



# GRAPHIC DESIGN TRAINING PACKAGE

AKORANGA WHAKANGUNGU HOAHOA

Kia Ora,

Welcome to the **Graphic Design Training Package** at Yoobee Colleges.

*Nau mai ki te akoranga Whakangungu Hoahoa i Yoobee Colleges.*

Congratulations on taking the first step in your Graphic Design journey! Prepare to hit the technical and design heights today's employers demand.



## **FLEXIBLE LEARNING**

You have the option to study entirely online or on-campus.



## **100% PRACTICAL SKILLS**

After this course, you will be able to convert your creative thinking into inspirational print and multimedia designs.

Are you ready to transform your creative talents into a career?



**START HERE**

# GRAPHIC DESIGN IS HERE TO STAY

## TOP GRAPHIC DESIGN SKILLS:

### CREATIVITY

Creativity is one of the most important graphic design skills. It's difficult to come up with new ideas and innovative designs if you don't know how to tap into your creative resources.

### COMMUNICATION

Understanding what a client wants from a design is the key to creating a successful product.

### ADOBE CREATIVE SUITE

Knowing how to use Adobe's creative software (specifically Adobe Illustrator, InDesign, and Photoshop) is a base requirement for many graphic design jobs.

(MONSTER.COM, 2021)



There is no other Graphic Design programme that will match the learning experience you receive at YooBee.

# GO FURTHER WITH GRAPHIC DESIGN

If you want to combine your skills from this course to gain a deeper understanding of design and put them into real-world practice, we recommend also studying our **Digital Marketing Micro-credential & Certificate in Web Development (Micro-credential)**.

**YOU ARE HERE** .....

## **GRAPHIC DESIGN**

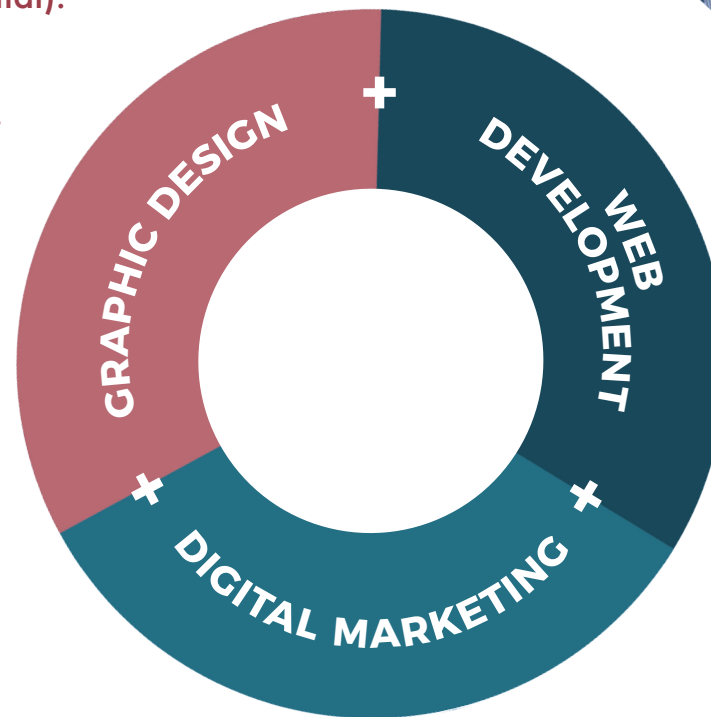
Learn the fundamentals of design to set you up for future challenges and projects.

## **WEB DEVELOPMENT**

See how research, design & coding work together to produce professional websites.

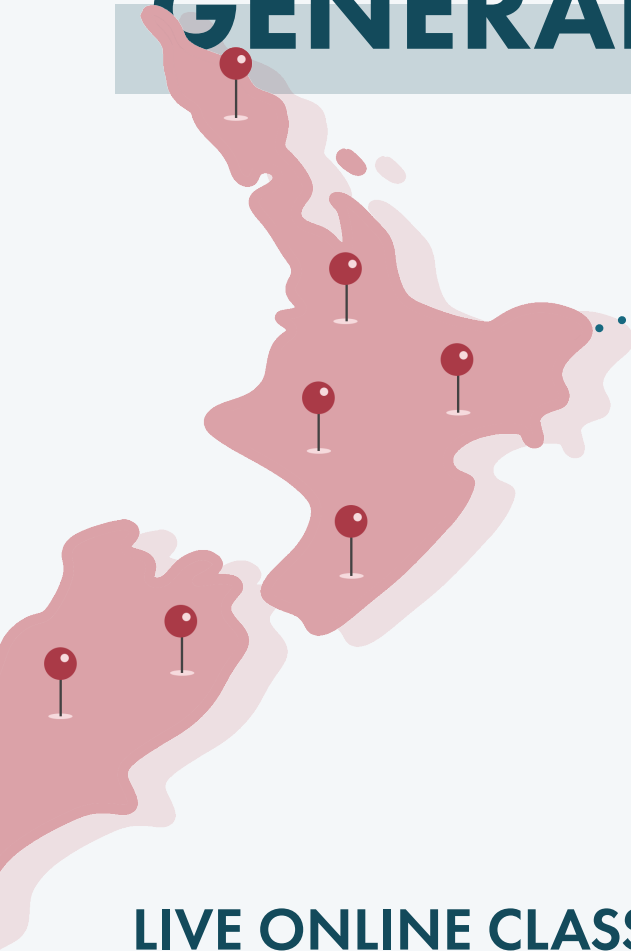
## **DIGITAL MARKETING**

Practice skills to execute an effective digital marketing plan.





# GENERAL INFORMATION



REMOTE LEARNING

+

ON-CAMPUS LEARNING

7

WEEKS

2

EVENINGS PER WEEK

## LIVE ONLINE CLASSES

Live online classes are a friendly and supportive alternative to watching video tutorials — you're able to ask questions and receive answers from an experienced industry professional.

For online learning, you will need a computer that has access to reliable internet, a web cam, and a microphone.

## FEES\*

**Domestic Students:**

\$1,575.00 (incl. GST)

**International Students:**

\$1,575.00 tuition fee (incl. GST)\*\*

*\*Fees subject to change.*

*\*\*International Students - Fees may differ.  
Please enquire.*

# WHAT YOU'LL LEARN



## ◉ TOPIC 1

### GRAPHIC DESIGN PRINCIPLES

An introduction to the graphic design principles for print and web, with a focus on print collateral.

## ◉ TOPIC 2

### GRAPHIC DESIGN PROCESS

Learn the full graphic design process — from the initial brief through to the final product.

## ◉ TOPIC 3

### DESIGN ELEMENTS

An introduction to some of the fundamentals of graphic design. Gain an understanding of layout, hierarchy and styles. Learn the practical role of elements such as line, form, value and grids. Technical theory including colour modes and resolution will be covered.

## ◉ TOPIC 4

### SOFTWARE

Learn the graphic design specific programs included in the Adobe Creative Suite. The purpose, how they compliment each other and how they work together as a whole. You will learn to use the correct application for the right task and practice using them together to achieve the best results.

**Ps** PHOTOSHOP

**Id** INDESIGN

**Ai** ILLUSTRATOR

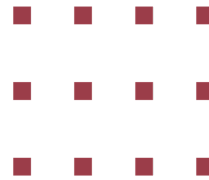
## ◉ TOPIC 5

### DESIGN BRIEF

A series of small design briefs will be started part way through the course. You will be able to apply your new skills as you learn them to a practical project echoing a real life graphic design task.



## MEET OUR INDUSTRY EXPERTS, **MISHCA & BECKY**



### **MISHCA HILL**

Mishca started his career in 2006 as a freelance artist and Graphic Designer working with illustration, paint, photography, sculpture, video and the Adobe Creative Suite. As an artist, he has completed a Master in Visual Arts, staged experimental performances, and curated solo and group exhibitions with artists, musicians, animators and game designers. From 2012 he worked as an online tutor teaching concept art for Uppsala University - Campus Gotland in Sweden, before joining Yoobee College's

### **BECKY STOKES**

With 6 years of industry experience across NZ and the UK, Becky has a diverse background in digital media. She has had the opportunity to teach across a range of disciplines, including graphics, marketing, film and UX. When she's not in the classroom teaching, she runs her own freelancing business - applying her strong creative knowledge to real-life projects.

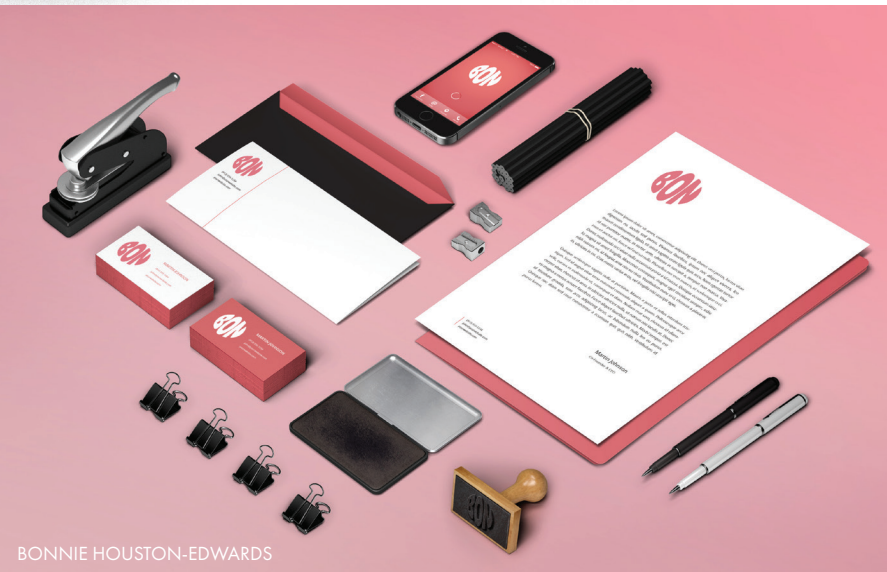






# 2021 GRAPHIC DESIGN TRAINING PACKAGE

## STUDENT WORK



BONNIE HOUSTON-EDWARDS



TABITHA TAYLERT



CAITLIN BOOTH



MAGDA VAN DER WALT





### **Do I need any prior experience?**

You do not need any prior experience in design to enrol in this course. However, it is recommended you have basic computer skills and an interest in graphic design.

### **Will Studylink/Fees Free cover this course?**

No, Studylink can't be applied to any of our Short Courses. As this course is not an NZQA approved qualification, you are not eligible for Fees Free study. For Short Courses that Fees Free study can cover, check out our Micro-credentials.

### **Who can enrol?**

Anyone can enrol! We would love to have you on board with us. However, you must be at least 16 years of age. For further information & entry requirements, visit [www.yoobee.ac.nz](http://www.yoobee.ac.nz).

### **What platform is the online teaching run on?**

All of our online teaching is run through Microsoft Teams, so you will need access to this which is free for guests (as well as reliable internet).

## **FREQUENTLY ASKED QUESTIONS . . .**

### **How can I get started in a career after this?**

In this course you will be given a series of design briefs to work on which are great to use in your portfolio - so you can start building it right away!

You can carry the skills you have learnt in this course to further study at Yoobee with our full-time design programmes.

- **CERTIFICATE IN CREATIVE MEDIA**
- **DIPLOMA IN WEB & GRAPHIC DESIGN**
- **DIPLOMA IN CREATIVE MARKETING**

### **Is there homework?**

Because this course is not a qualification, there is no formal assessments.

However, there will be research-related and small tasks you may need to do outside of class - but this is nothing unachievable.

FAQ'S