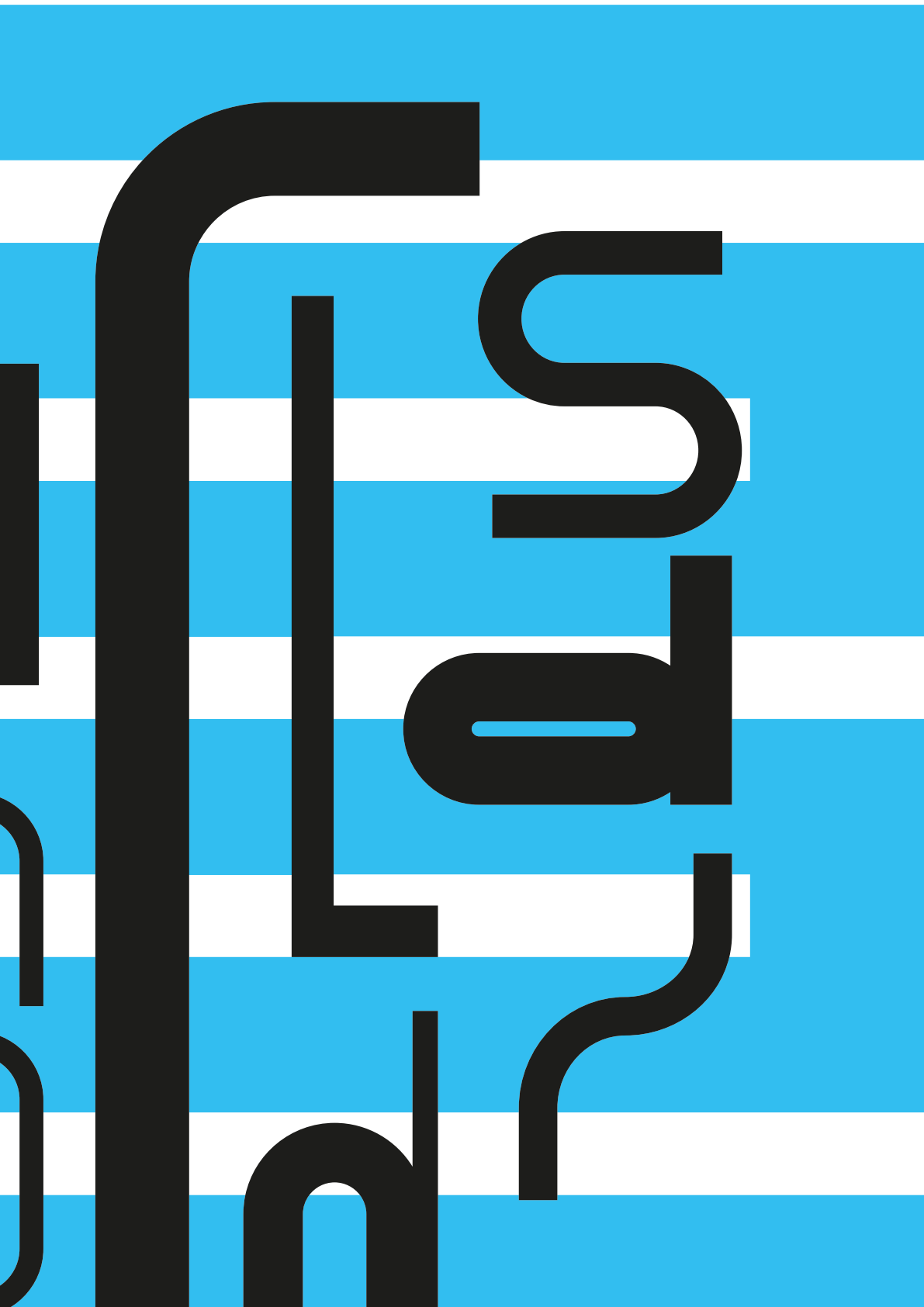


/9 months
/280h

GRAPHIC DESIGN



3 REASONS TO CHOOSE GRAPHIC DESIGN AT LSD

1.

You'll learn to create graphic designs like a pro, using clear processes and meeting realistic deadlines with polished end results.



2.

You will have access to its own methodology with a theoretical and practical approach aligned with the job market.



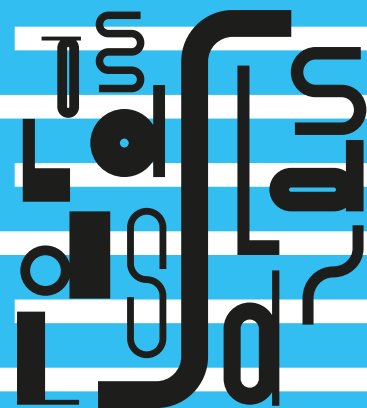
3.

You will learn the main disciplines of graphic design and the main drawing tools and you will create an incredible portfolio, essential for your creative career.



GRAPHIC DESIGN

/9 months
/280h



WHERE YOU CAN WORK WITH OUR COURSE

OWN AGENCY

DESIGN AND ADVERTISING
AGENCY

DESIGN DEPARTMENT IN
BUSINESSES

COMMUNICATION COMPANY

PUBLISHING COMPANY

PRINT SHOP

AUDIOVISUAL PRODUCER

VOCATIONAL SCHOOL

FREELANCING

PROGRAM

01. CREATIVE PROCESSES

Creative processes in Graphic Design: techniques and activities to stimulate thinking and exploration of ideas.

02. DIGITAL TOOLS

ADOBE Illustrator – What is vector drawing and its advantages; Introduction to the software, interface and basic tools;
ADOBE Photoshop – What is a raster image and its advantages; Introduction to the software, interface and basic tools;
ADOBE InDesign – Introduction to the software, its interface and basic tools;

03. GRAPHIC DESIGN HISTORY

Study of the main artistic movements and designers; Contemporary graphic design; Project elaboration; Software: ADOBE Illustrator.

04. TYPOGRAPHY

What is Typography; Character anatomy; Typography as an expressive and conceptual element; Font, its classification and typographic composition; Design planning, grids and structures; Project elaboration. Software: ADOBE Illustrator.

05. VISUAL IDENTITY

Logo, Identity and Brand: what they are and how they differ; Color Theory and Symbology; The Creative Process in creating brands: the briefing, research, sketches, typography, color and collaterals; Project elaboration. Softwares: ADOBE Illustrator and Photoshop.

06. PROJECT MANAGEMENT AND GRAPHIC PRODUCTION

The management of graphic projects; Preparation of final arts and their verification; Color systems and printing systems and finishing techniques; papers; Budgeting of production of graphic projects; Types of production partners.

07. ADVERTISING AND ART DIRECTION

Concepts and campaigns; Target, message and slogan; Print advertising and digital advertising; Design principles applied to advertising: layout, hierarchy, readability and visibility, text and image; Social Media Ads and Google; Project elaboration; Softwares: ADOBE Illustrator and Photoshop.

08. PACKAGING DESIGN

Visual Communication at the Point of Sale; Layout; Information hierarchy; Color; Symbols and legal norms; The planning, the cutting and the technical details; Materials, sustainability and production; Design and creation of a functional prototype. Softwares: ADOBE Illustrator and Photoshop.

09. EDITORIAL DESIGN

Evolution of the printed page; Project Methodology; Editorial structure; Editorial concept and visual expression; The grid, layout and typography; Composition of text and image; Anatomy and main formats; Papers and finishes; Project elaboration. Softwares: ADOBE InDesign and Photoshop.

10. PORTFOLIO

Project presentation techniques; Project development: creation of digital and online portfolio.

EXTRA-CURRICULAR/OPTIONAL

Study visits to graphics and exhibitions; Speeches; Soft Skills;



WWW.LSD.PT

INFO

DURATION
9 MONTHS
280 HOURS

CERTIFICATE
ISSUED BY
SIGO PLATFORM.



ENTIDADE
FORMADORA
CERTIFICADA

VALUE

APPLICATION FEE
€280

SINGLE PAYMENT
*€3080
*€280 DISCOUNT
INCLUDED

MONTHLY PAYMENTS
12 X €280

MORE PAYMENT
OPTIONS AVAILABLE
AT WWW.LSD.PT

DATES, SCHEDULES & PROMOTIONS

ALL THE INFO AT
WWW.LSD.PT



LISBOA

Alameda dos Oceanos, 63D
1990-208 Lisboa
Portugal
+351 916 360 050
cursos.lisboa@lsd.pt

PORTO

Praça do Bom Sucesso, 61, 4º andar
4150-146 Porto
Portugal
+351 966 107 988
cursos.porto@lsd.pt

FARO

Praça Dom Francisco Gomes, 2, 2º andar
8000-162 Faro
Portugal
+351 927 427 122
cursos.faro@lsd.pt



WWW.LSD.PT

