



Level 1 Foundation in Graphic Design

Dates:

Locations:

This year long foundation course will introduce you to the basics of graphic design skills and an understanding of the main principles of design. You will explore key design skills using both analogue and digital techniques. The course will provide a strong foundation for progression into further study, leading to an exciting career within the creative industries.

Entry Requirements

This is a equivalent to Level 1 course aimed at beginners with a keen interest in the subject.

All applicants must have:

- An interview and assessment to confirm that the course is suitable for them.
- English and maths at Entry 3 or equivalent. If you wish to move on to a Level 2 course, you will be advised to study Functional Skills, Level 1 English alongside this course.
- Good IT skills at level 1 or above.

What topics does the course cover?

- You will explore a range of graphic design elements, materials, and terminology, and will identify suitable techniques and processes in response to a given design brief
- You will explore the contexts in which graphic design solutions are produced and identify influences in the development of graphic design solutions
- You will use a range of sources to inform ideas in response to the design brief and will use visual techniques to propose alternative ideas in response to feedback and constraints. You will also develop an idea using different ways of working.
- You will plan to produce your final work using developed ideas, materials, and techniques. You will also review the whole design process.

How will I be taught and assessed?

This course is delivered 1 day per week for 33 weeks, with a combination of face-to-face, studio practical skills, plus directed study time. The course will introduce you to Graphic Design through discussion, projects, group work, demonstrations, and practical exercises. On this course you will explore key design skills using both analogue (about 60%) and digital techniques (about 40%). Analogue methods are used to 'unlock your creativity' and will cover experimental approaches in drawing and cut and paste

collage.

You will be expected to produce digital portfolios of work for assessment and upload these online. Formal assessment will take place at stages throughout the course, and you will receive verbal and written feedback.

Are there any other costs or equipment I need to get?

You will be provided with a sketchbook, but you need to purchase a USB stick or portable hard drive for you to take your digital work home (at least 10 GB). Throughout the course you will need to purchase some art and design materials, as instructed by your tutors.

Other costs include an investment in your time to complete self-directed study outside of the tutor led activities, around 4-6 hours per week.

The full ADOBE CC suite and MICROSOFT OFFICE SUITE including TEAMS are available to you FREE while you remain on the course. You must have a suitable computer to run the Adobe Suite so you can complete homework and online content at home. You must be able to download, install and work via Microsoft TEAMS.

By the end of the course what should I be able to do?

You will understand how to answer a creative project brief, make informed decisions, and develop a portfolio of design work. You should also have developed your English skills to Level 1, in order to progress to a Level 2 course.

What are the progression opportunities following this course?

To progress onto our Level 2 UAL Diploma in Graphic Design starting in September:

- Learners must be working at Level 1 English and maths.
- Good IT skills at level 1 or above.
- Have good levels of punctuality and attendance
- Have produced a portfolio of work in the subject area.