



## GRAPHIC DESIGN

### 1) Communication Design

Visual communication: -

Meaning and Importance.

Forms and methods of communication design.

Pros and cons visual communication

### 2) Graphic printing tools, equipment and identification

### 3) Lettering and Stencil

Basic forms: Block lettering, serif, calligraphy, freestyle lettering.

### 4) Colour

Colour relationships: i.e. tints and shades, colour harmonies, analogous and complementary, cool and warm colours, primary and secondary colours, tertiary colour etc.

Colour symbolism

### 5) Computer for Graphic Design

Uses of appropriate computer software to design visual communication items.

### 6) Graphic printing practicals

a) Introduction to screen printing

b) Plastisol Transfer Printing

c) Sublimation printing

d) Heat Transfer methods

e) CAD vinyl printing

f) Screenprinting

a. Identify and state the uses of common tools materials and equipment in screen printing.

b. Select and use correctly; tools equipment and materials for given screen printing job.

c. Screen printing materials and equipment uses emulsions, films, squeegee screen, fillers, masking tapes, etc.

d. Registration of jobs. With registration tab or transparent sheet.

e. Inking and surfaces and taking proofs.

F. Hand or semi-automatic printing machines in one to four colours.

g. Racking system for drying printed jobs either – clothes line, stacking, or use of heat curing dryers.

Plan, prepare and print a product suitable for screen printing. Select the most appropriate image carrier for the particular job. Remember to use the correct ink.

7) Entrepreneurial Skills in Graphic Design

8) Graphic Design careers: Illustration, cartooning, publishing. Graphic Design employment avenues: Advertising houses, Printing houses, Ministries.

Self employment. Setting up graphic design enterprise.

Factors to consider: pricing, costing and marketing.

Building a portfolio.