

GRAPHIC DESIGN

ISCED UNIT CODE: 0613 554 04A

UNIT CODE: ICT/CU/CS/CR/11/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Design Graphics

Duration of Unit: 190 hours

Unit description:

This unit covers the competencies required to understand Graphic Design. It involves understanding fundamentals of graphic design, understanding elements and principles of graphic design, applying typography techniques, creating and editing of images, performing layout design and printing the design.

Summary of Learning Outcomes

Learning Outcomes	Durations (Hours)
1. Fundamentals of graphic design	20
2. Elements and principles of graphic design	35
3. Typography techniques	25
4. Image Creation and editing	45
5. Layout design	45
6. Print design	20
TOTAL	190

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Graphic design fundamentals	1.1 Graphic Design fundamentals 1.1.1 Definition 1.1.2 Types of elements 1.1.3 Principles 1.1.4 Application areas 1.2 Graphic design equipment 1.2.1 Computer 1.2.2 Scanner 1.2.3 Printer 1.2.4 Camera 1.2.5 Digital Tablet 1.3 Specified requirements as per user requirements 1.4 Application areas of graphic design	• Written tests • Observation • Oral tests • Practical tests
2. Elements and principles of graphic design	2.1 Demonstration of elements 2.1.1 Colour 2.1.2 Line 2.1.3 Space 2.1.4 Shape 2.1.5 Texture 2.1.6 Value 2.2 Principles of graphic design 2.2.1 Balance 2.2.2 Contrast 2.2.3 Emphasis 2.2.4 Harmony 2.2.5 Pattern 2.2.6 Proportion	• Written tests • Observation • Oral tests • Practical tests

	2.2.7 Unity 2.3 Selected appropriate elements for graphic design project	
3. Typography techniques	3.1 Typography techniques 3.1.1 Definition 3.1.2 Types of techniques 3.2 Measurements and standards 3.3 Selecting an appropriate typography technique for graphic design project	• Written tests • Observation • Oral tests • Practical tests
4. Image Creation and editing	4.1 Identification of graphic design and photography Software and tools 4.2 Image file types 3.3.1 Raster 3.3.2 Vector 4.3 Creation of letter forms, lines of type and body copy 4.4 Creation and manipulation of images	• Written tests • Observation • Oral tests • Practical tests
5. Design layout	5.1 Proportion on layout design 5.2 Creation of unified systems out of dissimilar elements 5.3 Creation of dynamic layouts using typographic tools 5.4 Creation of Type and image project 5.5 Multi-page layout planning	• Written tests • Observation • Oral tests • Practical tests
6. Print design	6.1 Printing tools and Equipment 6.2 Types of printing 6.3 Paper classification 6.3.1 Types 6.3.2 Size	• Written tests • Observation • Oral tests • Practical tests

	6.3.3 Weight 6.4 Selection of printing chemicals 6.5 Demonstration of actual design printing	
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Suggested Methods of Instruction

- Presentations and practical demonstrations by trainer;
- Guided learner activities and research to develop underpinning knowledge;
- Supervised practical activities and projects
- Visiting lecturer/trainer from the ICT sector;
- Industrial visits.

Recommended Resources for 25 trainees

S/No.	Category	Item Description / Specifications	Quantity	Recommended Ratio (Trainee: Item)
1	Learning Materials	Graphic Design Textbooks, Typography Guides, Layout Design Manuals, Printing Guides	25	1:1
2		Access to Online Learning Platforms	25	1:1
3	Learning Facilities	Training Room with 25 Workstations, AC, Lighting, Whiteboard, Projector	1 Room	-
4		Multimedia Projector	1	1:25
5		Ergonomic Chairs and Desks	25 Sets	1:1
6	Infrastructure	Stable High-Speed Internet Connection (Minimum 100 Mbps)	1 Setup	-
7		Backup Power Supply / Generator	1 Unit	-

8	Tools & Equipment	Desktop Computers / Laptops	25	1:1
9		Flatbed Scanners (A4/A3)	5	1:5
10		Printers (Inkjet/Laser, A3 Capability Preferred)	3	1:8
11		DSLR Digital Cameras	5	1:5
12		Digital Drawing Tablets (Wacom or equivalent, A5 or larger)	10	1:2.5
13	Software	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, etc.) Licenses	25	1:1
14		Typography Software/Font Libraries (e.g., Adobe Fonts, Google Fonts)	1 Access	Shared
15		Page Layout Software (InDesign, Affinity Publisher)	25	1:1
16	Consumables	Ink Cartridges / Toners	20 Sets	-
17		A4, A3 Papers (Matte, Glossy, Bond)	5000 Sheets	-
18		Photo Paper Packs (Glossy, Satin)	20 Packs	-
19		External Storage Devices (Hard drives/USBs for project backup)	10	1:2.5
20		Printing Chemicals (as per printer type)	As needed	-
21	Safety & Maintenance	Surge Protectors, Fire Extinguisher, First Aid Kit, Cleaning Kits for Devices	5 Kits	1:5

MODULE III