

## **Graphic Design Advanced**

### **Course Description**

This course provides main skills of both branding and advertising design through typography, identity creation and developing creative concepts for different advertising mediums. Students work on a final course project where they develop a comprehensive branding and advertising campaign.

### **Things to know before entering this course**

Graphic Design Introduction course and Art of Abstraction courses are required before taking this course. Or knowledge of equivalent skills.

**Course Duration** 18 Classes – 2 hours per class

### **Course Topics**

#### **Class 1 (Introduction)**

#### **Class 2-8 (Visual Brand Design)**

- Typography design and fonts
- Creative thinking
- Case studies and Analysis
- Building identity
- Layout
- Logo development

#### **Class 9-13 (Advertising Design)**

- Creative thinking and concept development
- Media and Trends
- Digital and printed advertising

- Layout design
- Social media and Email Marketing design

### **Class 14-18 (Final Project)**

- Brief and storytelling.
- Visual Brand Identity Creation
- Digital and Print advertisement design.
- Portfolio Creation

### **Attendance Policy**

Being absent more than 15% percent of the course classes is an automatic fail.

### **Grading**

Grades are divided among assignments, projects and final presentation of the course portfolio.