

Graphic Design - Advanced

Course Type: Part Time Love2Learn

Location: City Centre Campus

This course will give you the opportunity to get an in-depth understanding of the theoretical techniques and the tools used in Visual Thinking and Communication. You will learn how to establish critical evaluation, solve advanced Visual Problems and develop Visual Communication Strategies.

What topics are covered?

History of Graphic Design (contemporary and professional practices); Storytelling for Graphic Designers; Freehand sketching; Freehand Typeface Design; Edit Freehand images in Illustrator; Combine freehand sketching with photographs and typographic elements; Developing Visual Campaigns; Final project presentation.

Who is the course aimed at?

This course aims at students that already have a solid understanding of the principles of graphic design and that they already feel comfortable using Adobe Photoshop and Illustrator and wish to extend their Visual Communication skills to an advanced level.

Who will be my tutor?

Maria Antoniadis is an alumni of Goldsmiths College and a Senior Visual Designer with 15 years of professional experience in Graphic Design and Visual Communication. She has worked with a number of companies and the biggest broadcaster in media in Greece, Antenna TV Channel, a selection of high profile retailers of companies she has designed for is as follows: Moet, Peugeot, Swarovski, Tefal, DeLonghi and Xbox. While working as a Freelancer she has also 4 years experience of teaching adults Graphic Design and helping them build their portfolio. She specializes on Visual Communication and Corporate Identity Design, along with freehand techniques and Advertising Collateral, and she continues to release her work through both Advertising and Art Exhibitions around Europe.

How will I learn?

You will learn through group discussions and creative exercises. You will be given an assignment

to create a Visual Communication Project and different exercises to complete, each week. By the end of the course, you will create a presentation of your project to be shown at Bath's College L2L exhibition.

Which department is this course in?

Department of Creative Arts and Enterprise

Where will I need to go on my first day?

On your first day, please report to the Reception in the **Roper Building** at [City Centre Campus](#).

What else do I need to know?

For this course, you will need to develop your freehand techniques and have a solid understanding of Adobe's Photoshop, Illustrator and Indesign. Guidance will be offered but this course does not include tutorials for Photoshop, Illustrator and Indesign.

When you have been enrolled on your course you will receive a confirmation email containing information about where to go, campus information, parking and the Student Code of Conduct. This email will be sent to the email address provided in the online booking. You will be required to wear a photographic ID badge at all times when in College. Please email a passport style photograph stating your full name and course title in the subject line to StudentID@bathcollege.ac.uk

To avoid disappointment, please make sure you enrol on your chosen course early. Decisions regarding running or cancelling a course are made one week prior to the start of the course. If a course is cancelled, you will be informed and your course fees refunded in full. Please see [Terms and Conditions of Enrolment](#). The course will not run on bank holidays or during half term. Please check the [term dates](#).

Cancelling your enrolment

If you have to cancel your enrolment please notify us by email: info@bathcollege.ac.uk as soon as possible.

Refunds will not be issued if a learner is unable to attend due to a change of mind including concerns about Covid-19, accommodation, domestic circumstances, work commitments or if the College requires a learner to leave for reasons of conduct.

Click here to access our Covid-19 FAQ - <https://www.bathcollege.ac.uk/news/84413>

Where can I find out more information?

If you need help or answers to specific questions, please contact the [Student Advice Centre](#) on [01225 312191](tel:01225312191) ext 720 or email info@bathcollege.ac.uk.

How do I enrol?

You can enrol on this course:

Online: Click the "Add to Cart" button to enrol online.

Phone: Call [01225 328720](tel:01225328720) during our [opening hours](#)

Post: Download the [Love2learn Learning Agreement](#) and send to Student Advice Centre, Bath College, Avon Street, Bath BA1 1UP.

In person: Visit the [Student Advice Centre](#) in either of our campuses

Please see [how to enrol](#) for more detailed information.