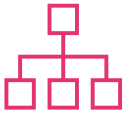


Introductory Workshop on Graphic Design and its Digital Tools

Summer Course



PROGRAM OF STUDY

All the modules are predominately practical in nature.

Module 1. Introduction to the discipline of graphic design

- Introduction to graphic design as a language of communication
- The creative process
- Briefing, moodboards and Look&Feel
- The basic elements of visual language
- Typography and image
- Concept of visual hierarchy
- Introduction to graphic composition

Module 2. Adobe® vsjx evi

- Introduction to Illustrator®: workspace and main tools
- Introduction to Photoshop®: workspace and main tools
- Introduction to InDesign®: workspace and main tools

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PROGRAM Wad \ Uead

Anna Pallerols

Anna Pallerols has a Master's degree in Advanced Social Communication Studies from Pompeu Fabra University, a degree in Advertising and Public Relations from Ramon Llull University and a degree in Digital Design and Electronic Art from ESDI. She currently manages LCI Barcelona's Graphic Design and Communication Department. She also runs a graphic design and web development studio that works to produce innovative design solutions and whose attention to user experience sets it apart.



PROFESSORfi

Marina Soto

With a degree in Graphic Design from Ramon Llull University, Marina Soto currently works at Artofmany, a multidisciplinary studio based in Barcelona. She has worked for the government of Catalonia, Universal Music, Roca and the famous Catalan singer Núria Feliu. She has designed communication campaigns, exhibitions, identities and political campaigns, with many those projects awarded in contests. Lately, her work has been focused on digital design and programming, developing complex projects with a broad and complete approach. She teaches at several design schools.

Núria Yebra

Graduated in Graphic Design by ESDI. She has specialized in multimedia and audiovisual design. She has worked for companies such as TVE, TV3, XTVL, Barcelona City Council, 5(8)4(8) Cat4. Madena SER, TR3SC and Sage, among others. She collaborates as a teacher in several design schools.

TECHNICAL SPECIFICATIONS



LANGUAGE:
Spanish or English.



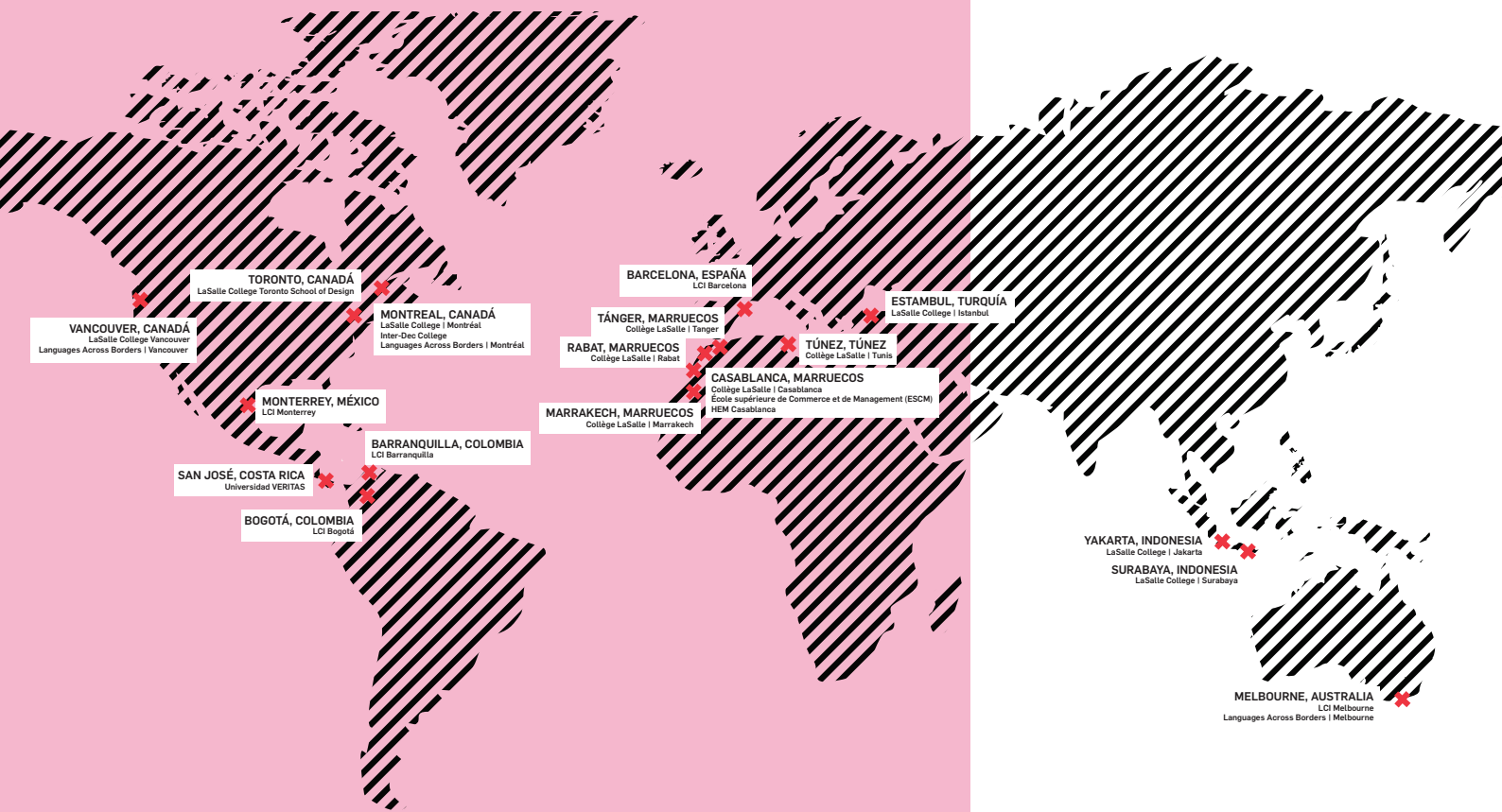
TVSKVEQ'PI RKXL >
40 hours.



DATES:
01 July to 12 July (Spanish)
or 15 July to 26 July (English)



WGLI HYPI >
10 am. to 2 pm.



TORONTO, CANADÁ

LaSalle College Toronto School of Design

VANCOUVER, CANADÁ

LaSalle College Vancouver
Languages Across Borders | Vancouver

MONTREAL, CANADÁ

LaSalle College | Montréal
Inter-Dec Collège
Languages Across Borders | Montréal

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LCI Monterrey

SAN JOSÉ, COSTA RICA

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BARCELONA, ESPAÑA

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FROM DREAMERS TO MAKERS

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