



# THE DARKROOM

## DEPARTMENT OF PHOTOGRAPHY AND MULTIMEDIA

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### INTRODUCTION TO GRAPHIC AND WEB DESIGN 4 WEEKS

Contact hours: 32 hours class

Schedule: 2 classes per week of 4 hours each

Extra fees: none

#### PROGRAM

##### **Graphics design course – 2 weeks**

Philosophy of design: form and function.

Short history of graphics and visual communication of the XX century.

Elements and methodology: the visual arts, typography, page layout, animation, interaction and distribution channels.

Visual arts compositional rules: elements, principles of organization and techniques of composition.

Psychology of the visual culture: genotype, age, nationality, user profiles.

Design tools: inDesign, Illustrator, Photoshop, Pages and Flash.

Exercises: Project “Photographic brochure”, “the design for the print and for the web”.

##### **Web design course – 2 weeks**

Evolution of communication: from the printed paper to the web

Domain and hosting

Basis of programming: html, php, flash

How to make a web site

Web design tools: editor applications

Search engine optimization: what you should do, what you shouldn't

Exercises: building a personal web site