

# Introduction to design and typography («GET»)

In this course, we'll show you what to look for in your creation in typography and design, and how to implement your projects. Do you have your own everyday projects that you want to bring along?

**Duration:** 2 days

**Price:** 1'300.–

**Course documents:** Digicomp courseware

## Content

The course is independent of programs used because the majority of the time you will be working without a computer. The following topics will be covered in this two-day course:

1. The visual human being
  - What does our eye see?
  - How does our brain work?
  - The visual language
  - How we read images
2. Basics of design
  - Ideas and their implementation
  - Target-oriented design
  - From sketch to draft
  - The design grid
  - The secret of a good layout
  - The visual weight
  - Abstractions (logos and symbols)
3. Incorporating an idea into corporate design
  - Page format and layout
  - Basics of design
  - Effect of the paper format
  - Application of the golden section
  - Interaction of type area and image format
  - Business cards, flyers, advertisements, posters
  - Multi-page publications
4. Color
  - The interplay of colors
  - Psychology and symbolism
  - Color meaning, color systems and contrasts
  - Color on the Web
5. Basics of typography
  - Design of text
  - Basics of typographic design
  - Font selection and typesetting
  - When do I use which font?
  - Readability, typesetting and pagination rules
  - Baseline grid
  - Differences between print and web
6. Conversion
  - Preparing the work
  - Developing common ideas
  - Workflow
  - Printing process

- Understanding for the visual human
- Creation of appealing printed papers according to basic design and typographic rules
- Deepening and implementation of collected creative experiences
- Understanding the interplay of colors and color effects in detail
- Using comprehensibly formulated tips and tricks
- Ability to answer the following questions:
  - What colors and shapes are available?
  - How is a page divided?
  - How and which font is used?
  - How does a publication become more readable and especially more interesting?
  - What are the stylistic and visual recipes for an appealing design? Which basic rules are important?

## Methodology & didactics

Theory and practical part with tasks. Own examples from practice are desired.

## Target audience

This course is intended for marketers, those interested in design and graduates of the following courses: [PHOTM1](#), [INDEM1](#), [ILLUM1](#).

## Additional information

### Info about the room equipment

Our courses take place on Windows or Apple devices. On request, we will be happy to provide you with an Apple computer in Zurich and Bern. Please let us know in advance by sending an e-mail to [info@digicomp.ch](mailto:info@digicomp.ch). You can also bring your own laptop.

For virtual participation, we recommend the use of an additional monitor (not just a laptop) so that you can fully follow and participate in the lesson.

### Adobe CC Software

The Adobe Creative Cloud Software will be fully available in the classrooms during the course. However, it is not possible to use the software via Digicomp licenses from home during the course.

## Further courses

- [Introduction to InDesign, Illustrator, Photoshop and Acrobat DC \(«AB6»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/publishing/course-introduction-to-design-and-typography](https://www.digicomp.ch/courses-media-communication/publishing/course-introduction-to-design-and-typography)