EXCELSIOR COLLEGE

7 Columbia Circle, Albany, NY 12203-5159
Phone: **518.608.8211** | Toll Free: **888.647.2388** | Fax: 518.464.8777
WWW.EXCELSIOR.EDU/CPD

CENTER FOR PROFESSIONAL DEVELOPMENT

GRAPHIC DESIGN WITH PHOTOSHOP CS5 (INCLUDES SOFTWARE)

200 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD068** || Course Cost: **$2495**

OVERVIEW

Even in a tight job market, the need for cutting edge, professionally-designed interactive media keeps growing—and that means qualified graphic designers are in high demand. In this nationally recognized program, you'll prepare yourself for a dream job in the graphic design field by mastering Photoshop CS5, the world's most popular application for creating and editing graphic images.

You'll start with the basics of graphic design and build your skills step by step, mastering the terms and processes that professional graphic artists use. You'll learn the rules and standards for effective graphic design and discover strategies for creating graphics that convey just the right message, style, and tone. And finally, you'll discover how to package a project correctly for printing and production.

By the time you're done with this program, you'll be ready to create images that stand out from the competition— and you'll be poised to begin a rewarding career in graphic design.

OBJECTIVES

Upon completion of this course, you'll be able to:

- Understand the most commonly used graphic design concepts and terminology.
- Use any tool in the Photoshop CS5 workspace.
- Understand how the history of design has influenced what is popular today.
- Show potential employers an impressive electronic portfolio.

MATERIALS INCLUDED

- *Photoshop CS5 software license (software is available as a download)*
- *Photoshop CS5 Digital Classroom*
- *Graphic Design Basics*

OUTLINE

I. Module One - Foundations
   - Introduction to the history and purpose of design

- Editing, selecting, and using layers in Photoshop
- Understanding your customer
- Whitespace and diagonals in design

II. Module Two - Diving Into Design

- Evaluating a design as a whole and exploring individual elements
- Fonts and typography
- An in-depth look at layout and color
- Drawing and painting, photo manipulation, and color channels in Photoshop
- Color in print versus color on the Web

III. Module Three - Finishing the Job

- Working with illustrators and photographers
- Prepping files for print and production
- Designing for the Web
- Filters and patterns, vector graphics, and Web tools in Photoshop
- Developing a project and working within constraints

COMPUTER REQUIREMENTS

This course must be taken on a PC (Windows XP/Vista/7). You will also need to have Internet access (a high-speed connection is recommended) and an active email account.

Hardware requirements:

- 2 GB RAM
- 1.8 GB free disk space
- 1280 x 1024 true color video adapter 128 MB
- 1024 x 768 display resolution with true color

INSTRUCTOR BIO

Laurie Ulrich Fuller has been using, teaching, and writing about computers and software for over 20 years. Her own education is in the arts, and she has been a professional graphic designer for many years. She started her own company in 1992 to provide design, marketing, training, and technical documentation services to companies all over the world. Laurie is the author of several titles on Photoshop, InDesign, and graphic design topics in general, including *The Photoshop CS3 Bible* (as well as the CS2 edition of the same book) and *How to Do Everything Adobe InDesign CS4*. She is currently an adjunct faculty member at the Pennsylvania College of Art & Design. She was an adjunct faculty member at Temple University for more than 10 years, teaching everything from Microsoft Office to Adobe Photoshop to Web Design.