

GRAPHICS DESIGNER

(name of the training program)

No.	Parameters	Notes
1.	Name of the training program	Graphics designer
2.	Bendroji informacija	
2.1.	Relevance of the curriculum	<p>Graphic design allows you to express your creativity.</p> <p>Studying graphic design develops the ability to communicate complex ideas, information and concepts in a visually appealing and accessible way. This skill is valuable in marketing, advertising, web design and corporate communications. Graphic design plays a crucial role in creating and shaping the identity of a product or service. Learning graphic design increases visual sensitivity and attention to detail. A better understanding of typography, composition, color schemes and general design aesthetics can be useful in many aspects of life, from creating personal presentations to organizing interior spaces. Graphic design skills can be applied to develop personal projects, hobbies and businesses of all sizes. Knowledge of graphic design provides opportunities to implement ideas and adapt to changing market trends. Being able to create something impressive and visually appealing gives a person a sense of satisfaction and pride.</p>
2.2.	Purpose and tasks	<p>Purpose: To provide the knowledge, skills and resources needed to create visually appealing, effective design across a variety of media and applications.</p> <p>Tasks:</p> <ul style="list-style-type: none"> • explain how people use graphic images to communicate information effectively; • apply composition rules; • select and match colors and fonts; • create point images; • create vector images; • create designs for various media, solve problems creatively; • model three-dimensional images.
2.3.	Duration of the training program:	54
2.3.1.	The duration of practical contact work in academic hours	38
2.3.2.	The duration of theoretical contact work in academic hours	16
2.3.3.	The duration of independent work in academic hours	Not applicable

2.4.	Minimum requirements for participant experience (if applicable):	Secondary education and the basics of computer literacy.
2.5.	Curriculum Teaching Method(s):	
2.5.1.	The curriculum is taught in a blended manner	-
2.5.2.	The teaching method of the curriculum is remote synchronous	-
2.5.3.	The teaching method of the curriculum is contact	Contact (auditory)
2.6.	Assessment system / scale of acquired competences	Passed / Not Passed
2.7.	Curriculum summary	This curriculum is designed to develop competence and creativity in graphic design. The program includes basic principles and rules of composition, color theory, principles of font selection, creation of graphic images for print and screen, image editing. Those who have acquired graphic design knowledge will be able to work in companies and engage in individual activities, implement creative ideas and apply knowledge in other activities related to visualization. Suitable for beginners and those who want to gain graphic design skills and familiarize themselves with graphic design technologies.
3.	Competences acquired or improved in the training program:	
	Competency(s)	Methods of evaluation of the competence(s) improved and/or acquired in the program
3.1.	General competence	
	Communicate using professional terms.	Not tested
	Collect, process and store information necessary for work.	Not tested
	Organize your learning.	Not tested
3.2.	Professional competencies	
	Apply graphic design principles and rules when working with graphics.	Passed / Not Passed
	Implement various graphic ideas with the help of point and vector graphics.	Passed / Not Passed
	Create simple 3D images.	Passed / Not Passed

4. Curriculum content and methods				
No.	Subject title	A brief description of the topic	Training methods	Competences are planned to be acquired / improved
1.	Gestalt design principles. The golden ratio.	Gestalt Laws of Similarity, Proximity, Closure, Simplicity, Grouping and Continuity. Concept of golden section, proportions. The golden ratio in design: dimensions and placement of objects, the golden ratio in image composition, the rule of thirds, the use of the golden ratio in drawing.	Presentation of the theory. Discussion of examples.	Apply graphic design principles and rules when working with graphics.
2.	Color theory, color matching principles and tools.	Color combinations, color visual hierarchy, color mood, meaning. The structure of colors on a computer, color models, screen and print colors. Various tools for choosing colors and their combinations.	Presentation of the theory. Practical work.	Apply graphic design principles and rules when working with graphics.
3.	Fonts, their types and use in design.	Font types and properties. Principles of font selection and combination, improving font readability. Importance of fonts in design and hierarchy. Fonts on the computer. The concept, composition, possibilities of use and examples of dot graphics.	Presentation of the theory. Sample analysis.	Apply graphic design principles and rules when working with graphics.
4.	Bitmap and vector graphics. Graphics properties. File types and extensions.	Concept of vector graphics, composition, possibilities of use, examples. Software for creating and editing bitmap and vector graphics, file formats. File	Presentation of the theory.	Implement various graphic ideas with the help of point and vector graphics.

			extensions and properties. Changing the type of graphics.		
	5.	Bitmap editing program Adobe Photoshop. Basic techniques of working with point images.	Changing the dimensions of pictures, cropping. Working with layers and masks. Layer styles. Marking tools and techniques. Color changing and coloring. Brushes. Layer blending modes. Filters and effects. Adding and removing objects. Assembly.	Practical work.	Implement various graphic ideas with the help of point and vector graphics.
	6.	Advertising design.	Search for advertising ideas, target audience and sketch, color scheme. Message and composition. Image preparation and montage, effects, texts. Saving for screen and print.	Project.	Implement various graphic ideas with the help of point and vector graphics.
	7.	Vector graphics editing program Adobe Illustrator. Basic vector graphics drawing and editing techniques.	Drawing and editing basic shapes, using the Pen tool, working with layers, editing curves, texts, colors and gradients, symbols, making ornaments, creating and editing more complex vector images. Convert bitmaps to vectors.	Practical work.	Implement various graphic ideas with the help of point and vector graphics.
	8.	Logo design.	Logo sketch. Font selection. Use of grid and golden ratio. Color selection. Drawing a logo in Illustrator and saving it in various formats.	Project.	Implement various graphic ideas with the help of point and vector graphics.
	9.	Poster design simulating dynamics - movement and depth.	Statics and dynamics. Dynamic composition. Creating 3D images in Illustrator. Shadows, depth and motion simulation techniques.	Sample analysis. Project.	Implement various graphic ideas with the help of point and vector graphics.

	10.	Social network graphic parameters and design.	Practice in creating visuals for social networks. Layout dimensions, basic design concepts. Examples. File sizes and formats.	Practical work.	Implement various graphic ideas with the help of point and vector graphics.
	11.	Infographic design.	Infographic concept, types. Infographic design components: colors, fonts, icons, images. Requirements for infographic design. Creating infographics is the program of choice.	Sample analysis. Project.	Implement various graphic ideas with the help of point and vector graphics.
	12.	Business card design and printing.	Business card dimensions, composition principles. Preparation for the press.	Practical work.	Implement various graphic ideas with the help of point and vector graphics.
	13.	Design and layout of brochures and booklets.	Creation of brochure design and layout and preparation for printing.	Project.	Implement various graphic ideas with the help of point and vector graphics.
	14.	Three-dimensional modeling Adobe Dimensions program.	Three-dimensional models - blanks, their loading and transformation. Selection and application of materials for models. Putting pictures on the model. Lighting, shadows, colors, scene contrast.	Practical work.	Create simple 3D images.
5.	Curriculum plan				
	No.	Subject title	It takes hours		
			Altogether	For theoretical training	For practical training
	1.	Gestalt design principles. The golden ratio.	1	1	0
	2.	Color theory, color matching principles and tools.	1	1	0
	3.	Fonts, their types and use in design.	1	1	0

	4.	Bitmap and vector graphics. Graphics properties. File types and extensions.	1	0	1
	5.	Bitmap editing program Adobe Photoshop. Basic techniques of working with point images.	12	4	8
	6.	Advertising design.	4	1	3
	7.	Vector graphics editing program Adobe Illustrator. Basic vector graphics drawing and editing techniques.	12	4	8
	8.	Logo design.	4	1	3
	9.	Poster design simulating dynamics - movement and depth.	4	0	4
	10.	Social network graphic parameters and design.	2	1	1
	11.	Infographic design.	2	0	2
	12.	Business card design and printing.	2	0	2
	13.	Design and layout of brochures and booklets.	4	1	3
	14.	Three-dimensional modeling Adobe Dimensions program.	4	1	3
	Altogether		54	16	38
6.	Conformity of the acquired/improved competence to the competence(s) of the relevant qualification defined in the relevant professional standard (if the relevant professional standard is approved)		Not applicable		
7.	Preparation for non-formal adult education and the necessary tools for training				

7.1.	Requirements for persons carrying out the Training Program:		
	1.	To have obtained a higher or professional education corresponding to the educational field of the training program provided.	
	2.	Have at least 3 years of professional activity or adult non-formal education experience that corresponds to the educational field of the provided training program.	
7.2.	A detailed description of the material and methodological resources required for training, corresponding to the expected number of participants to be trained and the goals and objectives of the program		
	No.	Teaching resources used in the training process:	
	1.	Training facilities	A classroom or other room adapted for training with technical means (computer, video projector) for presenting training material.
	2.	Equipment	Computers with Adobe Photoshop, Illustrator and Dimension programs installed, projector, video camera, sound speakers, microphone, CMYK color palette.
	3.	Learning resources	<ul style="list-style-type: none"> • https://creativecloud.adobe.com/learn/app/photoshop • https://creativecloud.adobe.com/learn/app/illustrator • https://creativecloud.adobe.com/learn/app/dimension • https://99designs.com/blog/design-tutorials/
	4.	Other means	There are no other means

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