

**ADVANCED  
GRAPHIC  
DESIGN  
LEVEL 3**

**CDS**  
CREATIVE  
DESIGN  
SCHOOL



# GRAPHIC DESIGN

ESTV 1920 ESTV

## Design Facts

Serving Size 1 layout (228g)  
Servings Per Container Unlimited

Amount Per Design	% Effort Value*
<b>Total Message</b>	
Visual Art	100%
Communication	100%
Expression	100%
Typography	100%
Composition	100%
Thought Provoking	100%
Creative	100%
Inspirational	100%

\* Percent Effort Values are based on the Graphic Design message. Your Effort Values may be higher or lower depending on your skill level.

**DESIGN**

**World's Creative Ketchup**  
NET WT 14 OZ-397 GRAMS

**ARE YOU READY TO ADVANCE YOUR GRAPHIC DESIGN SKILLS?** THIS COURSE DEMANDS THE VISUAL REPRESENTATION OF CONCEPTS OR IDEAS. IN THIS ADVANCED, HANDS-ON COURSE, YOU'LL BUILD CREATIVE SKILLS FOR TACKLING CHALLENGING PROFESSIONAL PROJECTS.

## IS THIS COURSE FOR YOU?

Whether you are intending to go onto another of our major diploma courses, a graphic design degree, work as a freelancer or break into creative industries, this course is your building block. Every aspect of this course is about quality, skill, originality, and uniqueness.

### Suitable for:

- Employers who wish to increase the skills of their staff in this area,
- Anyone who wants to advance their graphic design skill to become a professional Graphic Designer,
- Marketing employees, Graphic Artists
- Design Agency employees
- Secretarial or Administration Staff,
- Graphic Designers who are thinking to become freelance,

## What you will learn

The main focus of this course will be on creating 2D, digital design projects and developing portfolio pieces. Assignments will include an annual report layout, postage design, an art poster, and direct mail campaigns. Your design coach and tutor will help you focus on how to create balanced layouts, reinvent cliches, and captivate your audience.

- Learn about the Graphic Design environment and its main skill areas,
- Developing an effective creative process for your future design projects at all levels,
- Working with Typography, Colour, Image use and how to add effects for specific projects,
- Working with printed media and digital media,
- Working with clients on specific projects,
- Digital Design and Image creation

All of these are done by carrying out projects which you will work on with your course tutor/professional design coach. This is over and above your course module studies.



## COURSE STRUCTURE

There are 6 modules in this course to be completed online through our online campus.

You will be given a Pre-Course Assessment once you have enrolled in this course.

The reason we have a pre-course assessment project is to help us to make sure that this is the right level for you. You might find that the level you have enrolled in is too difficult or you require more in-depth studies. It is easy for us to transfer you to another level in the 3 levels of our Graphic Design courses at no extra cost. Your Course Tutor/Design Coach will be able to help you with this once you have completed your pre-course assessment project.

You will be presented with Projects and Assignments in each module in which you will be assessed, plus a final exam which is carried out online through our campus.

### MODULE ONE: History of Graphic Design & its Influences

The best way to be able to develop your graphic design of the future is by understanding graphic design in the past. Module one will cover the history of this subject area so that you fully understand how it started and has developed over the years.

### MODULE TWO: The Creative Design Process - Level 3

This is the most important module of this course. Developing and using an effective creative process is valuable to your career as a Graphic Designer, plus moulds you into coming up with unique and effective designs.

### MODULE THREE: Typography, Colour & Images

Being creative with typography and colour will extend the visual effectiveness and uniqueness of your designs. Here we will work with you to develop a complete understanding and use of these attributes by carrying out a number of exciting projects.

### MODULE FOUR: Design for Print

Getting it right when printing is not only essential but also valuable to the finished results. In this module, we will look at a variety of techniques and rules which will extend your skills and tools.

### MODULE FIVE: Common Design Jobs

Putting into practice what you have learnt and covered in the previous modules, you will now look at the common design jobs a graphic designer does. The subject areas we will cover in this module will be Advertising, Exhibitions, Printed Material, Packaging and Signage, and other areas.

### MODULE SIX: Digital Design & Image Creation

Extending on what you may already know, we will take your digital design and image design to another level. You will cover digital production and the creation and manipulation of image development.



On successful completion of this course, you will be awarded our Level 3 Diploma Certificate.

You will also be given one-year free registration as a Professional Graphic Designer with the PGDA (*The Professional Graphic Designers Association*).

## COURSE PROGRESSION OPTIONS

Once you have completed this course level you might be eligible to progress onto one of our **Specialist Level 4 Courses**.

*Please read through the entry requirements for this course on the next page before applying.*

**COURSE FEE: £650**

**AVAILABLE NOW - ENROL AT ANY TIME OF THE YEAR**



## ENTRY REQUIREMENTS

Once you have enrolled on this advanced level 3 Diploma Course and your campus student account have become active, you then be able to arrange with your one-to-one training coach a day and time for your first Skype tutorial. It is a good idea to set the same day and time for each week for the duration of this course. You will then work through a module each week. The aim is to complete this course over 6 -12 Months.

### SOFTWARE:

For this course, students should have access to one or all of the following; **Adobe Creative Suite** or individual programs such as **Adobe Illustrator, InDesign, Photoshop, and Adobe Acrobat Pro**.

### TIME:

This course has been designed to complete in 6-12 months with some flexibility depending on the time available to each student. The maximum time for completing this course is 12 months. Many students complete this course within 6-8 months but it depends on how much time you have available each week. If you are working full time we can easily help organise your study time with you. Most of our students are in full-time employment, so don't worry if your time is restricted. On average you would need a minimum of between 5-10 hours each week to commit to this course, but we do allow for flexibility. Your course tutor/professional design coach will help you with your study plan once you have started this course

### STUDY MATERIAL:

Study material will be supplied to you digitally when you start through our campus plus our other facilities. If you would like recommendation or additional learning material we can suggest these for you, but you will find the material we provide will be more than enough for this course.

### COMMUNICATION:

It is important that you have access to the Internet and Skype with a webcam as you will need these for your one-to-one Skype sessions. Using Skype means you can record the session plus the ability to share screens and send files during these live sessions. You will also be required to use our online campus mobile app once you have enrolled. This is used to keep in contact with your course tutor/professional design coach.

### KNOWLEDGE & SKILLS:

You should have good knowledge of the design software but you will be given lessons on how to use the relevant software throughout this course. Make sure you have access to the software mentioned in this section.

### YOUR ATTRIBUTES:

An ability to be self motivated, open to new ideas along with a good eye for design. You should also be committed to this course and eager to learn. Preferably you will have studied graphic design at an intermediate level before or have had training in graphic design at an intermediate level.

### ENTRY QUALIFICATIONS:

Have intermediate knowledge of graphic design. If you have a portfolio of any work you have done previously please send a link to this with your course application form. You will be given a Pre-Course Assessment once you have enrolled onto this course to establish the knowledge and skills you had before you get started on the main course. You must also be able to write, understand and communicate fully in English.

# HOW TO ENROL

1. Complete our Course Application Form which you can download from our 'ENROL' page on our website.
  2. Print off the application form and complete it in handwriting, making sure you complete all of the sections. Make sure you read through the terms and conditions before signing in all areas of the application form and don't forget to include your photo for our online campus profile identity.
  3. Scan or take a photo of the completed application form and email it back to us at [admin@creativedesignschool.com](mailto:admin@creativedesignschool.com) and we will inform you if your application has been accepted. Do not make any payments until your application has been accepted. You will receive an email from us telling you if you have been accepted or not.
  4. Once your course application has been accepted, we will contact you to let you know and then give you instructions on how to make your full course payment which you will need to pay before enrolment can be completed. Payments are made using PayPal or by Bank transfer (*depending if you are located in the UK or Internationally*). If your company or organisation is paying for your course you must inform them that payment must be received before your student account is set up.
  5. Once we have received all of the above, we will then set up your student account on our online campus, which can take up to 5 working days but we aim to try and complete this sooner when possible. You will then receive your username and password which will allow you to start your course.
  6. You will also be contacted by your one-to-one tutor who will arrange a Skype with you to discuss your course in detail with you.
- Don't forget to answer all of the questions on the course application form. Anything missing will result in your course application being rejected.**



[www.creativedesignschool.com](http://www.creativedesignschool.com)

# FAQ'S

## **Do I have to complete the course on a fixed timescale?**

All of our courses are flexible even though we state a completion time, this is only to give you an idea of how long you could spend on your course. But, is it totally up to you how much you study and when you complete your assignments and course?

## **Who can I contact when I have questions or problems with my course?**

You will be given the contact information of your tutor who you can contact at any time through your Student Account on our online campus and the use of our mobile App.

## **What if I don't have Skype or a webcam?**

If you don't have Skype and a webcam, you can arrange virtual support through your Student Account. This is done by using the live messaging service on the online campus and our mobile App.

## **Do you have to have qualifications to study any of these courses?**

There is a clear entry requirement for each course we deliver. You will see all of the entry requirements in this course guide on the previous page

## **Can I get additional help with my studies if I have a problem with them?**

Yes, that is the aim of the Creative Design School, we are here to help at all times. You can ask questions through your student account messaging app or arrange an online Skype consultation

## **Is there an exam at the end of the course?**

Yes, there will be an exam which will be awarded a CDS Diploma Certificate .for this level of successful completion

## **Where do I get my assignments and study material?**

All of your study material and assignments will be made available through your student account plus our other learning facilities.

## **When do I start my courses?**

Once you have enrolled and made your payment you will have full access to your course within 5 working days - when you start is up to you.

## **How do I get my Username and Password for the online campus 'Student Account'?**

This is emailed to you directly once we receive your enrolment payment online and your application has been processed, which can take up to 5 working days, but we aim to do this sooner when possible.

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**ENROL NOW AND START YOUR  
JOURNEY TO BECOMING A UNIQUE  
GRAPHIC DESIGNER**



# MAIN GRAPHIC DESIGN DIPLOMA LEVELS 1-3

There are different levels available for our diploma courses, Beginners Level 1, Level 2 which is for those who have studied or trained in these subject areas before and Level 3 which is the advanced level.

Each diploma course comes with modules that can be completed in 1 to 2 months (but this can be flexible depending on your circumstances).

You will be given your very own one-to-one tutor/professional design coach, who will work with you throughout your course. During each module, you will be given one 45-minute Skype tutorial each week or every 2 weeks depending on the time you have available.

## GRAPHIC DESIGN FOR BEGINNERS - LEVEL 1

Completely for beginners in graphic design. You will be started at the very basic stages, then taken to a confident level of understanding and carrying out effective graphic design elements. You will also be shown how to use the related software at the basic level. Once completed, you will be able to progress onto Graphic Design Level 2.

## GRAPHIC DESIGN - LEVEL 2

If you have some experience in graphic design, using the related software at a basic level, then this course is for you. It will structure what you already know and introduce you to what you don't have experience in. By the end of this course, you will be able to carry out with confidence, a variety of graphic design skills. The next step of progression from this course would either be the advanced level 3 or onto one of our specialist courses.

## ADVANCED GRAPHIC DESIGN - LEVEL 3

This course is set at a level for those who wish to focus on increasing their level of graphic design to fully professional attributes. Covering every level of the profession, you will focus on specific projects and assignments to increase your skill levels. To enrol on this course you should be experienced in using Adobe Creative Suite software, especially Illustrator, InDesign, and Photoshop. Upon successful completion of this course level, you will be given one-year free registration as a Professional Graphic Designer with the PGDA.

**We will take you through every step of the way throughout your course. Helping you to develop new skills and to become creative and unique.**



# COMPLETE COURSE LIST

## SCHOOL OF GRAPHIC DESIGN

Graphic Design for Beginners Level 1

Graphic Design Level 2

Advanced Graphic Design Level 3

## SPECIALIST DESIGN COURSES

Advertising Design Specialist Level 4

Brand & Corporate ID Design Specialist Level 4

Packaging Design Specialist Level 4

Visual Communication Specialist Level 4

Digital Illustration Specialist Level 4

## PROFESSIONAL + BUSINESS COURSES

Creative Thinking & Process Techniques PL5

Creative Team Building PL5

## SCHOOL OF TEXTILE DESIGN

Textile Design for Beginners Level 1

Textile Design Level 2

## SHORT COURSES

Introduction to Graphic Design Short Course

Logo Design Short Course

Creative Thinking Short Course

Become a Freelancer Short Course

Digital Illustration for Beginners Short Course