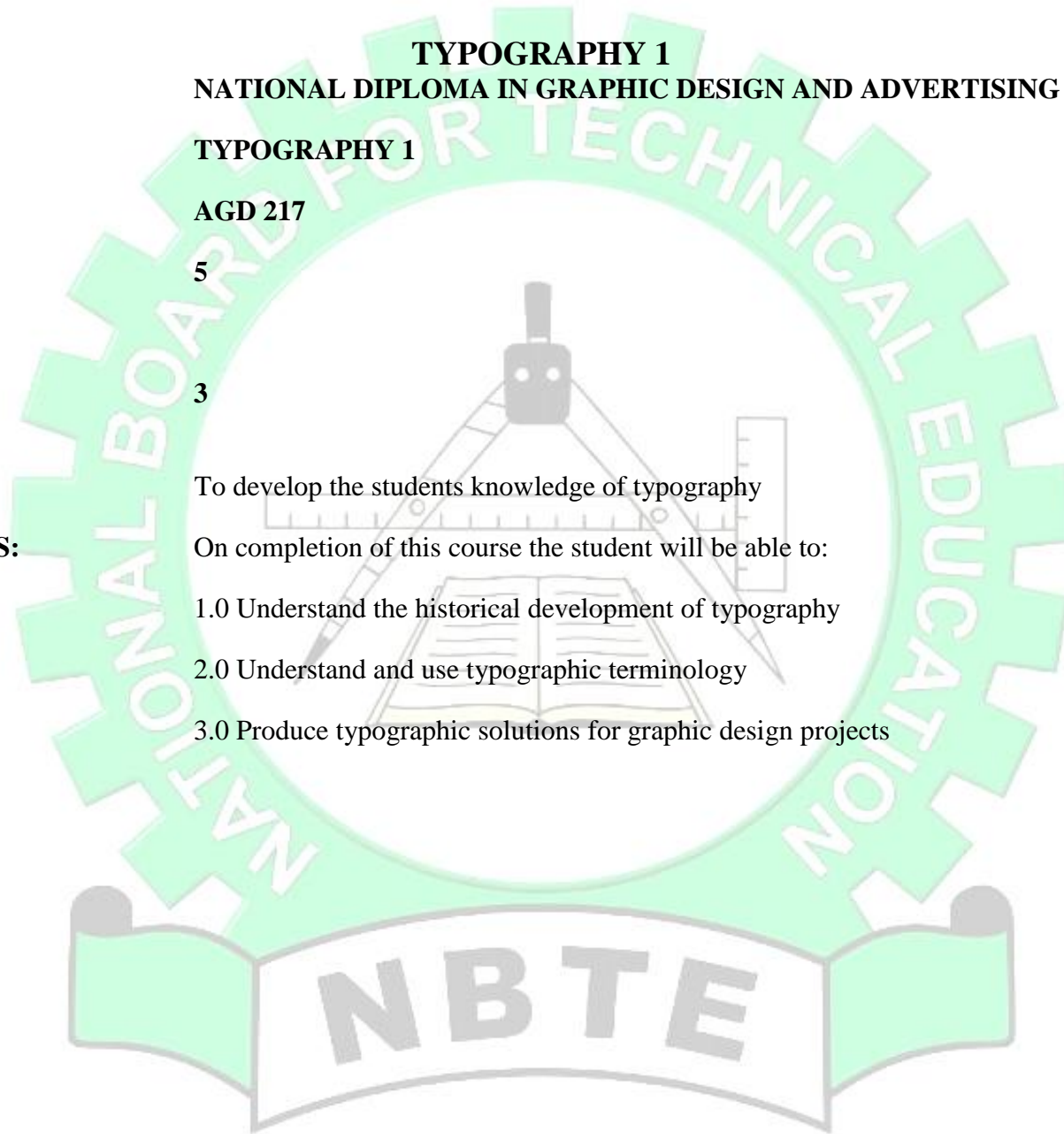
GOAL: To develop the students knowledge of typography

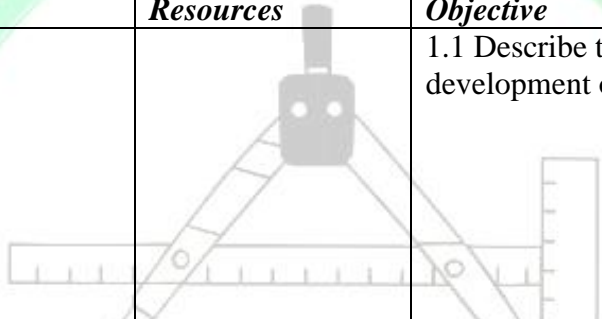

GENERAL OBJECTIVES: On completion of this course the student will be able to:

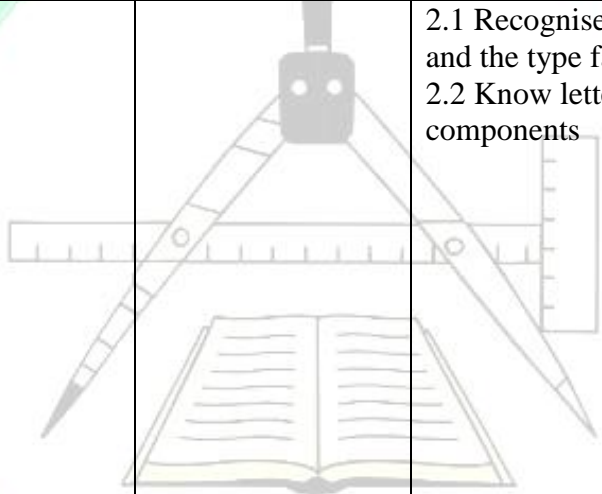
1.0 Understand the historical development of typography

2.0 Understand and use typographic terminology

3.0 Produce typographic solutions for graphic design projects



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: TYPOGRAPHY 1			COURSE CODE: AGD 217		CONTACT HOURS: PRACTICAL 5	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF TYPOGRAPHY						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: UNDERSTAND THE HISTORICAL DEVELOPMENT OF TYPOGRAPHY						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				1.1 Describe the historical development of letterforms	Explain the history of letterforms: Mnemonics, Pictograms, Ideograms, Phonograms Provide notes and guidance	Books Internet Computer, Software Examples Data Projector
2				1.1 Describe the historical development of letterforms Produce an illustrated report	Explain the history of letterforms: Mnemonics, Pictograms, Ideograms, Phonograms Provide notes and guidance	Books Internet Computer, Software Examples Data Projector
3				1.2 Describe the influence of tools on the development of letterforms	Explain the influence of tools on the development of letterforms: Chisel, Pen, Burin, Brush Provide notes and guidance	Books Internet Computer, Software Examples Data Projector

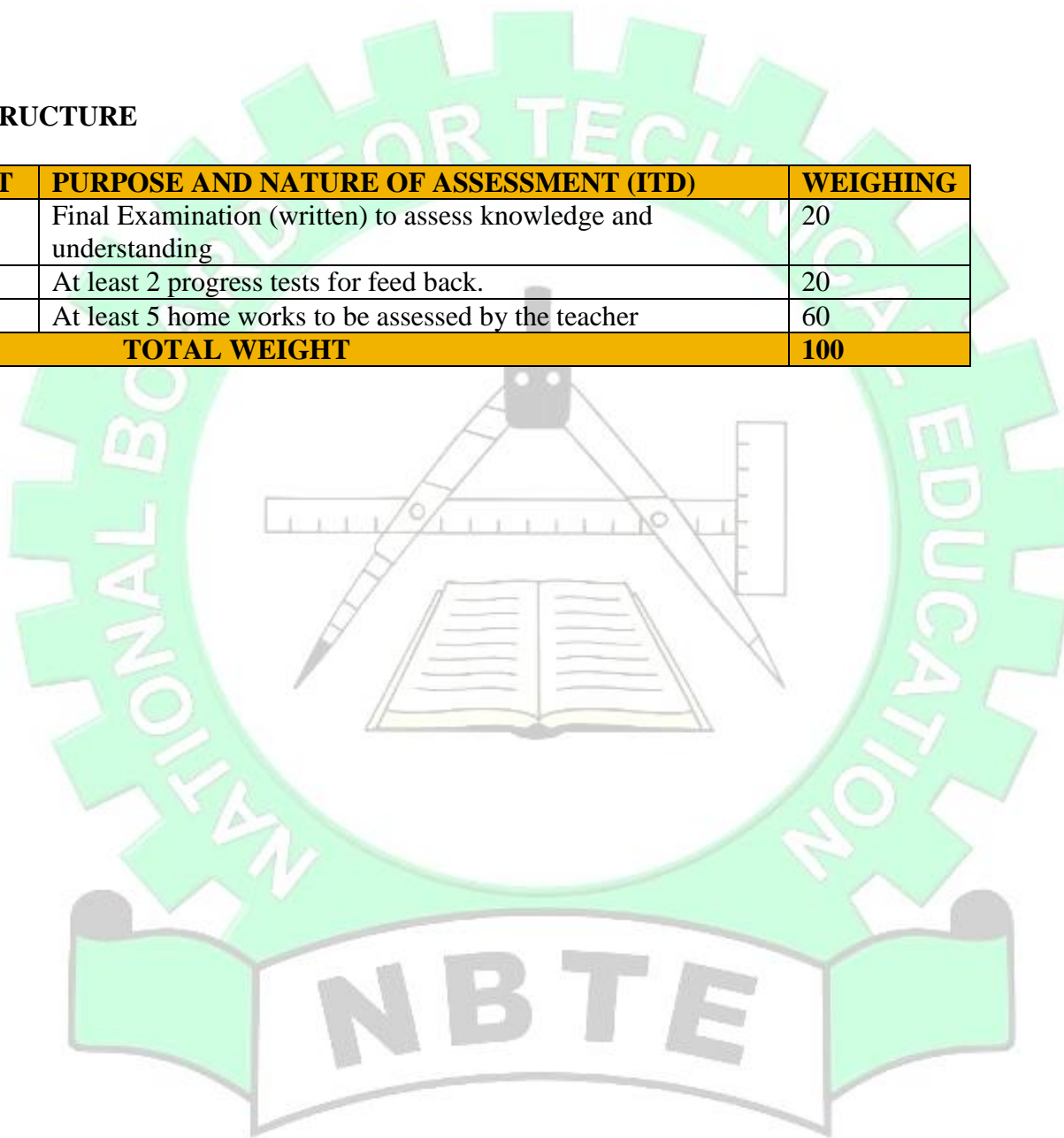
4				1.2 Describe the influence of tools on the development of letterforms Produce an illustrated report	Explain the influence of tools on the development of letterforms: Chisel, Pen, Burin, Brush Provide notes and guidance	Books Internet Computer, Software Examples Data Projector
GENERAL OBJECTIVE 2: UNDERSTAND AND USE TYPOGRAPHIC TERMINOLOGY						
5				2.1 Recognise typestyles and the type family. 2.2 Know letterform components	Explain: Fonts, Plain, Bold, Italic, Condensed, Extended, Light, Serif, Sans Serif, Script, Decorative, Characters, Punctuation, Numerals Explain: Ascender, Descender, Bowl, Counter Provide examples, provide exercise	Books Internet Computer, Software Examples Data Projector
6				2.3 Identify typestyles and the type family and type components on an example sheet	Provide exercise Provide guidance, evaluate exercise	Books Internet Computer, Software Examples Data Projector
7				2.3 Know the point system and type measurements 2.4 Know alignment of	Explain: Point, Pica, X Height, Baseline, Kerning, Leading	Books Internet Computer, Software

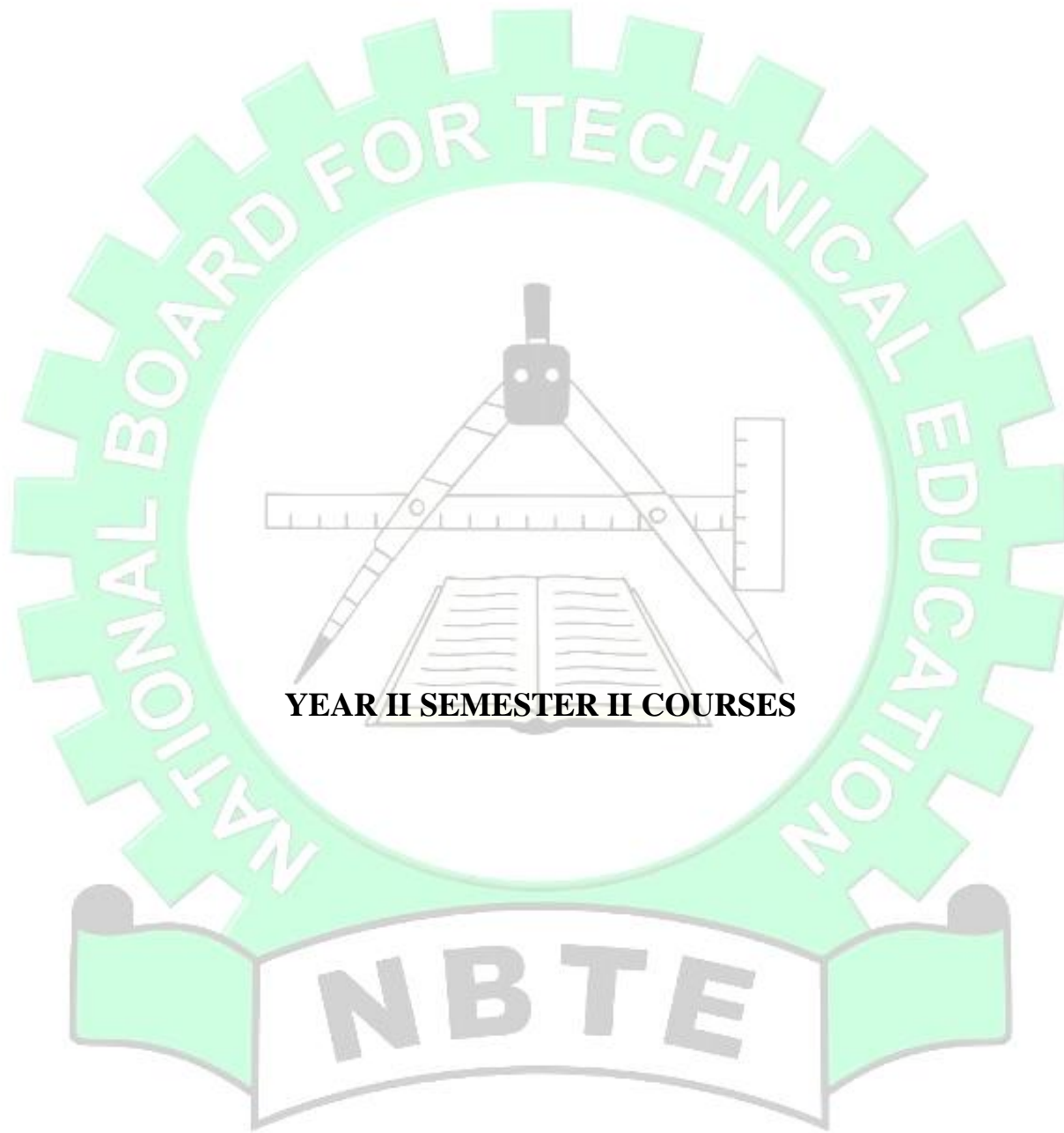
				type	Explain: Ranged right, ranged left, centred, justified Provide examples	Examples Data Projector
8				2.5 Identify point sizes, measurements and alignments on an example sheet	Provide exercise Provide guidance, assess exercise	Books Internet Computer, Software Examples Data Projector
GENERAL OBJECTIVE 3: PRODUCE TYPOGRAPHIC SOLUTIONS FOR GRAPHIC DESIGN PROJECTS						
9				3.1 Produce sketches for a symmetrical layout for a small magazine advert	Explain: Symmetrical, Asymmetrical layout Provide a brief Provide guidance Assess sketches	Books Internet Computer, Software Examples Data Projector
10				3.2 Produce sketches for an asymmetrical layout for a small magazine advert	Explain: Symmetrical, Asymmetrical layout Provide a brief Provide guidance Assess sketches	Books Internet Computer, Software Examples Data Projector
11				3.3 Produce final design for a symmetrical layout for a small magazine advert	Explain appropriate use of typestyle, measurements, balance, alignment and spacing Provide guidance	Books Internet Computer, Software Examples Data Projector

12			3.4 Produce final design for an asymmetrical layout for a small magazine advert	<p>Explain appropriate use of typestyle, measurements, balance, alignment and spacing</p> <p>Provide guidance Assess final designs</p>	Books Internet Computer, Software Examples Data Projector
13			3.5 Produce sketches for a symmetrical layout for a single page brochure	<p>Explain: Symmetrical, Asymmetrical layout</p> <p>Provide a brief</p> <p>Provide guidance</p>	Books Internet Computer, Software Examples Data Projector
14			3.6 Produce sketches for an asymmetrical layout for a single page brochure	<p>Explain: Symmetrical, Asymmetrical layout</p> <p>Provide a brief</p> <p>Provide guidance Assess sketches</p>	Books Internet Computer, Software Examples Data Projector
15			<p>3.7 Produce final design for a symmetrical layout for a single page brochure</p> <p>3.8 Produce final design for an asymmetrical layout for a single page brochure</p>	<p>Provide guidance Assess final design, provide feedback</p>	Books Internet Computer, Software Examples Data Projector

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	20
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher	60
TOTAL WEIGHT		100





YEAR II SEMESTER II COURSES

INTRODUCTION TO CORPORATE IDENTITY
NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

PROGRAMME:

COURSE NAME:

INTRODUCTION TO CORPORATE IDENTITY

COURSE CODE:

AGD 221

CONTACT HOURS:

4

CREDIT:

SEMESTER:

4

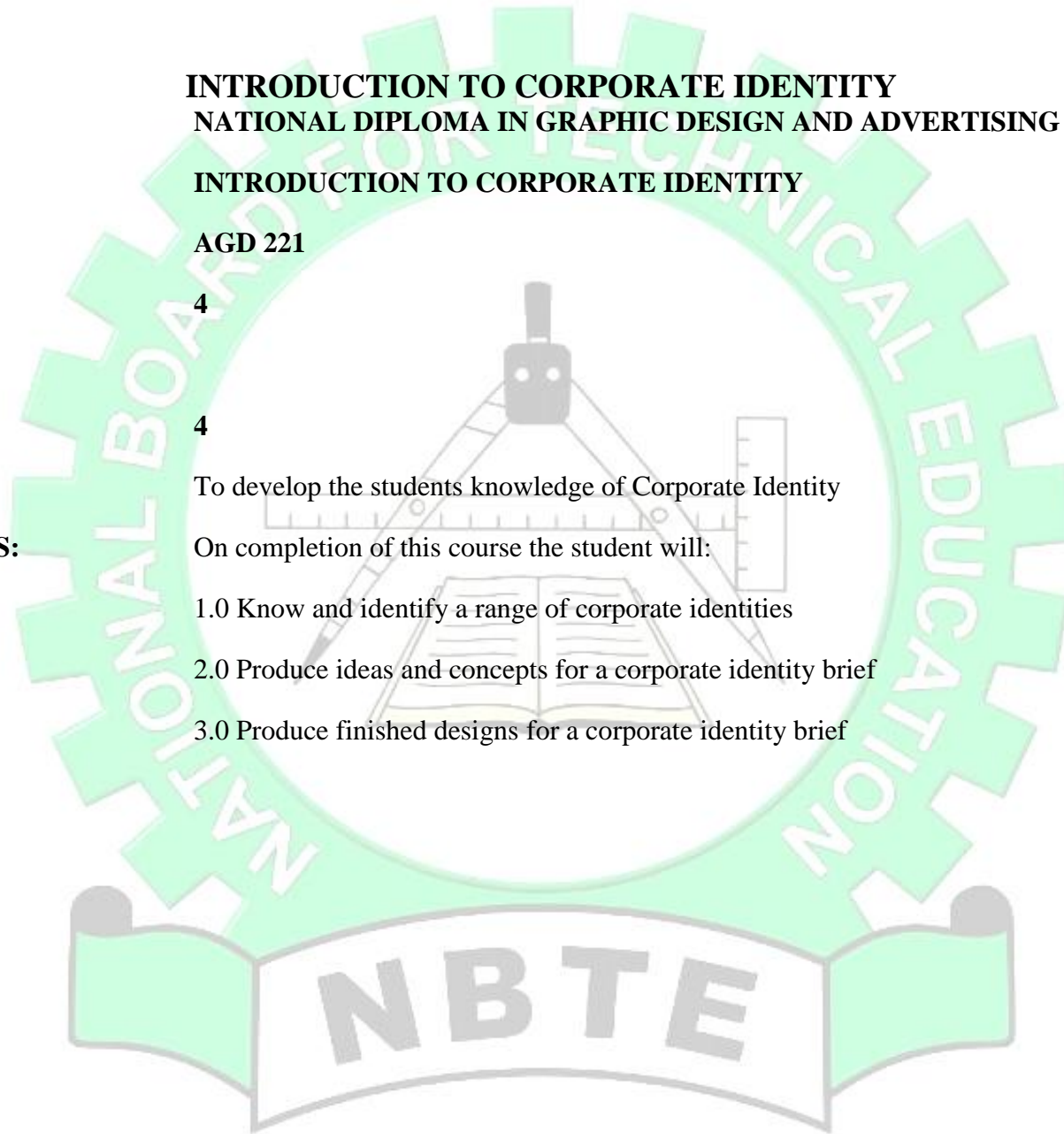
GOAL:

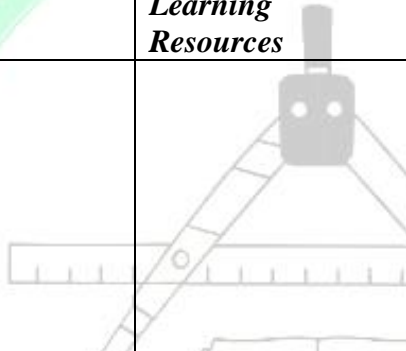

To develop the students knowledge of Corporate Identity

GENERAL OBJECTIVES:

On completion of this course the student will:

- 1.0 Know and identify a range of corporate identities
- 2.0 Produce ideas and concepts for a corporate identity brief
- 3.0 Produce finished designs for a corporate identity brief



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: INTRODUCTION TO CORPORATE IDENTITY			COURSE CODE: AGD 221		CONTACT HOURS: PRACTICAL 4	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF CORPORATE IDENTITY						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW AND IDENTIFY A RANGE OF CORPORATE IDENTITIES						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				1.1 Collect and collate a variety of visual examples of contemporary corporate identity within a sketchbook.	Show a variety of examples of corporate identity. Advise students on how to collect and collate their own examples. Provide feedback	Books Internet Examples Data Projector Support notes
2				1.2 Identify and discuss the use of colour, scale and visual elements of the corporate identities within a sketchbook	Explain how to identify the colour, scale and visual elements of the corporate identities Provide feedback	Books Internet Examples Data Projector Support notes
3				1.3 Identify the scope of branding of the selected corporate identities within a sketchbook	Explain how to identify the scope of branding of the selected corporate identities Provide feedback	Books Internet Examples Data Projector Support notes
4				1.4 Describe the visual impact of the corporate identity with reference to	Explain how to describe the visual impact of the selected corporate	Books Internet Examples Data Projector

				its intended target audience within a sketchbook	identities with reference to its intended target audience Provide feedback	Support notes
5				1.5 Discuss if the corporate identity portrays the company in a positive manner within a sketchbook	Explain how to recognise if the corporate identity portrays the company in a positive manner. Provide feedback	Books Internet Examples Data Projector Support notes
GENERAL OBJECTIVE 2: PRODUCE IDEAS AND CONCEPTS FOR A CORPORATE IDENTITY BRIEF						
6				2.1 Identify the requirements of a specified corporate identity brief	Provide a specified corporate identity brief for an existing or imaginary company.	Books Internet Examples Data Projector Support notes Drawing media Computer
7				2.2. Develop a number of ideas and concepts for the specified brief that show considered use of colour, shape, form and other visual elements in a sketchbook	Explain how to develop ideas and concepts that show considered use of colour, shape, form and other visual elements	Books Internet Examples Data Projector Support notes Drawing media Computer
8				2.2. Develop a number of ideas and concepts for the specified brief that show considered use of colour, shape, form and other visual elements in a sketchbook	Explain how to develop ideas and concepts that show considered use of colour, shape, form and other visual elements	Books Internet Examples Data Projector Support notes Drawing media Computer

9				2.3 Further develop a number of ideas and that show exploration of a variety of media and techniques in a sketchbook.	Explain how to further develop a number of ideas that show exploration of a variety of media and techniques.	Books Internet Examples Data Projector Support notes Drawing media Computer
10				2.3 Further develop a number of ideas and that show exploration of a variety of media and techniques in a sketchbook.	Explain how to further develop a number of ideas that show exploration of a variety of media and techniques.	Books Internet Examples Data Projector Support notes Drawing media Computer
GENERAL OBJECTIVE 3: PRODUCE FINISHED DESIGNS FOR A CORPORATE IDENTITY BRIEF						
11				3.1 Identify an idea from the sketchbook for development into a final design that meets the requirements of the specified brief.	Support the students as they identify an idea to develop into a final design. Provide feedback	Books Internet Examples Data Projector Support notes Drawing media Computer
12				3.2 Develop the final design in a sketchbook, paying attention to suitability for purpose	Support the students as they develop a final design, paying attention to suitability for purpose. Provide feedback	Books Internet Examples Data Projector Support notes Drawing media Computer
13				3.2 Develop the final design in a sketchbook,	Support the students as they develop a	Books Internet

				paying attention to visual elements, colour, and scale.	final design, paying attention to use of visual elements. Provide feedback	Examples Data Projector Support notes Drawing media Computer
14				3.3 Apply the final design to a range of stationary that includes and letterhead, compliments slip and business card.	Support the students as they apply the final design to a range of stationary. Provide feedback	Books Internet Examples Data Projector Support notes Drawing media Computer
15				3.3 Present the final design and evaluate the success and impact of the final design in relation to suitability for purpose, legibility and	Provide feedback to students on final design, and comment on suitability of purpose of final design.	Books Internet Examples Data Projector Support notes Drawing media Computer

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	30
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	70
TOTAL WEIGHT		100

GRAPHIC DESIGN PROJECT

PROGRAMME:

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME:

GRAPHIC DESIGN PROJECT

COURSE CODE:

AGD 222

CONTACT HOURS:

5

CREDIT:

5

SEMESTER:

4

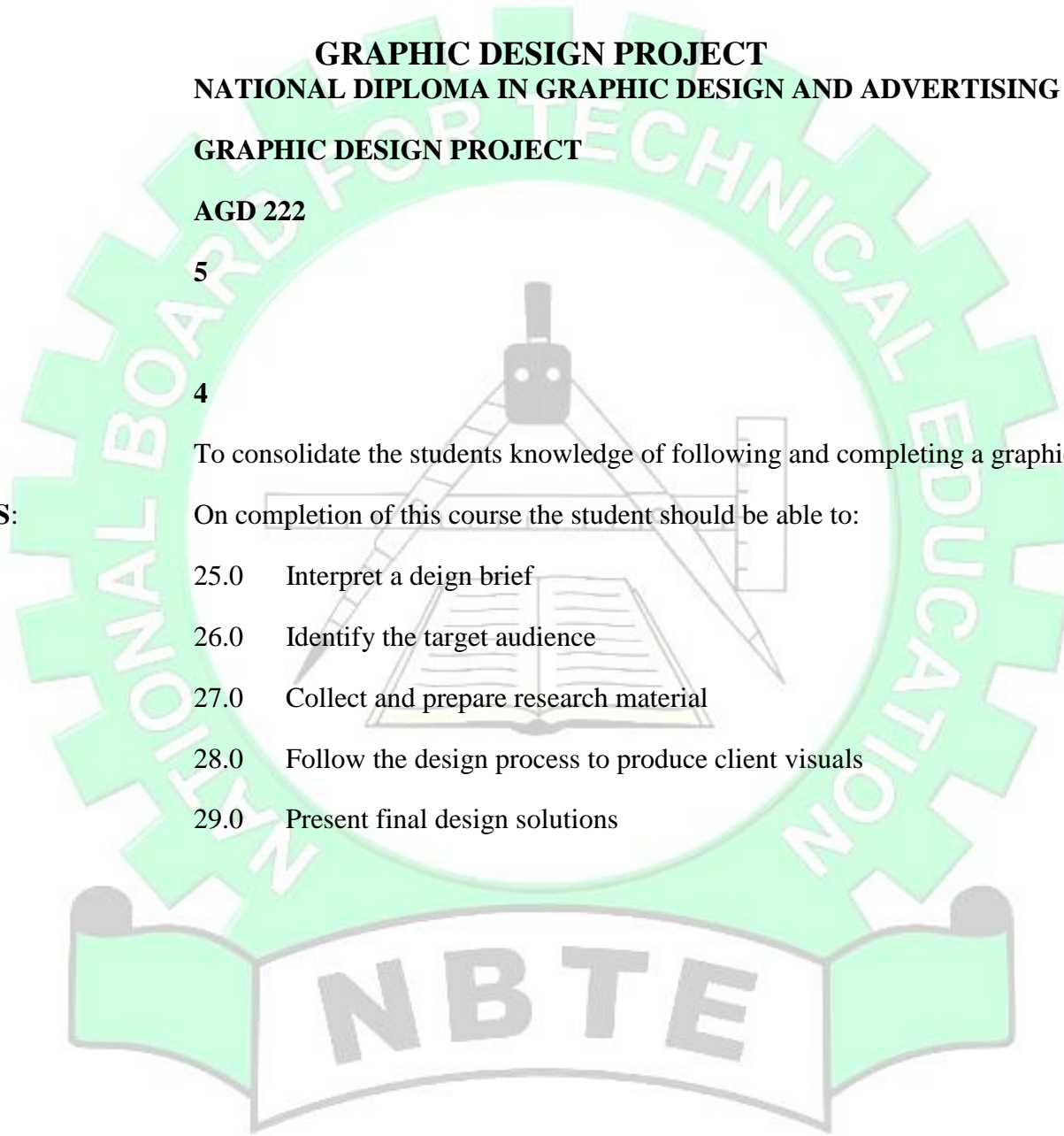
GOAL:

To consolidate the students knowledge of following and completing a graphic design brief

GENERAL OBJECTIVES:

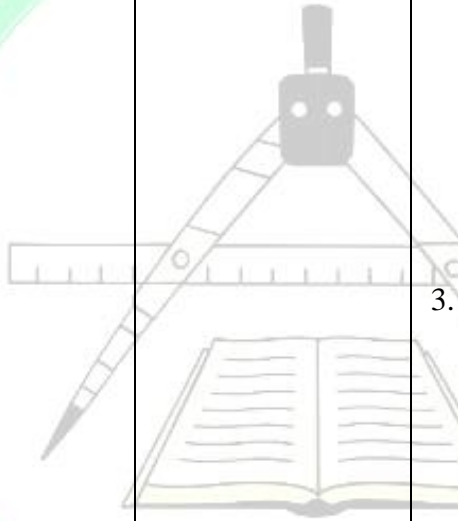
On completion of this course the student should be able to:

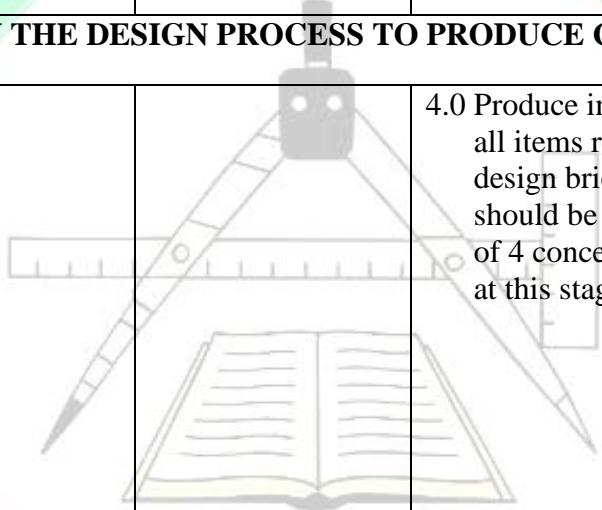
- 25.0 Interpret a design brief
- 26.0 Identify the target audience
- 27.0 Collect and prepare research material
- 28.0 Follow the design process to produce client visuals
- 29.0 Present final design solutions



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: GRAPHIC DESIGN PROJECT			COURSE CODE: AGD 222		CONTACT HOURS: 5 PRACTICAL	
GOAL: TO CONSOLIDATE THE STUDENTS KNOWLEDGE OF FOLLOWING AND COMPLETING A GRAPHIC DESIGN BRIEF						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: INTERPRET A DEIGN BRIEF						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				1.0 Interpret a design brief by writing an analysis of the requirements of the brief. The analysis should include the benefits and drawbacks (restrictions) of each item.	Find a company or individual who will provide a 'live' brief for the students. The brief should require a minimum of 4 design items depending on the client, i.e., logo, stationery, livery, poster, small advert, newspaper advert, flyer, brochure etc. Explain and demonstrate how to analyse the requirements of a design brief. Use a real client and design brief where possible.	Computers Data projector Presentation Handouts and support materials Exemplars Sketchbooks and drawing media
2				1.1 Prepare a client profile. The profile should include a history of the	Explain and demonstrate how to prepare a client	Computers Data projector

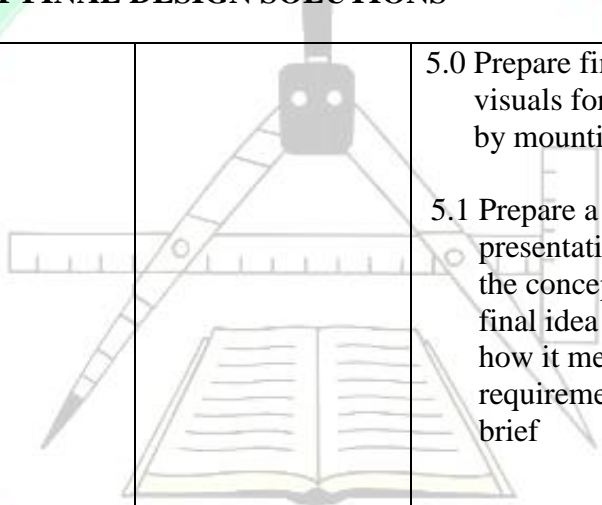
				company and a review of clients existing design profile.	profile. Use a real client and design brief where possible.	<p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p> <p>Sketchbooks and drawing media</p>
GENERAL OBJECTIVE 2: IDENTIFY THE TARGET AUDIENCE						
3				2.0 Prepare a full profile of the target audience. The profile should include all demographics, i.e., age, gender, occupation, location, marital status, income, education level and nationality.	Explain and demonstrate how to prepare a TAP (Target Audience Profile) including all demographic information.	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p> <p>Sketchbooks and drawing media</p>
4				2.0 Prepare a full profile of the target audience. The profile should include all demographics, i.e., age, gender, occupation, location, marital status, income, education level and nationality.	Explain and demonstrate how to prepare a TAP (Target Audience Profile) including all demographic information.	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p>

					Exemplars
					Sketchbooks and drawing media
GENERAL OBJECTIVE 3: COLLECT AND PREPARE RESEARCH MATERIAL					
5			 <p>3.0 Using the information collected during the analysis of the brief, the client and target audience profile, collect a substantial amount of research material relevant to the design items in the design brief.</p> <p>3.1 Create a minimum of 4 research boards that display the collected research material. Annotate fully the research material and indicate its relevance to the brief.</p>	Explain and demonstrate how to collect relevant research material and how to annotate and present it as research boards.	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p> <p>Sketchbooks and drawing media</p>
6			<p>3.1 Create a minimum of 4 research boards that display the collected research material. Annotate fully the research material and indicate its relevance to the brief.</p>	<p>Explain and demonstrate how to collect relevant research material and how to annotate and present it as research boards.</p> <p>Assess all work to date. Students</p>	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p>

				Submit all work to date for assessment.	should not progress to next part of the project unless all work has been submitted and assessed. Ask the client to approve the profiles and research at this stage.	Sketchbooks and drawing media
GENERAL OBJECTIVE 4: FOLLOW THE DESIGN PROCESS TO PRODUCE CLIENT VISUALS						
7				4.0 Produce initial ideas for all items required in the design brief. There should be a minimum of 4 concepts explored at this stage.	<p>Explain the design process and ensure students follow it correctly.</p> <p>Demonstrate how to produce initial ideas and sketches for the brief.</p>	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p> <p>Sketchbooks and drawing media</p>
8				<p>4.0 Produce initial ideas for all items required in the design brief. There should be a minimum of 4 concepts explored at this stage.</p> <p>4.1 Submit initial ideas for approval by teacher and/or client</p>	<p>Assist students in producing a minimum of 4 concepts.</p> <p>Approve all ideas submitted in conjunction with the client if possible</p>	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p>

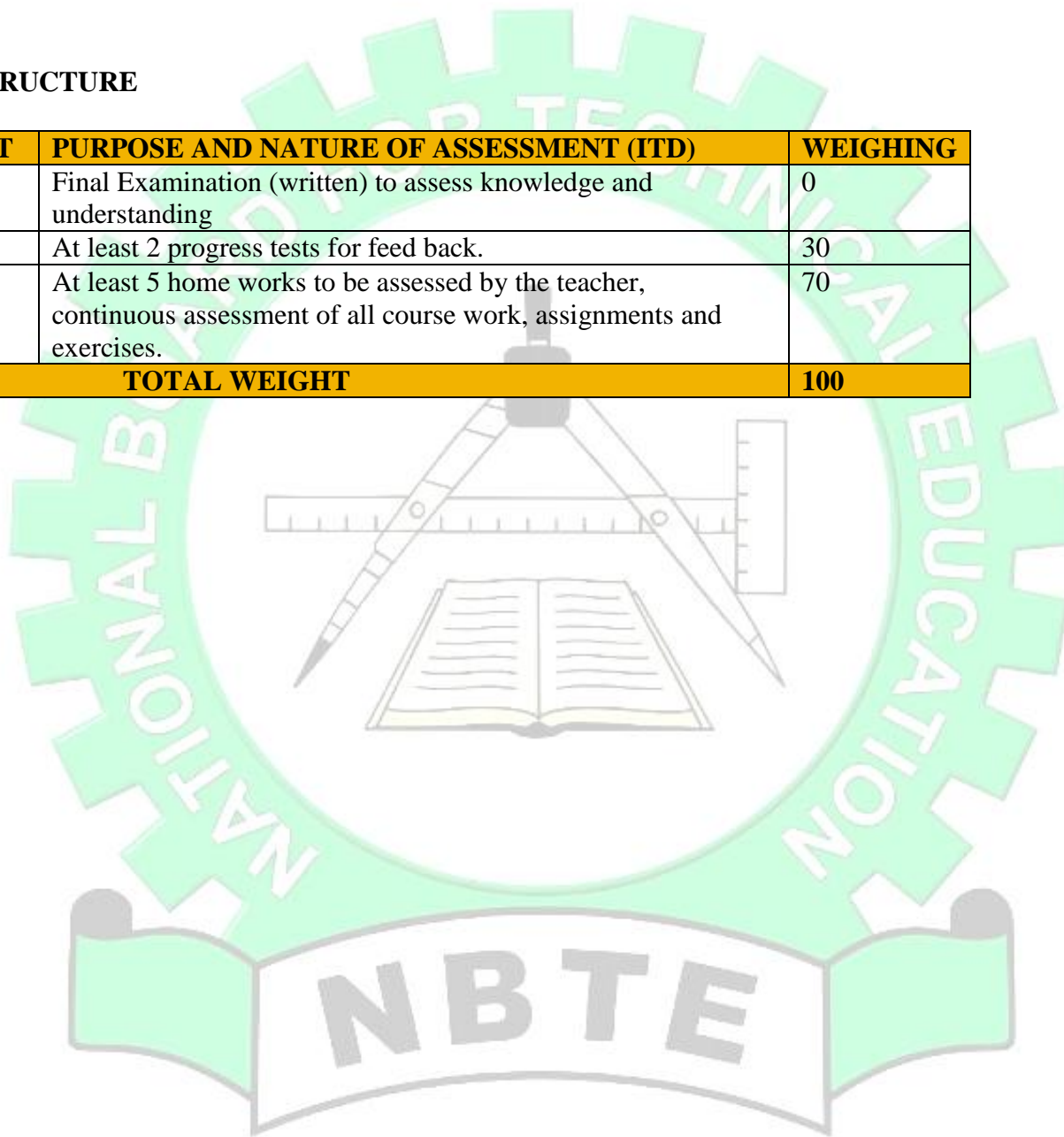
						Sketchbooks and drawing media
9				4.2 Select the best idea in conjunction with the client and/or teacher and produce a variety of layouts and colourways for the selected idea.	<p>Assist students in selecting the best idea with the help of the client if possible.</p> <p>Explain and demonstrate how to develop the best idea and produce a variety of layouts and colourways for the selected idea.</p>	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p> <p>Sketchbooks and drawing media</p>
10				4.2 Select the best idea in conjunction with the client and/or teacher and produce a variety of layouts and colourways for the selected idea.	<p>Explain and demonstrate how to develop the best idea and produce a variety of layouts and colourways for the selected idea.</p>	<p>Computers</p> <p>Data projector</p> <p>Presentation</p> <p>Handouts and support materials</p> <p>Exemplars</p> <p>Sketchbooks and drawing media</p>

11				4.3 Select the chosen design and prepare client visuals for all items.	Assist students in choosing final design and demonstrate how to prepare client visuals.	Computers Data projector Presentation Handouts and support materials Exemplars Sketchbooks and drawing media
12				4.3 Select the chosen design and prepare client visuals for all items.	Assist students in choosing final design and demonstrate how to prepare client visuals.	Computers Data projector Presentation Handouts and support materials Exemplars Sketchbooks and drawing media
13				4.3 Select the chosen design and prepare client visuals for all items.	Assist students in choosing final design and demonstrate how to prepare client visuals.	Computers Data projector Presentation

						Handouts and support materials Exemplars Sketchbooks and drawing media
GENERAL OBJECTIVE 5: PRESENT FINAL DESIGN SOLUTIONS						
14				5.0 Prepare final client visuals for presentation by mounting on card. 5.1 Prepare a verbal presentation explaining the concept behind the final idea and explain how it meets the requirements of the brief	Demonstrate the best way to mount client visuals for presentation. Provide a pro forma to allow students to prepare a verbal presentation to the client.	Computers Data projector Presentation Handouts and support materials Exemplars Sketchbooks and drawing media Card for mounting
15				5.2 Present final client visuals to the client and/or teacher and class group.	Arrange to have the client at the presentation if possible. Provide feedback to students during presentation.	Exhibition/presentation space.

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	0
Test	At least 2 progress tests for feed back.	30
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	70
TOTAL WEIGHT		100



ADVERTISING 1

PROGRAMME:

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

COURSE NAME:

ADVERTISING 1

COURSE CODE:

AGD 223

CONTACT HOURS:

4

CREDIT:

4

SEMESTER:

4

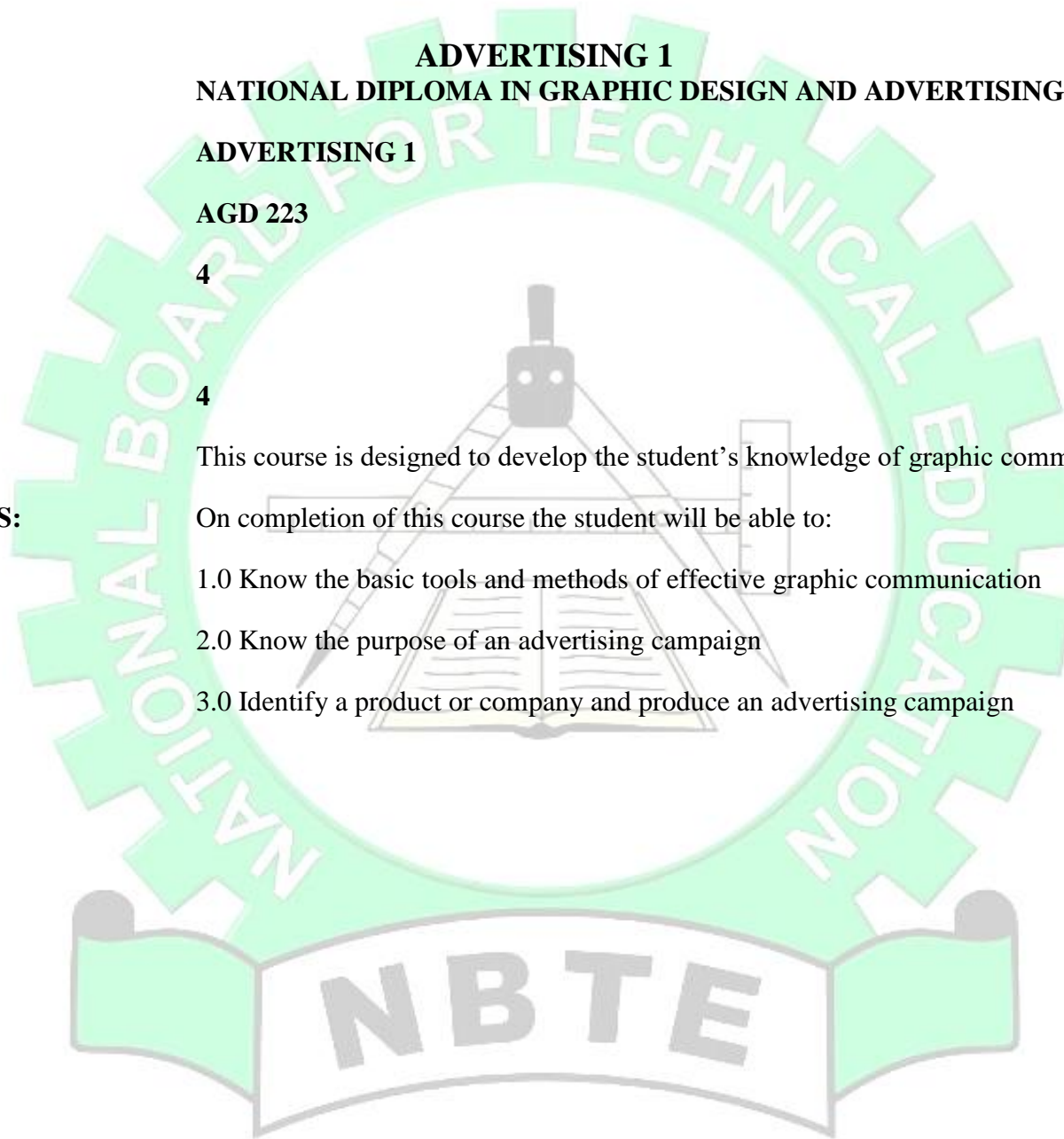
GOAL:

This course is designed to develop the student's knowledge of graphic communication and advertising

GENERAL OBJECTIVES:

On completion of this course the student will be able to:

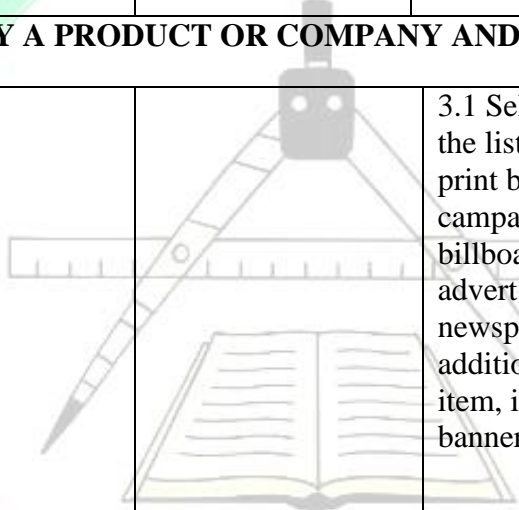
- 1.0 Know the basic tools and methods of effective graphic communication
- 2.0 Know the purpose of an advertising campaign
- 3.0 Identify a product or company and produce an advertising campaign



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: ADVERTISING 1			COURSE CODE: AGD 223		CONTACT HOURS: THEORY 1 PRACTICAL 3	
GOAL: TO DEVELOP THE STUDENT'S KNOWLEDGE OF GRAPHIC COMMUNICATION AND ADVERTISING						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW THE BASIC TOOLS AND METHODS OF EFFECTIVE GRAPHIC COMMUNICATION						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Define Graphic Communication	Explain graphic communication and its role in society, i.e., to sell, promote, raise awareness	Books Internet Examples Support material Data Projector			
2	1.2 Know the tools of Graphic Communication	Explain the tools of graphic communication, i.e., image, word, colour.	Books Internet Examples Support material Data Projector			
3	1.3 Discuss the principles of graphic communication	Explain the principles of graphic communication, i.e., client requirements, product credentials	Books Internet Examples Support material Data Projector			

NBTE

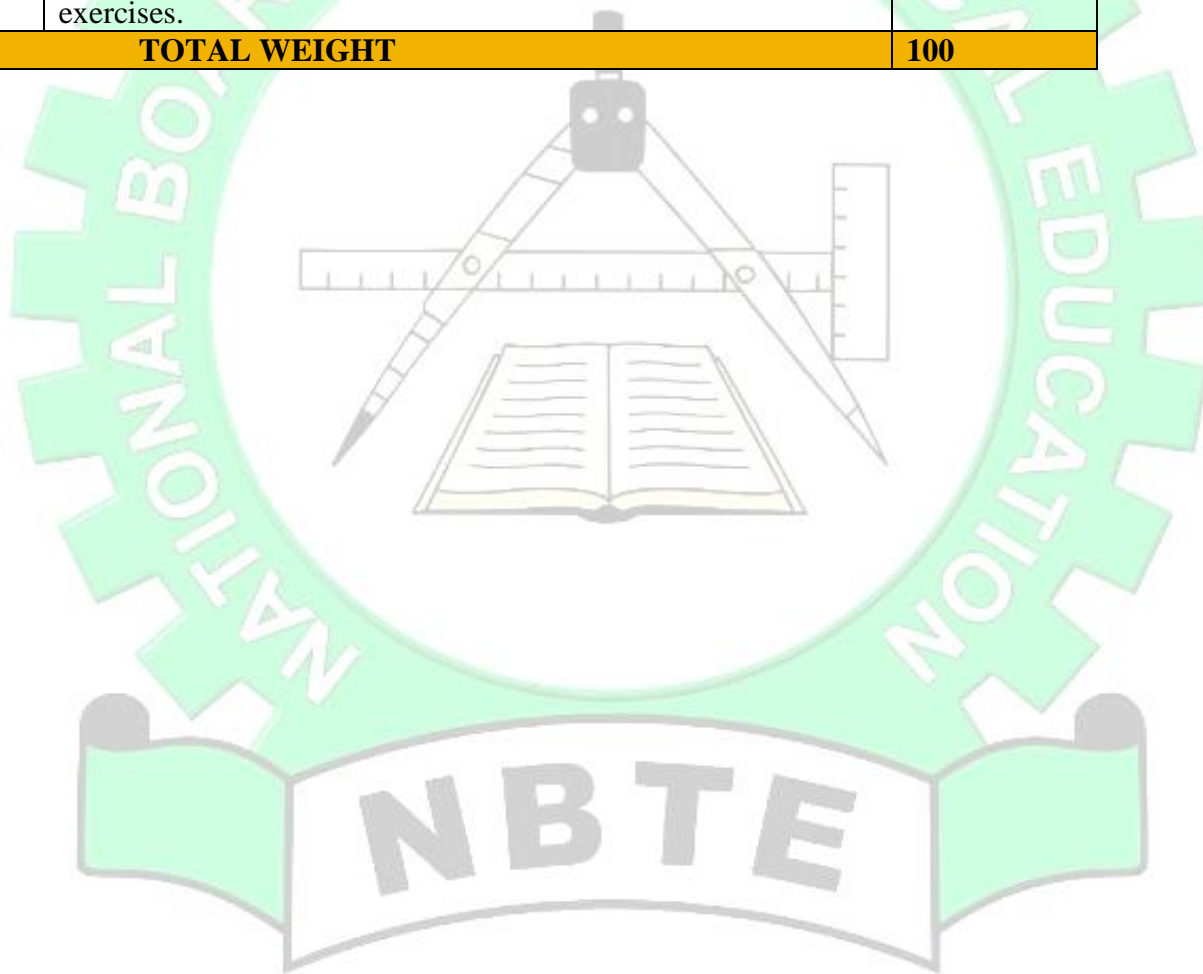
4	1.4 Discuss the function and effectiveness of different types of graphic communication materials	Explain the function and effectiveness of different types of graphic communication materials, i.e., printed materials, screen based materials.	Books Internet Examples Support material Data Projector			
GENERAL OBJECTIVE 2: KNOW THE PURPOSE OF AN ADVERTISING CAMPAIGN						
5	2.1 Identify the purpose of and advertising campaign	Explain the purpose of an advertising campaign	Books Internet Examples Support material Data Projector	2.1 Select an existing advertising campaign and identify its general purpose. Presents results in a sketchbook	Provide a sample of existing advertising campaigns and demonstrate how to identify its general purpose	Books Internet Examples Support material Data Projector
6				2.2. Select an existing advertising campaign and identify its specific purpose. Produce the results in a sketchbook	Provide a sample of existing advertising campaigns and demonstrate how to identify its specific purpose	Books Internet Examples Support material Data Projector
7				2.3 Select an existing advertising campaign and identify the communication tools used. Produce the results in a sketchbook	Provide a sample of existing advertising campaigns and demonstrate how to identify communication tools used	Books Internet Examples Support material Data Projector
8				2.4 Select an existing advertising campaign and identify the target audience	Provide a sample of existing advertising campaigns and demonstrate how to	Books Internet Examples Support material

				Produce the results in a sketchbook	identify the target audience	Data Projector
9				2.5 Select an existing advertising campaign and discuss the effectiveness of the materials Produce the results in a sketchbook	Provide a sample of existing advertising campaigns and demonstrate how to identify the effectiveness of the materials	Books Internet Examples Support material Data Projector
GENERAL OBJECTIVE 3: IDENTIFY A PRODUCT OR COMPANY AND PRODUCE AN ADVERTISING CAMPAIGN						
10				3.1 Select a product from the list provided and plan a print based advertising campaign that includes a billboard poster, magazine advert, black and white newspaper advert and an additional promotional item, i.e., tee shirt, cap, banner etc.	Provide a list of products that will allow the students to plan an advertising campaign. The list may include products such as toiletries, foodstuffs, electronics, domestic items, clothes.	Books Internet Examples Support material Data Projector
11				3.2 Select a product from the list provided and identify the general and specific purpose, Produce sketch ideas.	Assist the students in identifying the general and specific purpose, Evaluate student work and provide feedback.	Books Internet Examples Support material Data Projector
12				3.3 Select a product from the list provided and identify the target audience	Assist the students in identifying the target audience and	Books Internet Examples

				and the communication tools used. Produce sketch ideas.	the communication tools used. Evaluate student work and provide feedback.	Support material Data Projector
13				3.4 Produce developed ideas for the advertising campaign	Assist the students in producing developed ideas for the advertising campaign. Evaluate student work and provide feedback.	Books Internet Examples Support material Data Projector
14				3.4 Produce developed ideas for the advertising campaign	Assist the students in producing developed ideas for the advertising campaign. Evaluate student work and provide feedback.	Books Internet Examples Support material Data Projector
15				3.6 Produce and present final ideas for the advertising campaign. Evaluate the effectiveness of the final idea.	Assist the students in producing and presenting final developed ideas for the advertising campaign. Evaluate student work and provide feedback.	Books Internet Examples Support material Data Projector

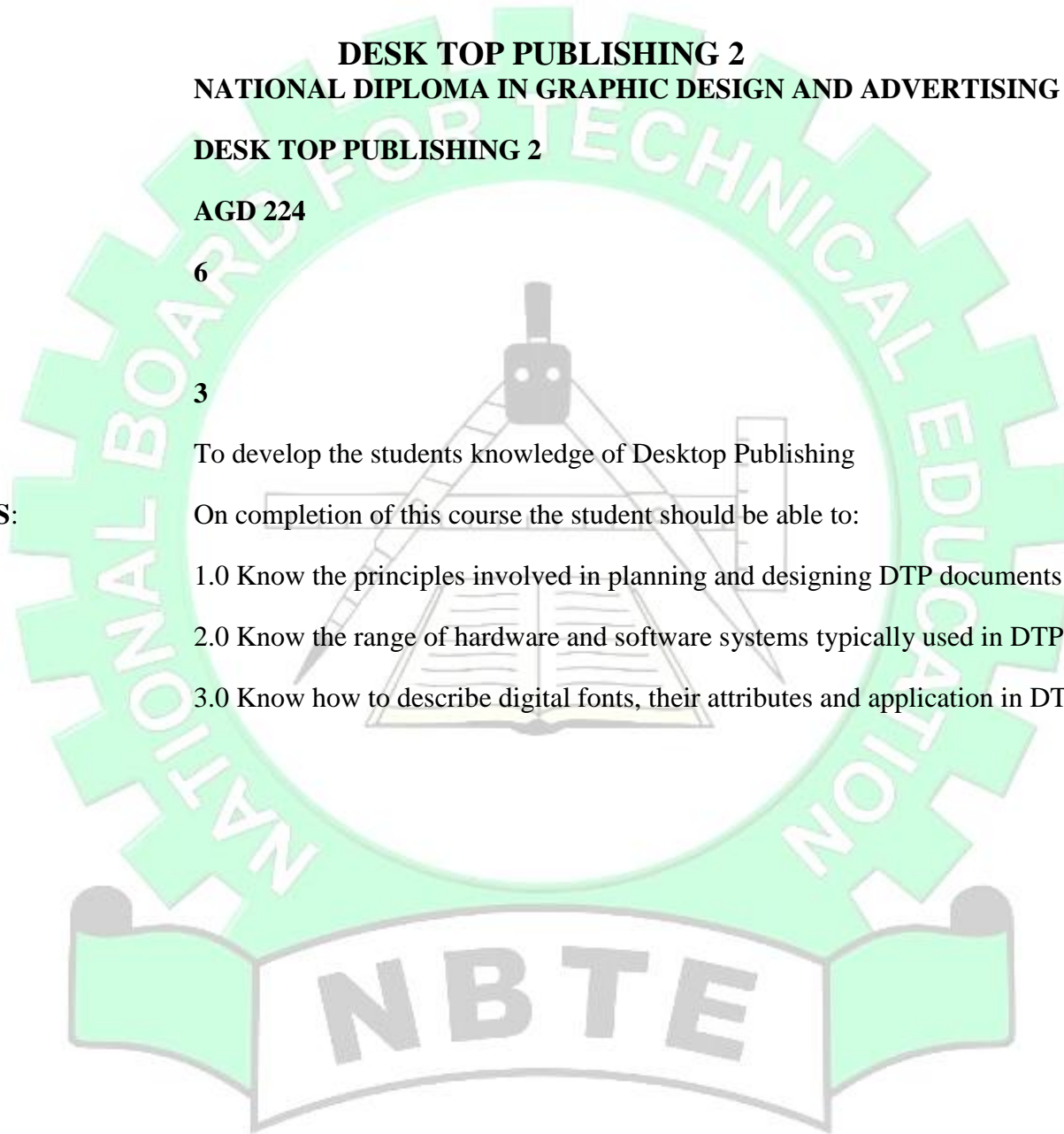
ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	10
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	70
TOTAL WEIGHT		100



DESK TOP PUBLISHING 2

PROGRAMME:	NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING
COURSE NAME:	DESK TOP PUBLISHING 2
COURSE CODE:	AGD 224
CONTACT HOURS:	6
CREDIT:	3
SEMESTER:	3
GOAL:	To develop the students knowledge of Desktop Publishing
GENERAL OBJECTIVES:	On completion of this course the student should be able to: 1.0 Know the principles involved in planning and designing DTP documents 2.0 Know the range of hardware and software systems typically used in DTP 3.0 Know how to describe digital fonts, their attributes and application in DTP



PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: DESK TOP PUBLISHING 2			COURSE CODE: AGD 224		CONTACT HOURS: THEORY 2 PRACTICAL 4	
GOAL: TO DEVELOP THE STUDENTS KNOWLEDGE OF DESKTOP PUBLISHING						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW THE PRINCIPLES INVOLVED IN PLANNING AND DESIGNING DTP DOCUMENTS						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Outline the purpose of a briefing session between customer/client and designer	Explain the principles involved in planning and designing DTP documents to meet customer requirements.	Internet Books Computer Data projector Presentation Student Notes	1.1 Identify the stages involved in producing a design solution 1.2 Identify the principles of design that can be used when creating or assessing a design solution.	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
2	1.2 Describe the design decisions that need to be defined when creating or preparing a design solution.	Explain the principles involved in planning and designing DTP documents to meet customer requirements.	Internet Books Computer Data projector Presentation Student Notes	1.3 Identify the use of a typographic grid	Demonstrate how to set up a grid	Computer and relevant DTP software Data projector
3	1.3 Describe how general DTP software programmes have features that allow the finished document to be used either for print or for publication on the internet	Explain the principles involved in planning and designing DTP documents to meet customer requirements.	Internet Books Computer Data projector Presentation Student Notes	1.4 Identify the procedures of providing a design solution	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector

4	1.4 Outline the difference between house style and corporate identity 1.5 State the elements that can be defined in a house style.	Explain the principles involved in planning and designing DTP documents to meet customer requirements.	Internet Books Computer Data projector Presentation Student Notes	1.5 Select the relevant software to develop a house style for a publication for a client. 1.6 Prepare a concept to be used for a house style for a publication.	Demonstrate the use of DTP software and hardware Provide a DTP project for a publication	Computer and relevant DTP software Data projector
5	1.6 Describe the activities that should be undertaken before commencing DTP products 1.7 Outline the reasons for importing elements into a DTP publication.	Explain the principles involved in planning and designing DTP documents to meet customer requirements.	Internet Books Computer Data projector Presentation Student Notes	1.7 Identify software elements used for the publication 1.8 Handle the computer and software to import relevant elements to produce final design for a publication	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
GENERAL OBJECTIVE 2: KNOW THE RANGE OF HARDWARE AND SOFTWARE SYSTEMS TYPICALLY USED IN DTP						
6	2.1 State the primary function of colour management software	Explain the operation of hardware and software systems typically used in DTP	Internet Books Computer Data projector Presentation Student Notes	2.1 Describe the range of hardware and software in DTP	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
7	2.2 Outline the elements of a DTP system that need colour management	Explain the operation of hardware and software systems typically used in DTP	Internet Books Computer Data projector Presentation Student Notes	2.2 Identify the problems of compatibility between software and hardware elements in DTP and digital pre-press	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
8	2.3 Explain the procedures of displaying colour on screen.	Explain the operation of hardware and	Internet Books Computer	2.3 Identify hardware calibration.	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software

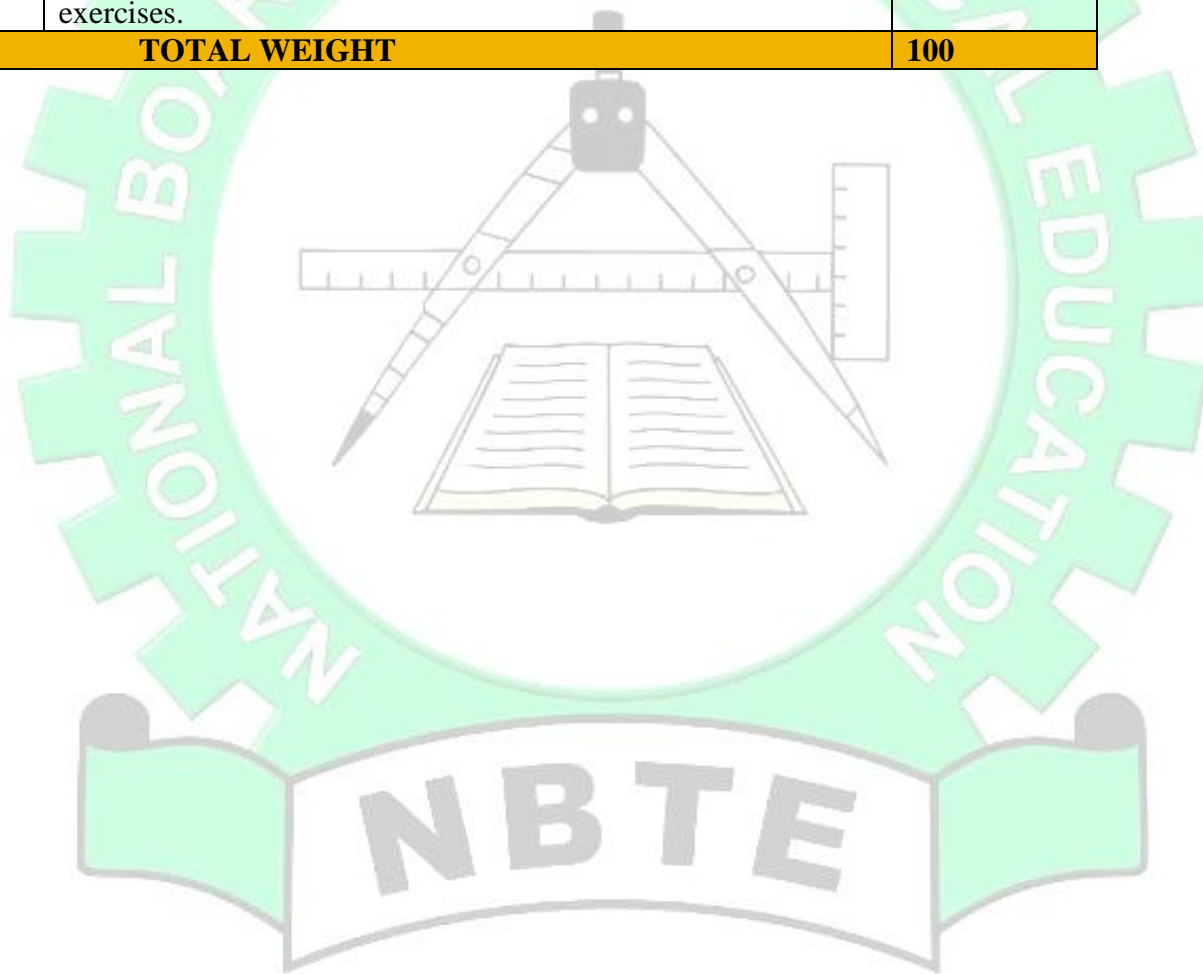
		software systems typically used in DTP	Data projector Presentation Student Notes	2.4 Use RGB mode to display colour on a computer screen		Data projector
9	2.4 State the procedures of printing colour using CMYK mode	Explain the operation of hardware and software systems typically used in DTP	Internet Books Computer Data projector Presentation Student Notes	2.5 Use CMYK mode to print a designed artwork with the computer.	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
10	2.5 Explain how high resolution colour images in digital documents may exist in either RGB or CMYK and may be composite or separated	Explain the operation of hardware and software systems typically used in DTP	Internet Books Computer Data projector Presentation Student Notes	2.6 Identify when colour separation of original images and conversion to CMYK mode takes place	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
11	2.6 Describe the importance of reliable colour reproduction in DTP productions.	Explain the operation of hardware and software systems typically used in DTP	Internet Books Computer Data projector Presentation Student Notes	2.7 Identify when colour separation is taking place within the workflow in DTP	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector
GENERAL OBJECTIVE 3: KNOW HOW TO DESCRIBE DIGITAL FONTS, THEIR ATTRIBUTES AND APPLICATION IN DTP						
12	3.4 Identify the common types of application software used for creating or generating textual elements for DTP 3.5 Describe the variable characteristics which can be	Explain the operation of hardware and software systems typically used in DTP	Internet Books Computer Data projector Presentation Student Notes	3.1 Undertake practical exercises in DTP software programmes using type. 3.2 Use type fonts for screen display in DTP 3.3 Explore sources of obtaining text for use in DTP publication.	Demonstrate the use of DTP software and hardware	Computer and relevant DTP software Data projector

	<p>applied to a chosen typeface</p> <p>3.6 Outline typographical attributes to be considered when preparing text for a design brief.</p>			<p>3.4 Use the relevant software to import text files into DTP document.</p>		
13	<p>3.7 Identify the methods of horizontal alignment for text.</p> <p>3.8 State how automatic vertical line justification may alter the inter-line or inter-paragraph spacing of type.</p> <p>3.9 Outline group of text attributes to be defined as a named paragraph style or tag to enable consistency in a document and increased speed of layout</p> <p>3.10 List the available options for paragraph styles or tags</p>	<p>Explain the operation of hardware and software systems typically used in DTP</p>	<p>Internet Books Computer Data projector Presentation Student Notes</p>	<p>3.1 Undertake practical exercises in DTP software programmes using type.</p> <p>3.2 Use type fonts for screen display in DTP</p> <p>3.3 Explore sources of obtaining text for use in DTP publication.</p> <p>3.4 Use the relevant software to import text files into DTP document.</p>	<p>Demonstrate the use of DTP software and hardware</p>	<p>Computer and relevant DTP software</p> <p>Data projector</p>
14	<p>3.11 Explain how most fonts including many of the best known ones are protected by copyright</p>	<p>Explain the operation of hardware and software systems</p>	<p>Internet Books Computer Data projector Presentation</p>	<p>3.1 Undertake practical exercises in DTP software programmes using type.</p>	<p>Demonstrate the use of DTP software and hardware</p>	<p>Computer and relevant DTP software</p> <p>Data projector</p>

	<p>3.12 Describe the digital formats for fonts</p> <p>3.13 Identify the postscript type fonts that exist in two versions – screen fonts and outline printer fonts</p> <p>3.14 State how true type fonts can be used for both bitmapped screen display and also for vector based output to high resolution devices</p>	typically used in DTP	Student Notes	<p>3.2 Use type fonts for screen display in DTP</p> <p>3.3 Explore sources of obtaining text for use in DTP publication.</p> <p>3.4 Use the relevant software to import text files into DTP document.</p>		
15	<p>3.15 Outline how text can be obtained from many sources for use in DTP documents</p> <p>3.16 Outline the file formats for text</p> <p>3.17 Outline methods of importing text files into DTP document.</p> <p>3.18 Explain why qwerty keyboard does not have enough keys for every character in a font set.</p>	Explain the operation of hardware and software systems typically used in DTP	<p>Internet Books</p> <p>Computer Data projector</p> <p>Presentation Student Notes</p>	<p>3.1 Undertake practical exercises in DTP software programmes using type.</p> <p>3.2 Use type fonts for screen display in DTP</p> <p>3.3 Explore sources of obtaining text for use in DTP publication.</p> <p>3.4 Use the relevant software to import text files into DTP document.</p>	Demonstrate the use of DTP software and hardware	<p>Computer and relevant DTP software</p> <p>Data projector</p>

ASSESSMENT STRUCTURE

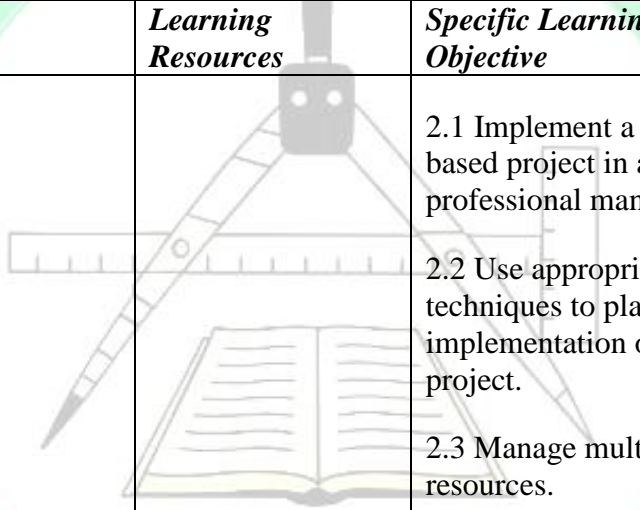
TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	20
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	60
TOTAL WEIGHT		100



TEAM PROJECT

PROGRAM:	NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING
COURSE TITLE:	TEAM PROJECT
COURSE CODE:	AGD 225
PRE-REQUISITE:	Comm. In English, Entrepreneurship Dev. and subject specific project work.
DURATION:	3 hours
CREDIT UNITS:	1
SEMESTER	4
GOAL:	To simulate working for a client in a professional environment where a team of people would work together to undertake a commission in a specialist field.
GENERAL OBJECTIVES:	On completion of this course the trainee will be able to: <ol style="list-style-type: none">1. Work with others in a team.2. Plan the commission of a project in response to a given brief.3. Produce a solution in response to a given brief.4. Present a solution to a client.

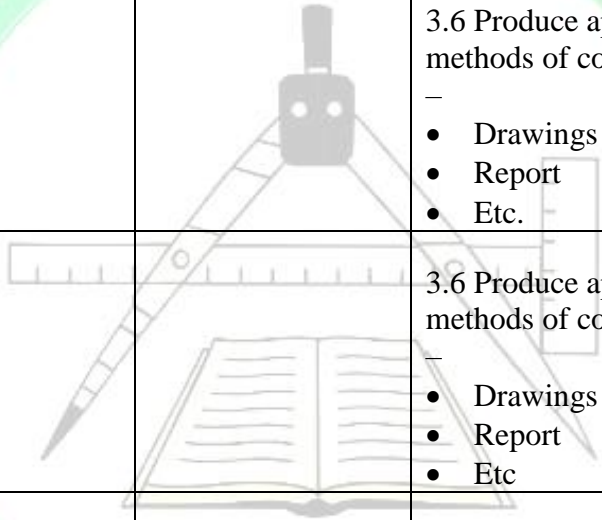
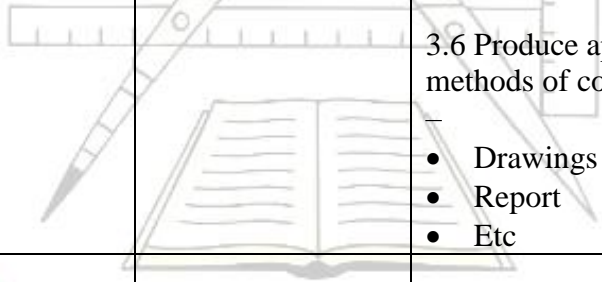
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PROGRAMME: NATIONAL DIPLOMA IN INTERIOR DESIGN						
COURSE: TEAM PROJECT			COURSE CODE: AGD 225	CONTACT HOURS: 3HRS/WEEK		
GOAL: TO STIMULATE THE TECHNIQUES INVOLVED IN PLANNING AND IMPLEMENTATION OF A SUSTAINED PROJECT						
COURSE SPECIFICATION: THEORETICAL CONTENT 0 hours				COURSE SPECIFICATION: PRACTICAL CONTENT 3 hours		
GENERAL OBJECTIVE 1.0: WORK IN A TEAM TO INTEGRATE AND APPLY THE LEARNING OUTCOMES FROM THE PROGRAMME TO THE LATER STAGES OF A SUSTAINED PROJECT.						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1				<p>2.1 Implement a client based project in a professional manner</p> <p>2.2 Use appropriate techniques to plan the implementation of a project.</p> <p>2.3 Manage multiple resources.</p>	<p>Present an illustrated brief for a project.</p> <p>Allocate members to each team.</p> <p>Discuss –</p> <ul style="list-style-type: none"> • Time management • Program of Work • Individual Roles & Responsibilities • Leadership skills • Submission requirements. 	<p>Project Brief</p> <p>Project Management software</p> <p>Interactive White Board.</p>

					Provide supervision and verbal feedback each week.	
2				<p>1.1 Work with others in a specialist field.</p> <p>2.4 Identify user requirements.</p> <p>2.5 Produce relevant research.</p>	<p>Observe team meeting(s) – to plan & undertake the project.</p> <p>Facilitate discussion to identify user requirements.</p> <p>Monitor progress of project and teamwork.</p>	<p>Project Management software</p> <p>Interactive White Board.</p> <p>Team booklet</p>
3				<p>3.1 Consolidate skills and knowledge from previous project work.</p> <p>1.2 Work as part of a team and share information.</p>	<p>Assist in the team to progressively develop and refine ideas towards a solution. Each team may require different guidance.</p> <p>Record team progress.</p> <p>Record individual performance.</p>	<p>Project Management software</p> <p>Interactive White Board.</p> <p>Team booklet</p>

4				<p>3.1 Consolidate skills and knowledge from previous project work.</p> <p>1.2 Work with other and share information.</p>	<p>Assist in the team to progressively develop and refine ideas towards a solution. Each team may require different guidance.</p> <p>Record team progress.</p> <p>Record individual performance.</p>	Team booklet
5				<p>3.1 Consolidate skills and knowledge from previous project work.</p> <p>1.2 Work with other and share information.</p>	<p>Assist in the team to communicate a proposal - each team may require different guidance.</p> <p>Record team progress.</p> <p>Record individual performance.</p>	Team booklet
6				<p>1.3 Present a proposal to the client.</p> <p>3.2 Prepare drawings that communicate proposal(s) in response to a given project brief.</p>	<p>Assess interim submission.</p> <p>Provide written and oral feedback.</p> <p>Encourage peer evaluation of –</p>	Team booklet

					<ul style="list-style-type: none"> • Project • Presentation • Resources • Time management • Skills <p>Facilitate re-allocation of time, resources etc. to complete the project within the given time.</p>	
7				<p>3.3 Respond to feedback.</p> <p>3.4 Amend resources as deemed necessary.</p>	<p>Observe team meeting(s), facilitate discussions and mediate as required.</p> <p>Monitor progress of project and teamwork</p> <p>Record team progress.</p> <p>Record individual performance.</p> <p>Facilitate re-allocation of time, resources etc. to complete the project within the given time.</p>	Team booklet

8				<p>3.3 Respond to feedback</p> <p>3.4 Amend allocation/ use of resources as necessary.</p> <p>3.5 Report on progress of teamwork.</p>	<p>Facilitate peer group discussion as necessary.</p> <p>Offer 1:1 guidance</p>	Team booklet
9			 <p>3.6 Produce appropriate methods of communication</p> <p>–</p> <ul style="list-style-type: none"> • Drawings • Report • Etc. 	<p>Facilitate peer group discussion as necessary.</p> <p>Offer 1:1 guidance</p>	Team booklet	
10			 <p>3.6 Produce appropriate methods of communication</p> <p>–</p> <ul style="list-style-type: none"> • Drawings • Report • Etc 	<p>Facilitate peer group discussion as necessary.</p> <p>Offer 1:1 guidance</p>	Team booklet	
11			<p>3.6 Produce appropriate methods of communication</p> <p>–</p> <ul style="list-style-type: none"> • Drawings • Report • Etc 	<p>Facilitate peer group discussion as necessary.</p> <p>Offer 1:1 guidance</p>	Team booklet	
12			<p>3.7 Review progress and amend program of work.</p> <p>4.1 Prepare presentation</p>	<p>Demonstrate skills as required.</p>	Team booklet	

13				4.1 Prepare presentation	Demonstrate skills as required.	Team booklet
14				4.2 Make a formal presentation of the solution to clients. 4.3 Obtain client acceptance of the implementation.	Observe presentation.	Presentation software and projector.
15				4.4 Justify decisions and assess the results. 4.5 Reflect on the process in a written report.	Assist in the preparation of a report – SWOT analysis, conclusion etc.	

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Project Plan	To be assessed by teacher	20
Project	To be assessed by team of invigilators	80
TOTAL WEIGHT		100

PRINT PRODUCTION PROCESSES 1

NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING

PROGRAMME:

COURSE NAME:

PRINT PRODUCTION PROCESSES 1

COURSE CODE:

PTG 109

CONTACT HOURS:

6

CREDIT:

SEMESTER:

4

GOAL:

To develop a clear understanding of the main printing processes used in the printing and graphic communication industry.

GENERAL OBJECTIVES:

On completion of this course the student should:

- 1.0 Know the history and evolution of printing.
- 2.0 Understand modern trends and development in the printing industry.
- 3.0 Know the lithography printing process and its main characteristics.
- 4.0 Know the letterpress printing process and its main characteristics.
- 5.0 Know the flexography printing process and its main characteristics.
- 6.0 Know the photogravure printing process and its main characteristics.
- 7.0 Know the screen-printing process and its main characteristics.
- 8.0 Know the digital printing processes and their main characteristics

PROGRAMME: NATIONAL DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING						
COURSE: PRINT PRODUCTION PROCESSES		COURSE CODE: PTG 109		CONTACT HOURS: 2 THEORY, 4 PRACTICAL		
GOAL: TO DEVELOP A CLEAR UNDERSTANDING OF THE MAIN PRINTING PROCESSES USED IN THE PRINTING AND GRAPHIC COMMUNICATION INDUSTRY.						
COURSE SPECIFICATION: THEORETICAL CONTENT				COURSE SPECIFICATION: PRACTICAL CONTENT		
GENERAL OBJECTIVE 1.0: KNOW THE HISTORY AND EVOLUTION OF PRINTING						
<i>Week</i>	<i>Specific Learning Objectives</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>	<i>Specific Learning Objective</i>	<i>Teacher's Activities</i>	<i>Learning Resources</i>
1	1.1 Define printing. 1.2 Describe the following: <ul style="list-style-type: none"> • Invention of printing • Early methods of printing 1.3 Discuss the invention of the moveable type. 1.4 Discuss the impact that printing had on civilization <ul style="list-style-type: none"> • Religions. • Social impacts 1.5 Discuss the early stage of printing (11 th – 12 th Century).	Explain the historical development of printing Explain the religions and social impact printing had on society.	Internet Books Journals etc.	1.1 Demonstrate knowledge of historical periods in the history of printing	Give an example of putting an image on a litho stone, ink it and print from it	Lithographic Printing materials

	<p>1.6 Discuss the invention of typographic printing (Johannes Gutenberg)</p> <p>1.7 Discuss the invention of lithography (Senevelder).</p> <p>1.8 Describe the invention of the printing press</p> <ul style="list-style-type: none"> • Flat bed press • Rotary printing press <p>1.9 Describe the introduction of modern printing techniques.</p> <ul style="list-style-type: none"> • Offset lithography. • Gravure, etc. 					
GENERAL OBJECTIVE 2: UNDERSTAND MODERN TRENDS AND DEVELOPMENT IN THE PRINTING INDUSTRY.						
2	<p>2.1 Identify the developments in modern printing techniques. e.g. Digital printing</p> <p>2.2 Discuss current trends in the printing industry e.g. large format, direct imaging etc.</p>	<p>Explain developments in modern printing techniques, such as digital printing, etc.</p>	<p>Internet, Books, Journals, Printed samples, etc.</p> <p>Sample of large format and Direct imaging products.</p>	<p>2.1 Demonstrate the knowledge of digital printing techniques</p>	<p>Demonstrate, devise and supervise digital printing exercises</p>	<p>Internet Books, Journals Printed samples, etc.</p> <p>Sample of large format and Direct imaging products</p>
GENERAL OBJECTIVE 3: KNOW THE LITHOGRAPHY PRINTING PROCESS AND ITS MAIN CHARACTERISTICS.						

3	<p>3.1 Describe the principles of lithography.</p> <p>3.2 Outline the image characteristics</p> <p>3.3 Outline the non image characteristics</p> <p>3.4 State the advantages and disadvantages of lithography</p>	<p>Explain the process of lithography and its main characteristics.</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>3.1 Demonstrate the knowledge and the ability to use of a litho press</p>	<p>Demonstrate, devise and supervise the use of litho printing presses</p>	<p>Whiteboard Video Printing presses</p>
4	<p>3.5 Understand the importance of maintaining the correct balance between ink and fountain solution</p> <p>3.6 Identify colour variation</p> <p>3.7 Identify 'Catch up'</p> <p>3.8 Identify Loss of Ink density</p>	<p>Explain the techniques for obtaining an ink/damp balance.</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>3.2 Demonstrate knowledge of the techniques for obtaining an ink/damp balance</p>	<p>Demonstrate and supervise ink/damp balance techniques</p>	<p>Whiteboard Video Printing presses</p>
5	<p>3.9 Describe the offset printing principle</p>	<p>Explain the function of an offset blanket and its importance in the printing process</p>	<p>Internet Books Supporting notes</p>	<p>3.3 Demonstrate the knowledge of an offset blanket</p>	<p>Supervise the use of litho printing presses</p>	<p>Whiteboard Video Printing presses</p>

	<p>3.10 Outline the feature of Right Reading image</p> <p>3.11 Describe the characteristics of Resiliency</p>		<p>PowerPoint presentation Printed samples, etc.</p>			
6	<p>3.12 Identify the function and characteristics of litho printing ink. And inking systems</p> <p>3.13 Identify the range of inking systems</p> <p>3.14 List the components of an inking system</p>	<p>Explain the type of ink and inking systems used in litho printing.</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>3.4 Demonstrate the knowledge of how to set and use inking systems on printing presses</p>	<p>Demonstrate how to set and use inking systems on printing presses</p>	<p>Whiteboard Video Printing presses</p>
7	<p>3.15 Understand the range of litho printing plates and their methods of production.</p> <p>Negative working presensitised Positive working presensitised</p> <p>C.T.P</p>	<p>Explain the methods used to produce litho plates.</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>3.5 Demonstrate the knowledge of the uses of various printing plates</p>	<p>Demonstrate the benefits of different plates for different purposes</p>	<p>Whiteboard Video Printing presses</p>

8	3.16 Identify the range of litho printing presses: Single colour Multi colour Perfactor Web	Explain the range of litho printing presses and explain their suitability for production	Internet Books Supporting notes PowerPoint presentation Printed samples, etc.	3.6 Demonstrate the knowledge and ability to use various kinds of printing presses	Demonstrate and supervise the use of litho printing presses	Whiteboard Video Printing presses
GENERAL OBJECTIVE 4: KNOW THE LETTERPRESS PRINTING PROCESS AND ITS MAIN CHARACTERISTICS						
9	4.1 Describe the principles of letterpress printing 4.2 Identify the characteristics of a letterpress print 4.3 Explain relative print quality 4.4 Identify the range of letterpress printing presses	Explain the process of letterpress printing and its main characteristics	Internet Books Supporting notes PowerPoint presentation Printed samples, etc.	4.1 Demonstrate an understanding of letterpress printing techniques	Demonstrate, devise and supervise letterpress printing projects	Whiteboard Video Printing presses
GENERAL OBJECTIVE 5: KNOW THE FLEXOGRAPHY PRINTING PROCESS AND ITS MAIN CHARACTERISTICS						
10	5.1 Describe the principles of flexography 5.2 Identify the surface characteristics of the process 5.3 Identify the characteristics of flexo inks	Explain the process of flexography and its main characteristics	Internet Books Supporting notes PowerPoint presentation Printed samples, etc.	5.1 Demonstrate an understanding of flexographic printing principles	Demonstrate, devise and supervise a flexography project	Whiteboard Video Printing presses

	<p>5.4 State the achievable quality of flexography</p> <p>5.5 Describe the use of an anilox roller</p> <p>5.6 Describe the relevance of the doctor blade</p> <p>5.7 Identify the range of presses used in flexography</p> <p>5.8 Identify the product suitability of the process</p>					
GENERAL OBJECTIVE 6: KNOW THE PHOTOGRAVURE PRINTING PROCESS AND ITS MAIN CHARACTERISTICS						
11	<p>6.1 Describe the principles of photogravure printing</p> <p>6.2 Identify the uses of doctor blade</p> <p>6.3 Identify the uses of anilox roller</p> <p>6.4 Identify the surface characteristics of photogravure printing</p>	<p>Explain the process of photogravure and its main characteristics</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>6.1 Demonstrate an understanding of photogravure printing principles</p>	<p>Demonstrate, devise and supervise photogravure projects</p>	<p>Whiteboard Video Printing presses</p>

	<p>6.5 Identify the range of inks used in photogravure</p> <p>6.6 Describe the range of presses used for photogravure printing</p> <p>6.7 Identify the characteristics of a photogravure print</p>					
GENERAL OBJECTIVE 7: KNOW THE SCREEN PRINTING PROCESS AND ITS MAIN CHARACTERISTICS						
12	<p>7.1 Describe the principles of screen printing</p> <p>7.2 Identify the surface characteristics of the process</p> <p>7.3 Identify the use of a Squeegee</p>	<p>Explain the process of screen printing and its main characteristics</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>7.1 Demonstrate an understanding of screen printing principles</p>	<p>Demonstrate, devise and supervise screen printing projects</p>	<p>Whiteboard Video Printing presses</p>
13	<p>7.4 Describe the range of hand benches and printing machinery used in screen printing</p> <p>7.5 Identify the type of a product suited to screen printing</p> <p>7.6 Understand the quality of print that can be</p>	<p>Explain the process of screen printing and its main characteristics</p>	<p>Internet Books Supporting notes PowerPoint presentation Printed samples, etc.</p>	<p>7.1 Demonstrate an understanding of screen printing principles</p>	<p>Demonstrate, devise and supervise screen printing projects</p>	<p>Whiteboard Video Printing presses</p>

	produced by screen printing					
GENERAL OBJECTIVE 8: KNOW THE DIGITAL PRINTING PROCESSES AND THEIR MAIN CHARACTERISTICS						
14	<p>8.1 Describe the principles of digital printing</p> <p>8.2 Identify the principle of non impact printing</p> <p>8.3 Describe the principles of ink jet printing</p> <p>8.4 Describe the principles of electrophotographic printing</p> <p>8.5 Describe the principles of thermal printing</p>	Explain the process of digital printing	<p>Internet</p> <p>Books</p> <p>Supporting notes</p> <p>PowerPoint presentation</p> <p>Printed samples, etc.</p>	8.1 Demonstrate knowledge and ability to use digital printing techniques	Demonstrate, devise and supervise digital printing project	<p>Whiteboard</p> <p>Video</p> <p>Printing presses</p> <p>Digital output devices</p>
15	<p>8.6 Understand the principle of variable data output</p> <p>8.7 Identify the range of digital devices</p> <p>8.8 Describe direct image presses</p> <p>8.9 Identify the characteristics of digital prints</p>	Explain the process of digital printing	<p>Internet</p> <p>Books</p> <p>Supporting notes</p> <p>PowerPoint presentation</p> <p>Printed samples, etc.</p>	8.1 Demonstrate knowledge and ability to use digital printing techniques	Demonstrate, devise and supervise digital printing project	<p>Whiteboard</p> <p>Video</p> <p>Printing presses</p> <p>Digital output devices</p>

ASSESSMENT STRUCTURE

TYPE OF ASSESSMENT	PURPOSE AND NATURE OF ASSESSMENT (ITD)	WEIGHING
Examination	Final Examination (written) to assess knowledge and understanding	30
Test	At least 2 progress tests for feed back.	20
Practical	At least 5 home works to be assessed by the teacher, continuous assessment of all course work, assignments and exercises.	50
TOTAL WEIGHT		100

