ACADEMY
OF DIGITAL
INDUSTRIES

LEARN FROM
INDUSTRY EXPERT

CHRIS
ALLEN

Art Director

Brands Chirs worked with

Virgin,
Men's Health,
Volvic,
Defected Records,
Pernod Ricard

Chris brings a wealth of current industry experience to the role of graphic design teacher. With many years as a highly accomplished creative professional at top design & ad agencies working across all screen and print media, as well as being co-founder & investor in two start ups - giving him invaluable real world insights.

Following his original Graphic Design BA from Norwich, and then MA, from Central St. Martins, Chris went on to work as art director & designer at Saatchi & Saatchi.

From there, Chris went on to work at a range of renowned London agencies before co-founding his own agency. Producing design, branding & advertising for clients such as Virgin, Men's Health, Volvic, Defected Records, Pernod Ricard. As well as creating and launching entrepreneurial brands from scratch. Such as the highly successful brand, Kiddylicious Snacks - that grew from a kitchen table to a £40m
sale. And more recently, Chris headed up the branding for the launch of new tech start up, Koala & Joe

Mentoring experience:
Chris's previous teaching roles have included Buckingham-shire. New University, National Film & Television School, Cambridge School of Visual & Performing Arts, and was a dedicated MA Design mentor at London College of Communication.

Become Graphic Designer
In 30 Days

GRAPHIC DESIGN COURSE - SYLLABUS

The course is structured around producing two practical projects. Creating these projects forms the context of learning essential skills and knowledge of graphic design, including:
- Practical skills in key Adobe software
- **Ideas generation & creative processes**
- **Typography**
- **Use of colour and imagery**
- **Understanding print and digital production methods**

Each projects structure echoes the process of solving a real creative brief. With the final result being the creation of high quality visuals for the portfolio.

01
WORKSHOP

WHAT IS GRAPHIC DESIGN?

- Outline of the course's projects and final goals
- Detailed briefing and scope of Project 1
- Snapshot of historical, artistic and technological developments in design & typography. Illustrated via inspirational and influential examples.
- Initial research & creative exploration around the brief
- Introduction to using Adobe Indesign - essential tools & processes

02
WORKSHOP

PRACTICAL PROJECT 1 - FIRST CONCEPTS

- How to come up with creative concepts & ideas
- Ongoing examples of famous, influential and best practice examples of design, to help with inspiration
- Collation of reference materials and creation of mood boards
- Introduction to Typography #1. And how to use it effectively
- Introduction to Adobe Photoshop - layers, type, image & colour controls
- Group discussion of ideas

03
WORKSHOP

PRACTICAL PROJECT 1 - CONCEPT REFINEMENT & COMPLETION

- 'Show and tell' - a short intro session where students are encouraged to bring along an example of a design that they find inspiring
- Typography #2. Technical terminologies and production methods
- Ongoing learning of InDesign and Photoshop
- Refinement & completion of Project 1 designs
- Creation of mock-ups. Group review.

04
WORKSHOP

CREATION & REVIEW OF FINAL MOCK-UPS.
PLUS BRIEFING OF PROJECT 2

- Briefing of Project 2
- Creative exploration of Project 2 across a wider range of media. Collation of research and imagery.
- Understanding colour. Print & digital, RGB, CMYK and Pantone.
- Ongoing learning of Adobe software.

05
WORKSHOP

PROJECT 2 - DESIGNING FOR PRINT

- Understanding key processes for print design - grids, pages, type, image & colour management
- Understanding print specifications - paper types, inks, printing methods, 2d and 3d formats - from posters to packaging, and final artwork production and supply
- In conjunction with ongoing learning of Adobe software
- Illustrated with influential and best practice examples of print design

06 WORKSHOP

PROJECT 2 - BRAND IDENTITY DESIGN

- Show and tell #2
- What makes'a brand. Positioning, tone of voice and design, features vs benefits, USPs vs. competitors. Illustrated with influential and famous examples.
- How to design branding, logos & identities
- Using Adobe Illustrator to create pixel perfect logos and graphic assets for branding
- Technical specifications for production and export of logos

07 WORKSHOP

PROJECT 2 - UNDERSTANDING WEB DESIGN

- Introduction to web design. Illustrated with examples
- Understanding image, colour, and font management for web design
- Designing for responsive Wordpress sites. With implications for desktop and mobile formats.
- How to use Adobe XD to create web page wireframes, UI & UX design.

08 WORKSHOP

PROJECT 2 - ANIMATED GRAPHICS & SOCIAL MEDIA

- Designing for animated banners, digital ads and social media. Illustrated with examples.
- Understanding their file types and image resolutions.
- Using Adobe Illustrator and Photoshop to create smaller file sizes
- How to animated graphics in Photoshop for digital display and social media

09 WORKSHOP

PROJECT 2 - COMPLETION OF FINAL DESIGNS.
WITH ADDITIONAL OPTIONS.

- Group review of student designs
- Following review, opportunity to refine designs across additional media formats not previously explored, in preparation for final mock-ups.
- Option: Introduction to Adobe After Effects / Premiere. How to create transitions and effects in motion typography and video
- Option: Creative Presentation Design for Powerpoint and Keynote

10 WORKSHOP

PROJECT 2 - CREATION OF MOCK UPS. AND GROUP REVIEW

- Export of completed design files and creation of mock-ups for e-portfoli Final group review
- Introduction to options available for a personal portfolio website.
- And best practices.
- Introduction to project management for creative projects - from brief to production.

COURSE DELIVERABLES:

- Two practical projects, executed across print and digital media.
- Foundations of graphic design, and essential practical skills. Such as: - Ability to work in key Adobe software e.g. Photoshop, Indesign, Illustrator
- Answering a creative brief
- How to generate concepts & ideas
- Understanding of a range of print and digital production processes
- Use of typography
- Use of colour, illustration, photography
- A historical, cultural and technological understanding of design & typography's context in the 21st Century

Contact Info:

Hamilton House,
Mabledon Place
London, Greater London,
WC1H 9BB, UK
Phone: +44 7418 327041

Book A Call

ACADEMY
OF DIGITAL INDUSTRIES