



BILLY BLUE
COLLEGE OF DESIGN



Course	Design Basics
Lecturer	Nathan Scoular
Duration	Two Saturdays, 10am – 4pm
Dates	May 12, 19 July 7, 14 ***NEW
Fee	\$550
Venue	Billy Blue College of Design, 171 Pacific Highway, North Sydney

Course Outline

Are you involved in producing visual communications but lack the design know-how to give your documents that extra edge? Equip yourself with a solid understanding of the principles of design so you can get 'off the tools' (probably Adobe Creative Suite) and into the right headspace to focus on the communication of ideas. You'll participate in a series of group and individual exercises designed to generate effective creativity so you can really get the message across.

Who should attend

This is not a tools-based course however it is advisable that you know your way around Adobe Photoshop, Illustrator and InDesign even if only at a very basic level. Anyone who is involved in producing any form of visual communication but lacks the design training to give their documents that extra edge should not miss this one.

Course Outcome

At the end of this course you will have:

- An understanding of effective research techniques
- A working knowledge for design efficiency and consistency
- An understanding of the creative process
- An appreciation for integrated written and visual communications



- An appreciation for typography

Course Content

- Using research techniques to understand your audience
- Combining written and visual communication techniques
- Creative brainstorming techniques
- Communication efficiency
- Interpreting a design brief
- The importance of design consistency and branding
- Using typography effectively

Prerequisites

A basic understanding of design tools such as Adobe Illustrator, InDesign and Photoshop is strongly advisable.

What to bring

A curious mind, HB pencil and empty notepad.

Lecturer's Biography

A graduate from Billy Blue College of Design, **Nathan Scoular** has returned to the College to teach after spending almost a decade working in a variety of key design roles including advertising, packaging, internet/broadcast, corporate identity/branding, and publishing. Nathan was part of the team that created Nudie Fruit Juice, and rebranded Fifth Leg wines and Killawarra sparkling for Southcorp. For four years he produced advertising campaigns for Yahoo, both above and below the line, and worked on campaigns for Discovery Channel and Animal Planet. He's also worked with Orotton, Marcs, Lion Nathan and the National Museum of Australia.

Nathan strongly believes in the power of a good idea and also that a good idea is worthless unless it is executed with technical excellence.