



# GRAPHIC DESIGN

## 平面设计

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# GRAPHIC DESIGN

## 平面设计

学习平面设计需要深入理解平面设计师在历史、社会和研究方面所发挥的作用。学生将有机会探索平面设计的解决方案带来的文化、经济和社会影响。通过主要的实践项目，学生将运用多学科技能来展现有创意且有实践性的方案，并结合创意、观念和电脑软件技能，为迎接竞争激烈的广告业和印刷业生涯做好准备。

The study of Visual Communication involves an in-depth understanding of a Graphic Designer's role in history, society and research. Students will have the opportunity to explore issues of culture, economics and social implications of graphic design solutions. Through major practical projects, students will hone their multi-disciplinary skills to offer creative and practical solutions, preparing them for challenging careers combining creativity, concepts and computer software skills in the highly competitive advertising and publishing industries.

### 专业课程

- 绘画
- 创意与问题解决
- 设计原理
- 设计色彩理论
- 平面设计简介
- 字体学基础
- 数码图片处理
- 数码摄影
- 学术研究与沟通技巧
- 排版设计基础
- 数码与应用插图
- 平面打印制作
- 识别系统设计
- 包装设计
- 交互式媒体设计
- 高级排版与制作
- 高级字体学
- 网页设计原理
- 出版物设计
- 广告设计原理
- 独立调研
- 作品集制作 1/2
- 设计工作室 1/2
- 实习

### Course Modules

- Drawing for Designers
- Creativity and Problem Solving
- Design Principles
- Colour for Designers
- Introduction to Graphic Design
- Fundamentals of Typography
- Digital Image Processing
- Digital Photography
- ARCS
- Fundamentals of Page Layout
- Digital and Applied Illustration
- Graphic Print Production
- Identity System Design
- Packaging Design
- Interactive Media Design
- Advanced Layout & Production
- Advanced Typography
- Web Design Principles
- Publication Design
- Advertising Design Principles
- Independent Research
- Portfolio 1/2
- Design Studio 1/2
- Industrial Attachment



纸的力量 康戴里亚洲艺术纸作品比赛颁奖典礼

CONQUEROR HAPPY DESIGN CONTEST 2013-14  
暨2013-2014年度刚古机构构像设计比赛作品展

5月23日2014年(星期五) 上海

conqueror! curious collection Keaykolou



莱佛士毕业生 Pragma Devi 参加 2014 “纸的力量” 康戴里亚洲艺术纸比赛获得杰出奖  
Pragma Devi, Raffles Graduatewinning the Excellence Award from the Paperweights Awards 2014

## 课程介绍

### 绘画

本课程将介绍学生一系列素描 / 绘画的技巧，并帮助他们有效地运用这些技能交流思想和想法。一系列的动手练习使学生获得视觉传播的经验和信心。本课程鼓励学生探索和体验各种素描技巧和艺术媒介。

### 创意与问题解决

本课程将向学生展示不同的创造性技巧和运用他们解决不同的设计问题。学生将了解“概念”、“创意过程”、“时间管理”、“观察与分析”、团队和个人的“研究”和一个问题“定义”的重要性。学生将体验各种现有的创造技巧，例如头脑风暴、思维导图等。他们将在探索实际的设计问题中熟悉创作过程，从而培养出视觉传播所需的基本创造力。通过一系列项目，每个学生将创作出表达思想进阶和用创意展示真实想法的作品。

### 设计原理

本课程将使学生了解设计原则及设计元素，学习如何运用这些原则元素解决各种设计问题。学生能够对设计中概念性、视觉性、关系性和实际性元素有一定了解。

### 设计色彩理论

本课程旨在理解设计中色彩运用的重要性。它涵盖色彩理论，研究和运用在视觉传播中所必需的色彩组合。学生将探索色彩的原则、属性、尺寸、协调和现象。

本课程注重建立学生的色彩感知和扩大他们在颜色表达、认知和相互作用等方面的知识。通过从社会、文化和心理层面来理解色彩的语言，学生可以在他们的设计中操控色彩，以适应产品和目标受众。

数字色彩将在本课程的后半阶段介绍，让学生去探索在计算机上生成颜色的基本原理和技巧。学生将学习在计算机上实现色彩协调有效方法。

他们还将大致了解图像捕获、屏幕彩色显示、数字彩色空间和先印刷再用电脑二次加工。

### 字体学基础

本课程将通过一系列的探索和在字体各个方面的大胆实验，为学生提供字体学的基本理论知识、历史以及实际操作经历。本课程将通过实际操作、课堂讲解和实例演示教会学员使用字体学的基本概念和原理进行字体创作和设计。学生们需要完成各项练习会着手完成一个综合作业。探索当代字体样式并充分发挥其作为沟通工具的潜力，通过非传统的方法衍生发展出新的字体样式，探求如何用字体表达出语言情感和个性，应因特定需求构思新的字体，新建兼具易读性和审美价值的字体体系。学生对于当今社会对于字体的需求以及字体的趋势有一定了解。

### 数码摄影

摄影是沟通中一项重要的视觉元素，它帮助建立书面内容与信息架构正确的关系。本课程致力于让人了解摄影能作为表达和沟通的载体。学生将挑战自己，找到正确的表现方式和途径将主题以图像形式呈现出来。

### 数码与应用插图

本课程将会介绍应用二维矢量图像来创建数码图片的基本技巧。使用 Adobe Illustrator 和 Adobe Photoshop 等设计工具，学生将会提高他们数码处理的技能，制作复杂的数码图像，探索视觉传播领域常用的处理矢量数码图像的技巧和艺术并且将之应用于诸如书籍封面、杂志封面、电影海报、相册封面、包装、广告、编辑及数字绘画等设计项目。

### 排版设计基础

学生会学习页面结构、基本排版原理、用于摆放设计元素的网格以及参考线体系。学生通过摆放以及调整文字、图片以及各元素之间的位置关系从而探索页面构图流程。

### 识别系统设计

本课程使学生了解公司标识系统，包括它的起源到作为现代市场营销交流工具的发展过程。学生会以一个视觉设计师的角度调研影响品牌的各种不同的商业情况。总体而言，这门课程通过调查研究，学习和分析品牌战略发展，最终完成一个品牌手册的设计。

## Key Module Description

### Drawing for Designers

This module will introduce students to a range of rendering/drawing techniques, and help them to develop these skills as a means of communicating ideas and thoughts effectively. A series of hands-on exercises enable students to gain experience and confidence in visual communication. Students are encouraged to explore and experiment with various rendering skills and art media.

### Creativity and Problem Solving

This module will show the student different creativity techniques and their use and applications in solving various design problems. Students will gain a familiarization with “concept”, “creative process”, “time management”, “observation & analysis”, group & individual “research” and the importance of a problem “statement”. The students will experience various creative techniques in use – Classic Brainstorming, Mind Mapping, etc. They will become familiar with the creative process as they explore practical design problems, thus developing necessary basic creativity for visual communication. Through a series of projects, each student will produce work demonstrating a progression of thought and creative direction in line with authentic briefs.

### Design Principles

This module gives the student an insight to the principles & elements of design, their use and applications in the goal of solving various design problems. Students gain a familiarization with the conceptual, visual, relational and practical elements of design.

### Colour for Designers

This module provides an understanding and importance of the use of color in design. It covers color theory, research and effective combinations essential to apply color for effective visual communication. Students explore the principles, attributes, dimensions, harmonies and phenomena of color. Emphasis is placed on the development of the students personal color sense and expanding their knowledge of the expression, perception, and interaction of color. By understanding the language and meaning of color from a social, cultural and psychological context, students can thus manipulate colors in their design to suit the product and target audience. Digital colors will be introduced at a later part of the module, which allow students to explore the basic principles and techniques for generating colors on the computer. Students will learn effective methods of attaining color harmony on the computer. They will also be given a general overview of the basic aspects of image capture, screen color display, digital color spaces and print reproduction using the computer.

### Fundamentals of Typography

This course will provide designers with the theoretical knowledge, history and practical experience through a process of discovery and experimentation in the fundamental aspects of typography. This course will provide students with knowledge and skills through practical exercises; lectures demonstrations and examples to enable them to explain and use the fundamental concepts and principles in the use of typefaces and typographic design. Students will have to successfully complete practical exercises and commence and complete an integrated project and explore contemporary type styles and use type to its full potential as a tool for communication. Develop type through non-traditional methods. Explore how to give words expression and personality through typography. Conceptualize a new typeface to meet a certain demand Create new typographic systems that have strong legibility and aesthetic value. Demonstrate a functional understanding of the demands on and trends in typography in our modern society.

### Digital Photography

Photography is an important visual element in communication to create an appropriate relationship between written content and information hierarchy. The module is dedicated to understanding photography as a medium of expression and communication. Students will be challenged to find their own interpretation and approach to visualize themes with images.

### Digital and Applied Illustration

This module will introduce the techniques for creating digital illustrations through the application of two dimensional vector images. Using Adobe Illustrator and Adobe Photoshop as design tools, students will improve their illustration technique and produce complex digital images, exploring technical and aesthetical aspects of the vector-based illustration processes most commonly used in the visual communication industry and apply it on projects such as book covers, magazines covers, film posters, album covers, packaging, advertising, editorials and digital painting etc.

### Fundamentals of Page Layout

Students will learn the anatomy of the page; fundamental layout principles, grids system and guidelines for placing element within a design. Students will also discover the process of a page composition by placing and arranging text and graphic within a design and how these elements are positioned, both in relation to another as within the overall design.

### Identity System Design

The course introduces students to the understanding of identity systems from its origins, to its development as a modern marketing communications tool. Students learn to investigate different business scenarios that may affect a brand from a graphic designer's point of view. Overall, this module focuses on introducing students to strategic brand development by means of research, study and analysis, which will culminate specifically in the form of a brand manual.

### 包装设计

包装设计应构建有销路的想法并将设计概念以不同形状和大小的三维包装表现出来。包装设计课程会向学生介绍与包装的相关各种材料与程序。通过了解各种包装材料的特点，调查分析产品质量、消费者的需求和其他因素，学生可以创造出各种各样的解决方案以吸引顾客、增加销量。本课程的一个重要环节是对每位学生单独评价以及为开发项目所需的材料提出详细的评论和建议。学生会开展不同的项目并为之制定不同的设计方案，完成草图、马克笔透视图技巧、结构、平面设计 and 最终包装。

### 交互式媒体设计

学生在本课程中学到的知识和技能可以用于创造引人注目的、实用的、与观众产生互动的数码媒体设计。学生将发挥创意运用各种数码元素，比如摄影、插图、文字、音乐、音效、动画和视频等，探索多媒体创作软件的各种可能。

### 网页设计原理

通过练习，课上讲解，演示，学习案例可以使学生学到必要的知识和技能。通过分析不同的项目要求，利用学到的知识，学生可以创作出独特的网页创意方案。同时，学生也会学到实际的技巧，结合这些技巧，使用超文本标记语言、图形网页制作工具进行设计和编程可以制作出网页。学生在完成各项操作练习后，会开始具有综合实践性质的期末作业。

### 广告设计原理

本课程旨在介绍广告的基本原则和实践操作，使学生熟悉广告行业中使用的术语和广告的社会功能。本课程将深入探究广告的各个方面、各个社会的广告趋势、消费者行为及其创作过程。期末作业将包括但不限于重新设计现有的公司广告宣传。

### 作品集制作 1/2

本课程旨在帮助学生建立个人的专业作品集并且学习如何能够最好地展现学生的优点。本课程还包括对当前作品的评估，对作品优缺点的评价也会决定学生该采取的具体行动、修改或是制作新作品。为实现学生对职业发展的期待，他们需要做出高标准的演示并对作品做出客观选择。这其中包括了一系列的准备，诸如简历、求职信、自我推荐的书面邮件和电子邮件、探索并求取在校外实习机会的方法等。

第二部分的课程为学生提供了选择、调查、探索创新解决方式的自主学习机会。结合之前课程的学习，将实用的技能、创意和兴趣结合起来完成平面设计。个人设计项目的涵盖范围广、有深入调研的可能，学生会运用到一系列思考、创意和实际操作技巧完成创意工作。

从初步分析、缜密适当的调查和创意过程到最终作品完成都是该课程的主要内容。此外，经过一段时间专注的学习，学生的创造力和经验会大大提升，对于就业、未来专业设计和研究学习都会起到重大的作用。

### 实习

本课程主要让学生有机会进入专业的平面设计工作室，广告公司和其他机构的工作环境中。学生可以在艺术总监，创意总监，高级平面设计师或市场经理的指导下完成创意工作，这无论是对他们短期的学习目标还是长期的职场准备都是具有重要意义。学生应成功完成至少 24 天的工作，撰写工作实习报告从而完成本课程。

### 学术研究与沟通技巧

本课程涵盖了设计与市场相关专业学生在学术方面所需的研究和沟通技巧。学生将融入互动的学习环境，通过系列学习活动掌握并发展团队合作技能。

学生们将学习如何发现、理解并评判由书本、杂志、网络和其他来源得到的信息资源。通过运用这些信息，他们将学会如何延伸他们的分析报告并在同学们面前作口头演讲。在本课程中包括了调查研究的基本技巧（比如建立讨论群组合和调查问卷）、获取和评估信息、释义、运用现有参考文献引用体系、运用有效的沟通原理以及文件的专业呈现。

### Packaging Design

Packaging designers need to develop marketable ideas and translate design concepts into three-dimensional packages of all shapes and sizes. Packaging Design will introduce students to materials and processes related to forms for packaging. Through understanding the characteristics of various packing materials and researching and analyzing the qualities of the product and the consumer needs and other factors, students will produce various solutions that can attract and sell. An important part of the class will revolve around individual student critiques and detailed comments and recommendations for developing the required project materials. Students will develop extensive projects and elaborate several different design solutions for them, including detailed thumbnail drawings, marker renderings, structures, graphic design and final packaging.

### Interactive Media Design

The module provides the students with the knowledge and skills to create compelling, functional, engaging, interactive and digital media design. Students will work on a variety of digital elements, including photography, illustrations, text, music, sound effects, animation and video creatively and explore technical possibilities with various Multimedia Authoring softwares.

### Web Design Principles

Students will be provided with the necessary knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to create unique web solutions by analyzing different project requirements and needs. Students will also gain practical skills to enable them to create web pages by designing and programming with hypertext markup languages and graphical web building tools. Students will have to successfully complete practical exercises and commence a final integrated practical project.

### Advertising Design Principles

This course aims to introduce the basic principles and practice of advertising, familiar with the terminology used in advertising industries and the functions of advertising in society. It will examine various aspects of advertising; its trends within societies; consumer behavior and its creative process. The final project will consist but not limited to the re-design of an existing company's advertising campaign.

### Portfolio 1/2

This module aims to assist the student in developing a professional portfolio and learning how to present the work that can best exhibit the strength of the students' creations. Evaluation of current work and assessment of strengths and weaknesses of such will determine the specific actions, revisions or generation of new work which need to be undertaken as part of this module. High standards of presentation will be expected as well as objective selection of work for meeting the students' specific career expectations. This will include preparation of resumes, cover letters, self-promotional direct mails, methods in targeting and researching for students' internship. Second part of the module provides students with the opportunity to select, research and respond creatively to a subject of self-directed study, producing a substantial graphic design outcome, whilst combining and fusing many of the practical skills, conceptual ideas and interests that have resulted from previous study on earlier modules. Students will apply a range of intellectual, creative and practical skills in the context of a personal project that is broad in scope and yet offers in-depth research possibilities culminating in a substantial body of creative work. From an initial proposal, through rigorous appropriate research and creative development during the main body of the project to the final outcome, students will complete this Module by producing a significant design outcome, which will form the major part of a portfolio. In addition, a student's creativity and experience will grow; having had the advantage of such a focused period of study and this will greatly assist in employability, future professional design practice or postgraduate study.

### Industrial Attachment

This module exposes students to the professional environment through industry opportunities in graphic design studios, advertising agencies, and other approved organizations. Students will be working under the guidance of art directors, creative directors, senior graphic designers or marketing communication managers and performing creative work that is educational and meaningful for their short-term academic goals as well as their long-range career preparation. Students will have to successfully complete a minimum of 24 workdays and create an internship report in order to complete the module.

### ARCS

This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills. Students learn to locate, understand and critically evaluate information from books, journals, the Internet and primary sources in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting focus groups and surveys), accessing and evaluating information, paraphrasing, using established referencing systems, applying the principles of effective communication and the professional presentation of documents are all covered during the module.

