

National Certificate: Graphic Design (Design Techniques)

Overview

A **Graphic Designer** is competent to design and produce visual communication up to a professional level relevant to the formal market sector. Learners enrolled in this qualification will be taught at an advanced level the artistic and professional disciplines which focus on **visual communication** and **multimedia design**. This will provide the learner with the necessary skills to follow a career or further their studies in basic **web design, advertising, graphic design, publication design** or design for the **printing industry** etc.

Features & Benefits

- Learn critical industry required skills plus complimentary advanced topics such as 3D digital design, rendering and animation, 2D motion animation and illustration and many more.
- Learn critical industry used software including **Adobe Photoshop, Adobe Illustrator and Adobe InDesign**.



- Get internationally certified to increase job readiness by **choosing two of the following ACA** certifications: ACA (Adobe Certified Associate) **Photoshop CC**, ACA (Adobe Certified Associate) **Illustrator CC**, ACA (Adobe Certified Associate) **Premiere Pro CC**, ACA (Adobe Certified Associate) **Dreamweaver CC**, ACA (Adobe Certified Associate) **Animate CC**



- Showcase of student work at our annual design showcase and annual Date Night where potential industry partners are invited.
- Get a free **Office 365 Education A1 license**, valid for the duration of your studies.



- Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit www.recruitgraduates.co.za for more.



Articulation Options

On successful completion of this qualification, you can articulate with direct access into the following:

- Direct access into the National Certificate: Web and Interactive Media Design NQF5.
- 2D Concept Design and Animation using Toon Boom
- 3D Design Visualization and Animation using 3DS Max & V-Ray
- 3D Animation and Visual Effects using Maya & V-Ray
- Games Design and Development with C# & Unity
- Vertical articulation is possible to the Bachelor's Degree in Design (NQF Level 6). Horizontal articulation on the NQF is possible with the National Certificate in Craft Operational Management (NQF Level 5) and the National Certificate in Arts and Culture Management (NQF Level 5).

What you get

This qualification is designed to provide the student with multiple certificates and qualifications, both locally and internationally recognised by industry for maximum employability

On completion the student will earn:

- National Certificate: Design Techniques (SAQA ID: 60509, NQF Level 5, 121 Credits)
- International certification: certified as either an ACA (Adobe Certified Associate)
- Photoshop CC or ACA (Adobe Certified Associate) Illustrator
- Portfolio of Evidence

Duration

Full Time

- 12 months, 121 credits (10 Sessions/Week, 2:00 hours each, 3 days/week, class times are between 08:30 & 16:00)
- All credits are achieved via your study duration at the institute, studio time and project-based assignments.

**Sessions will be grouped together to lower cost of traveling, however, in some cases classes may not follow this convention and schedules are subject to change.*

Online & Part Time

- Part Time** = 12 months, 120 credits (2 Hours on Campus session - 1 x Week @ 18:00 / 6 Hours on Campus session - Every 2nd Saturday @ 08:00)
- Online** = 12 Months, 120 credits (2 Hours Online session - 1 x Week @ 18:00)
- Credits are obtained through a combination of live virtual classes, pre-recorded video lectures and project-based tasks.

Mode of Delivery

- Full Time
- Part Time
- Online

Admission Requirements

- Grade 12 with English as your home/first language

Curriculum

Introduction to Design

- Design Elements and Principles: Colour Psychology, Typography
- The Design Process: Design in context, Creating Design Research
- Adobe Illustrator for Beginners 

Design Concepts

- The Design Process: Concept Creation and Ideation, Scamping and Design Sketching
- Adobe Illustrator for Beginners
- The Design Process: Time Management in Design Work, Reviewing Designs against a Brief

Design Specifications

- The Design Brief: Brainstorming, Understanding Briefs, Research, Refining, Feedback
- Adobe Photoshop for Beginners



- Design Specifications: Specifications Types for Designs, Design Formats & Requirements, Packaging and Product Specifications, Dimensions & Design Limitations, Functional Design, Testing Designs

Design Production

- Select Materials & Media: Material Types for Design Projects, Media Types and Uses
- Select Processes for Production: Production Techniques, Maintaining Environmental Sustainability

Design Project Management

- Plan and Organise the Design Process: The Design Process, Researching Designs, Planning Design Timelines, Design Thinking and Agile Works Strategies.
- Plan, Research and Organise Design Projects: Project Resources, Sprints, Budgets, Task Evaluations, Performance Records, Managing Team Performance, Researching Project Requirements, Phases of Project Management
- Support the Project Environment: Project Types & Strategies, Project Methodologies, Project Retrospectives & Incorporating Working Methodologies.

Design Portfolios

- Present and Communicate Design Work
- Developing Design Portfolios
- SWOT Analysis
- Justifying Design Decisions
- Creating Design Presentations

Adobe Certifications

- **Adobe Illustrator:** Adobe Illustrator Beginner & Advanced 
- **Adobe Photoshop:** Adobe Photoshop Beginner & Advanced 
- **Adobe InDesign:** Adobe InDesign Beginner & Advanced 

Adobe Certifications

- Compiling a Portfolio
- Creating a Curriculum Vitae
- Maintaining and Social Media Profile
- Preparing for an interview
- Registering on the AIE Recruitment Portal
- Seeking Employment

Career Options

- Graphic Designer
- Logo Designer
- Print Designer
- Web Designer
- Package Designer
- Advertising Designer
- Branding Designer
- Film and Video Editor
- Multimedia Artist/Animator
- Marketing Manager

Study Kit

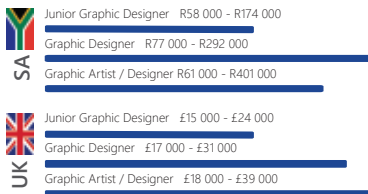
Your study kit is included in your fees and will contain:



- HUION H420 Tablet Drawing Board.
- Adobe Student license valid for 1 year
- Free WIFI (On Campus only).
- Art equipment including, 24 Piece Pencil Set, Sketchpad, notepad.
- Electronic study guides.
- Orientation kit including: Student Card, Welcome Letter and Getting Started Guide.
- Access to our myAIE student portal and student support team via phone, email and tickets.

Salaries & Skills

SALARIES (ANNUAL)



* All statistics are derived from www.payscale.com

For more information, please contact a student advisor:
 Gauteng: 011 262 5115 | Cape Town: 021 202 7890
info@aie.ac | www.aie.ac