



**BILLY BLUE**  
COLLEGE OF DESIGN



<b>Course</b>	<b>Design Basics</b>
<b>Lecturer</b>	Nathan Scoular
<b>Duration</b>	Two days 10am – 4pm
<b>Dates</b>	Saturday: September 4, 11; November 13, 20
<b>Fee</b>	\$495
<b>Venue</b>	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 has returned to the College to teach after spending almost a decade working in a variety of key design roles across a diverse range of industries. These include: Advertising, Packaging, Internet / Broadcast, Corporate Identity / Branding, and Publishing; working with clients such as: Malaysia Airlines, Southcorp Wines, Goodman Fielder, Nudie Fruit Juice, Yahoo!, Orotan, Marcs, Lion Nathan, National Museum of Australia and the Discovery Channel.

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. In addition to teaching at Billy Blue, Nathan is the director and partner of a Sydney-based design agency specialising in publishing design.