



GRAPHIC ILLUSTRATIONS AND DESIGN FUNDAMENTALS

Course Code: WSQ-GI

What will you learn?

- Design Fundamentals: The importance of branding, typography and use of colours.
- The Design Process: From marketing brief, budgeting to execution and delivery.
- Design brainstorming techniques.
- Basic and intermediate techniques of Adobe Illustrator.

Course Schedule

Contact Hours: 65 hours

Course Frequency : Twice per week

Course Time: 7pm - 10.20pm

Course Duration : 11 weeks

Course Materials

- First Media Academy Adobe Illustrator Learners Guide

About the Workshop

This workshop is crafted to provide participants with a holistic design learning experience where they will learn the fundamentals of design and the processes of producing basic illustrations through the use of industry-standard softwares.

Adopting the use of packaging design techniques as a teaching platform, participants will be able to transfer their knowledge onto various mediums such as posters, web-based collaterals and many more.

Through this programme, participants will also learn the use of Adobe Illustrator and its various applications in real world projects.

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	-
\$386.75	\$1,459.25	\$798.53	\$386.75	\$273.00	\$2,434.25
Absentee Payroll: \$7.50 Per Hour	Absentee Payroll: \$4.50 Per Hour	-	Training Allowance: \$4.50 Per Hour	-	-

All prices inclusive of 7% GST.

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

Day 1	<ul style="list-style-type: none"> • Course introduction • Uses of Adobe Illustrator • Understanding the Design Brief
Day 2	<ul style="list-style-type: none"> • Mindmapping • Fundamentals of 2 Dimensional Design • Design Strategies • Uses of Colour, Typography, Imagery
Day 3	<ul style="list-style-type: none"> • Packaging Production • Types of printing processes • Legal and Regulatory issues • The Design Process
Day 4	<ul style="list-style-type: none"> • Phases in Packaging Design • Brand Identity Development
Day 5	<ul style="list-style-type: none"> • Introduction to Adobe Illustrator • Understanding the workspace • Navigating artboards
Day 6	<ul style="list-style-type: none"> • Selecting and aligning • Creating and editing shapes
Day 7	<ul style="list-style-type: none"> • Drawing with pen/pencil tools • Transforming objects
Day 8	<ul style="list-style-type: none"> • Colouring and painting • Working with type • Understanding various text styles and uses of text
Day 9	<ul style="list-style-type: none"> • Working with layers • Pasting layers • Merging layers • Isolating layers
Day 10	<ul style="list-style-type: none"> • Working with perspective • Mid-course project meeting
Day 11	<ul style="list-style-type: none"> • Blending colours and shapes • Working with brushes
Day 12	<ul style="list-style-type: none"> • Applying effects • Working with 3D effects
Day 13	<ul style="list-style-type: none"> • Applying appearance attributes and graphic styles
Day 14	<ul style="list-style-type: none"> • Saving contents from the web • Using graphic styles
Day 15	<ul style="list-style-type: none"> • Mapping 3D Artwork
Day 16	<ul style="list-style-type: none"> • Working with Symbols
Day 17 - 20	<ul style="list-style-type: none"> • Project Consultation
Day 21	<ul style="list-style-type: none"> • Presentation of Research and Group Discussion • Debrief