Graphic Design: Learning to Visualize with Free Tools

Prerequisites:

1. A basic knowledge of graphic design.
2. A love for design.
3. Good communication skills.
4. The willingness to take on a new challenge
5. The ability to work with a team.

Description:

This 12-hour workshop aims to introduce young persons to the basics of graphic design. Using open-source and free web tools, students will explore the elements and principles of design, color theory, typography, and digital illustration. Students will also learn about time management and mindfulness practices. The workshop will culminate with a project that will allow them to apply their newfound skills and knowledge in a practical setting.

Learning Outcomes:

In this workshop participants will:

1. Understand the basic principles and elements of graphic design.
2. Apply color theory and typography in designing visual materials.
3. Utilize open-source and free web tools for graphic design.
4. Develop a basic digital illustration using the learned tools.
5. Develop an awareness of the interrelatedness of graphic design and photography.
6. Employ effective time management skills in completing projects.
7. Appreciate the importance of mindfulness and stress management in the creative process.
8. Create a simple graphic design project showcasing their learned skills.

Session	Learning Outcomes	Suggested Activities
One	Understand the basic principles and elements of graphic design.	Introduction (20 minutes): 1. Brief History of Graphic Design (10 minutes) a. Overview of the evolution of graphic design, including key art movements like Art Nouveau, Bauhaus, and Modernism [1]. b. Discussion: How has technology transformed graphic design since the 1980s? 2. Why Learn Graphic Design (10 minutes) a. Introduction to the importance and versatility of graphic design in various fields [1]. b. Discussion: How do you see graphic design in your daily life? Essential Elements of Graphic Design (40 minutes): 1. Colour Theory (10 minutes): a. Explanation of hue, saturation, value, and how they work together. b. Discussion: Share examples of effective color schemes in known brands or advertisements. 2. Typography (10 minutes): a. Understanding the role of typography in design. b. Discussion: How does font choice impact a message? Share examples. 3. Composition and Layout (9 minutes): a. Basic principles of composition and layout. b. Discussion: Analyze a famous advertisement or poster and discuss the composition. Principles of Good Design (30 minutes): 1. Legibility, Expressiveness, and Visual Hierarchy (10 minutes):

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		a. Introduction to legibility, expressiveness, visual hierarchy, consistency, distinction, and intentionality as key techniques [3].
		 b. Discussion: Why is legibility crucial in design?
		 2. Interactive Activity (20 minutes):
		    a. Small breakout groups to analyze a piece of design (could be a logo, advertisement, or webpage) and discuss the elements and principles observed.
		
		 Conclusion (15 minutes):
		 1. Summary of Key Points (5 minutes):
		    a. - Recap of the topics covered and how they interconnect.
		 2. Open Floor for Questions and Sharing Insights (10 minutes):
		    a. - Allow students to ask questions or share their insights on the subject.
		
		 Optional Homework:
		 1. Encourage students to apply what they've learned by creating a simple design piece that incorporates the principles discussed.
		
		 Resources:
		
		 1. Online Graphic Designing Courses For Teens - Blue Sky - Online Graphic Design School
		 2. 10 Excellent Free Online Graphic Design Courses
		 3. Graphic Design for Kids: The Ultimate Guide - Create & Learn
		 4. ▶ Beginning Graphic Design: Fundamentals
		 5. ▶ LESSON 6: BASIC PRINCIPLES OF GRAPHICS AND LAYOUT

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Two	Apply color theory and typography in designing visual materials. Utilize open-source and free web tools for graphic design.	Introduction to Color Theory and Typography (30 minutes)
		
		1. Understanding Color Theory (15 minutes)
		  a. Explanation of Basic Color Concepts: Introduction to color hue, image tone, and color wheel theory. Utilize materials and resources that provide knowledge on color theory[3].
		  b. Interactive Activity: Coloring activity to reinforce content learned with a practical task. Engage participants with hands-on coloring tasks that explore color relationships and harmony.
		2. Introduction to Typography (15 minutes)
		  a. Presentation on Typography: Using open-source presentation tools, deliver an understanding of typography fonts, and how they can impact the visual composition[3].
		  b. Interactive Activity: Practice sketching typography. Provide worksheets for participants to practice designing different fonts and understanding their usage in various contexts.
		
		Designing with Open-Source and Free Web Tools (60 minutes)
		
		1. Web Design Principles & UI Development (15 minutes)
		  a. Web Color Usage: Discuss the importance of choosing effective colors for websites. Share examples of well- and poorly-designed websites with emphasis on color schemes[5].
		  b. Interactive Activity: Utilize free online tools to create simple web layouts with proper color coordination.
		2. Project-Based Learning: Logo & Poster Design (45 minutes)
		  a. Logo Design: Brief introduction to logo creation and brand guidelines[1]. Encourage participants to create logos using free graphic design tools, considering color and typography.

Session	Learning Outcomes	Suggested Activities

		b. Poster Design: Utilize open-source design software to create posters, flyers, or brochures. Highlight the application of color theory and typography. Allow participants to work on a music album art or movie film poster as mentioned in the resources[3].
		
		Review & Evaluation (30 minutes)
		  1. Peer Review & Critique (15 minutes)
		    a. Group Sharing: Allow participants to present their designs to the class.
		    b. Peer Evaluation: Encourage constructive feedback focusing on the application of color theory, typography, composition, and balance.
		  2. Reflection & Wrap-up (15 minutes)
		    a. Reflection: Encourage participants to reflect on what they learned and how they can apply it in future projects.
		    b. Evaluation Worksheet: Provide an evaluation worksheet to understand their grasp of the concepts taught[3].
		
		Resources:
		
		  1. What Are The Best Methods For Teaching Graphic Design To Teens? - Blue Sky - Online Graphic Design School
		  2. ▶ Color theory - practical application in web design & useful tools
		  3. GRAPHIC DESIGN RESOURCES - Creative Thinking Resources
		  4. The Fundamentals of Graphic Design. - Ebooks
		  5. Choosing effective colours for websites

Three	Develop a basic digital illustration using the learned tools.	Introduction to Canva (1.5 hours)

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		1. Overview of Canva and its features [1].
		2. The use of basic AI in Canva.
		
		Hands-on Activity with Canva (1 hour)
		  1. Creating Posters and Flyers (20 minutes): Utilizing Canva's templates to create posters and flyers [5].
		  2. Designing Infographics (20 minutes): Using Canva's tools to design infographics [2].
		  3. Creating Videos and Animations (20 minutes): Introduction to Canva's video editor and creating simple animations [1].
		
		Collaboration and Social Media Posting (15 minutes)
		  1. Collaborating on designs in Canva and planning social media posts [1].
		
		3. Discussion and Reflection (15 minutes)
		  Reflecting on the skills learned and discussing how they can be applied in future projects.
		
		Additional Resources:
		  Students can further explore Canva through various tutorials and interactive workbooks available on Canva's Design School [1].
		  For those interested in more advanced projects, they can explore the 8 creative Canva projects for classroom use [2].
		  Additional free and paid Canva courses can be found in the guide provided [4].
		
		Resources:
		  1. Canva Tutorials
		  2. 8 Creative Canva Projects You Can Do WITH Your Students in the Classroom
		  3. 10 Excellent Free Online Graphic Design Courses

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		4. [10 Best Canva Courses to Take in 2023](#) 5. [What the Free Canva Graphic Design Tool Can Do for You	Duke Today](#)
Four	Develop an awareness of the interrelatedness of Graphic Design and Photography	Introduction to photography [1] (30 minutes) Ways to use photography in graphic design (90 minutes) 1. Discuss various ways to use photography in graphic design [2]. 2. Provide examples demonstrating the use of photography in graphic design [2]. 3. Create a simple piece demonstrating the use of photography in graphic work. Discussion: Students can comment on how they have used their mobile devices to combine elements of graphic design and photography. Resources 1. [Photography for kids- How to teach digital photography basics](#) 2. [10 Ways to use photography in graphic design](#). 3. [The Importance of Photography in graphic design](#). 4. [Why every graphic designer should also be a photographer.](#)
Five	Employ effective time management skills in completing projects. Appreciate the importance of mindfulness and stress management in the creative process.	Time Management Skills (30 minutes) 1. Mini-lecture: The importance of time management in the creative process. 2. Activity: Prioritize a list of tasks, estimating time needed for each. 3. Group discussion: Share strategies on how to maintain focus and work in an organized manner. Mindfulness and Stress Management (30 minutes) 1. Mini-lecture: The science of stress and how it impacts creativity.

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	Create a simple graphic design project showcasing their learned skills.	2. Guided activity: A short mindfulness meditation session. 3. Discussion: Benefits of mindfulness and its role in managing stress. Application through Graphic Design (90 minutes) 1. Brief: Design a simple graphic (e.g., a poster) on a chosen theme. 2. Utilize time management skills by breaking down the task into segments, allocating specific durations for brainstorming, sketching, and finalizing. 3. Emphasize the use of mindfulness techniques during the design process to maintain focus and reduce stress. Group Presentations and Feedback (20 minutes) 1. Participants showcase their designs. 2. Group provides constructive feedback, focusing on how effectively time was managed and the influence of mindfulness in their creative process. Conclusion and Reflection (30 minutes) 1. Group reflection on lessons learned. 2. Personal commitment: Participants jot down one time management and one mindfulness technique they'll incorporate into their daily routine. Resources: 1. futurelearn.com - Time management skills: How to manage your time 2. nap.edu - Chapter: 4 Child Development and Early Learning 3. indeed.com - Self Management Skills: Definition And Examples 4. eric.ed.gov - modules. The process modules cover the following topics - ERIC 5. aif.org - HANDBOOK OF ACTIVITIES ON LIFE SKILLS

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		6. [positivepsychology.com - 16 Effective Stress-Management Activities and Worksheets](#) 7. [vanderbilt.edu - Understanding by Design - Vanderbilt Center for Teaching](#)