



Date of Commencement: 18 July 2011

Duration: 3 months

Day: Mondays & Wednesdays

Time: 7.00pm - 9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fees: RM1,000 per participant

HRDF Training Grant: SBL



It is now often called visual communication or communication design. Participants will work with print, pictures and patterns on flat surfaces (2-dimensional) and how to use a combination of words and images to design the layout of printed pages of books, magazines and newspapers, advertisements, brochures. Space, colour, lines, shapes and styles/sizes of letters will be used to create and get the message across.

Objectives:

Upon completion of this course, participants will:

- produce graphics as clear and as understandable as possible.
- learn about the relationship between communication theories and the art world and the right design for the success of an advertising campaign.

Contents:

- Understanding visual communication
- Reading into information - semiotics, signs and symbols
- Cartoon/caricatures/sketches
- Typography, layout, design
- Photography
- Packaging design
- Storyboard
- Studio time

Suitable for individuals interested in understanding more about the usage of visuals as a communicative device