



COVER DESIGN & TYPOGRAPHY

Course Code: WSQ-TYP

What will you learn?

- Target audience and print characteristics.
- Print media trends.
- Elements in print media covers.
- Typography in print media design.
- Principles of layout in print media.
- Relationship between text and imagery.
- Designing a print media cover.
- Project stakeholders.

Course Schedule

Contact Hours: 28 hours

Course Frequency : Once per week

Course Duration : 9 weeks

Course Materials

- The Complete Manual of Typography
- Basic Design - Layout
- 100 Things Every Designer Needs to Know About People

About the Workshop

Explore the fundamentals of publication design through the study of various platforms like books, magazines and other print mediums. Participants undergoing this programme will learn effective cover designs to catch the attention and engage audiences.

This workshop is crafted to arm participants with publication techniques currently practiced in the industry. Throughout the programme, participants will be exposed to various publication techniques, styles and common problems and solutions encountered by designers today.

At the end of the programme, participants will be issued a Statement of Attainment (SOA) from the Singapore Workforce Development Agency.

Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Scheme	Full Course Fee
90% Subsidy	\$15 Per Hour Subsidy	70% Subsidy	90% Subsidy	95% Subsidy	-
\$166.60	\$628.60	\$628.60	\$166.60	\$117.60	\$1,048.60
Absentee Payroll: \$7.50 Per Hour	Absentee Payroll: \$4.50 Per Hour	-	Training Allowance: \$4.50 Per Hour	-	-

WSQ subsidies are eligible for Singapore's and PRs above the age of 21.

Please check with our education consultants regarding funding eligibility.

Registration fee of \$30

Course Outline

Day 1	<ul style="list-style-type: none">• Book's characteristics• Authors target audience
Day 2	<ul style="list-style-type: none">• Current cover book's design trends• Book cover project brief
Day 3	<ul style="list-style-type: none">• Elements in book cover• Book cover specifications
Day 4	<ul style="list-style-type: none">• Typography in print media design
Day 5	<ul style="list-style-type: none">• Principles of layout in print media
Day 6	<ul style="list-style-type: none">• Relationships between text and graphic elements• Book cover art direction
Day 7	<ul style="list-style-type: none">• Designing a cover which will appeal to desired target audience• Preparing digital files for final output
Day 8	<ul style="list-style-type: none">• Role-playing with author and publisher• Notifying of changes from stakeholders
Day 9	<ul style="list-style-type: none">• Implementing changes to cover designs• Debrief