



Course #104225 Web and Graphic Design Certification

Course Description

Acquire the skills you'll need to perform as a competent web and graphic design professional using Adobe Creative Suite, the definitive toolkit for professional design and web development. Study the basics of design, typography, color theory and basic layout, then apply them in the computer disciplines: Adobe Photoshop (image manipulation), Adobe Illustrator (drawing), Adobe Dreamweaver (web design), and Adobe Flash (animation). Prepare to communicate your design efforts in a real-world client situation as you develop portfolio-ready pieces and showcase your work in a student critique. Your instructor is a graphic and web design professional with extensive industry experience. Prerequisites are keyboarding skills, a basic comfort level with personal computers, and knowledge of Microsoft Windows.

Class Objectives

Basic Design

- To learn the primary design principles of unity, variety, hierarchy, and proportion
- To learn the support principles of scale, balance, repetition, and proximity
- To learn the elements of shape, line, size, color, texture, and typography
- To gain knowledge of how these basic design elements and principles work together to achieve effective communication design
- To understand the steps involved in producing a design and incorporate those steps into your own project

Photoshop

- To learn the basic functions of this pixel-based image program, working with tools, palettes, and commands to understand how Photoshop works
- To create a look for a web page while building on to a portfolio and creating a consistent branded look for your chosen company

Illustrator

- To learn the basic functions of this vector-based drawing program, working with tools, palettes, and commands to understand how Illustrator works
- To use these acquired skills to create a vector based logo, while building on to a portfolio and creating a consistent branded look for your chosen company

Dreamweaver

- To learn the basic functions of this web design program, working with tools, palettes, and commands to understand how Dreamweaver works
- To develop an understanding of web production
- To create a website, while adding to a portfolio and creating a consistent branded look for your chosen company

Flash

- To learn the functions of animations and interactivity, working with tools, palettes, and a timeline to create interactive animations for web-sites
- To develop an understanding of designing layouts with animations and incorporating them into static based web-sites to create a more dynamic portfolio

Portfolio Review

- To produce at least three portfolio ready layouts from this class
- To learn to present your work in a professional manner, including physically presenting the work and verbally defending its effectiveness

Classroom Format

- Lecture and discussion with hands-on projects and exercises to follow
- Group critique and portfolio review incorporated

Target Audience

- Someone interested in pursuing the design field
- Someone already in the design field who wants to brush up on design concepts or popular computer design software (Illustrator, Photoshop, and Dreamweaver)
- Someone who is interested in becoming a professional graphic and web designer, but perhaps does not want to spend the time and money on a 2 or 4 year college degree
- Someone who may be interested in the graphic and web design field, but wants to learn more about it before making the decision to go to college and pursue higher education in the field
- Someone who needs to expand their design skills for their current job

Class Hours: 130 hours

Class Location:

Scarlet Oaks Career Development Campus (Sharonville)
3254 East Kemper Road
Cincinnati, OH 45241
513-771-8881

Program Fee: \$2050, including books
Students will need to provide a USB thumb drive

Great Oaks Placement Services

The Placement Services of Great Oaks Institute of Technology and Career Development is a comprehensive communication center for business and Great Oaks student job seekers. Businesses and Industry throughout Southwest Ohio have come to recognize the value of Great Oaks employment resources in ever increasing numbers.

The Placement Center maintains a Resume Bank. Students can view employment listing on our website www.greatoaks.com. At the top of the page you will see a link for **Browse Jobs for Students/Alumni**.

Contact our Placement Center at 513-612-5853 for more information.

Additional program information

- This is an integrated curriculum and requires enrollment in the entire program. Students cannot slot in to the program to take specific modules.
- In order to receive a certificate from Great Oaks, 75% attendance and satisfactory completion of the course is required. There is no makeup time for class time missed; however, if the school is closed for inclement weather or some other reason, we would provide makeup sessions for the hours missed. The makeup schedule will be worked out between the instructor and the students. Completion of the class projects and final portfolio pieces will determine satisfactory completion of the course.
- There is no open lab time, but the class is structured such that you will have lab time as part of your class sessions. This will give each student time to work on projects/portfolio pieces with the instructor present for individual assistance.
- Students are not required to own Adobe software to complete the course. Adequate class time will be available to complete assignments using school computers and software.
- The fee for the program includes all of the books. Students will need to provide a **USB thumb drive to store files**. The entire fee must be paid at the time of registration. Because the program is less than 600 clock hours, federal financial programs are not available to cover the program fee.
- Registration for the program is available through online registration if payment is being made by a credit/debit card. Payment by credit/debit card can also be made by calling Central Registration: 513-771-8881. Payment by check can be made by mail with the registration form available in our catalog and on our website.
- The registration deadline is five days before the start of class. At that time, it will be determined if there is sufficient enrollment to run the program.
- For additional information, phone 513-771-8881