

UNIT OUTLINE

Building Better Posters - Graphic Design for the Non-Designer

Course designed and presented by -

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We believe our knowledge and training are like small stones thrown into a large pond.

The information we share are the stones: small dense nuggets of wisdom and experience. But the effect of that information spreads effortlessly, rippling out through your day-to-day tasks.

The ripples eventually reach and envelop the entire pond's surface. We aim to achieve the same effect - with the skills and knowledge we share today benefiting you throughout your entire career.

BUILDING BETTER POSTERS

Introduction

The Building Better Posters workshop is designed to give you a step-by-step process for planning, designing, printing and publishing more effective posters, fliers and brochures. This course is aimed at people with little to no personal experience in designing promotional materials.

The course will give you a basic grounding in the planning process, graphic design and printing techniques you need to achieve a more professional result. No design expertise is required, although familiarity with basic printing processes wouldn't hurt.

Introduction

Attendees are encouraged to bring along previous / current projects and pieces they are working on, as they will have the opportunity to gain personal feedback from the presenter.

The focus of the course is very hands on and user friendly. At the end of the course you will have a greater understanding of the whole design process from the initial briefing right through to printing and distribution. Below is a list of contents and subjects that will be covered in the workshop:

Course Outline

Part One: The Planning Stage

- Before you start: The Five Golden Rules
- The Brief: Ten vital questions to answer
- How much info should a poster hold?
- Which type of poster is the right one?
- How much information to include?
- Common Sizes and useful formats

Part 2: Design Basics

- Designing a layout
- How to move the viewer's eye
- Positive space, negative space & balancing the elements
- Give readers the C.R.A.P.S.
- When to reverse type (& when not to)
- Clip-Art, photographs & copyright
- Basic colour theory & combinations
- Colour formats and terminology
- Fonts: formats and families of type
- Copy and typography
- Sourcing great artwork
- Grids, alignment and spacing

Part 3: Document Assembly

- Graphic design software: which is best?
- Commercial printer-preferred formats
- Layout elements, tools and processes

- DPI & PPI – what's the difference?
- Embedding fonts and images

Part 4: Printing your poster

- Finding a printer & formulating a quote
- The basics of the printing process
- Printer preferred formats
- Printers marks - what are they?
- Common finishing options
- Printing errors to look out for

Part 5: Hands-On Q & A

In this section, participants will have some one-on-one time with the presenter to discuss and get feedback on projects they are currently working on. The presenter will also take attendees through the whole process of designing a piece of visual communication on the computer, to give them a better idea of how the process works.

Workshop Size: Between 10 to 20 participants per workshop session

Length: All day (9.30am to 3.30pm)

