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| Title | **Familiarisation with terminologies and tools** | | |
| Level | **2** | **Credits** | **20** |

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| Purpose | These competency standards will ensure that the trainee will be competent in developing general knowledge, skills and understanding of the basics of creating art work. This module also provides training of graphics software. |

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| Classification ISCED | 0611 Computer use |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **L1:**  **Recognize elements of design.** | **Trainee will be able to:**  **P1.** Apply elements of design in different designs and patterns.  **P2.** Select respective elements of designs, which will contain most if not all the elements.  **P3.** Formulate design concept for any given product/ service appropriately.  **P4.** Comprehend colour theory and composition, how to select colours based on requirements or branding guidelines. | **Trainee will be able to :**  **U1.** Differentiate, describe, and practice the use of the following design elements:  **K1.** Find out that Dot/ Point is the smallest and the most basic element. It can vary in size, value, regularity, and can be used alone or as a unit in a group, which form a line or shape in the design.  **K2.** Understand characteristics of line and types of lines; Line can be considered in two ways. The linear marks made with a pen or brush or the edge ar created when two shapes meet.  **K3.** Identify categories of shapes; A shape is a self defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.  **K4.** Comprehend direction of lines, which can be Horizontal, Vertical or Oblique; Horizontal suggests calmness, stability and tranquility. Vertical gives a feeling of balance, formality and alertness. Oblique suggests |

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|  |  | movement and action.  **K5.** Apprehend that size is simply the relationship of the area occupied by one shape to that of another.  **K6.** Grasp that texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.  **K7.** Identify value/ Tone which is the lightness or darkness of a colour. Value is also called Tone.  **K8.** Identify Positive/ Negative Space. |
| **L2:**  **Apprehend the principles of design:** | **Trainee will be able to:**  **P1.** Develop familiarity with applications of design principles and differentiate in a good and bad design.  **P2.** Apply design principles (most of them if not all) to help make visual layout pleasing and attractive for a product or service. | **Trainee will be able to:**  **U1**. Differentiate, describe, and practice the use of the following design principles:  **K1.** Know that Balance is psychological sense of equilibrium.  **K2.** Relate gradation to size and direction in order to produce liner perspective.  **K3.** Analyze how repetition can make an image either interesting or monotonous.  **K4.** Define how contrast is the juxtaposition of opposing elements on the color wheel.  **K5.** Identify how harmony brings together a composition with similar or related visual images.  **K6.** Apply dominance to give design interest, counteracting |

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|  |  | confusion and monotony.  **K7.** Find out concept of unity in a design helps to create relationship among elements of visual in functioning together. |
| **L3:**  **Build up understanding of the concept of perspective** | **Trainee will be able to:**  **P1:** Elaborate how perspective is used to introduce the illusion of depth in an image.  **P2:** Apply perspective in a design to make the design appear real by altering the size, location of objects on a canvas.  **P3:** Utilize perspective to draw attention to certain objects of interest or concept. | **Trainee will be able to:**  **K1:** Learn that perspective is a learned meaning of the relationship between different objects seen in space.  e.g. Is the dark rectangle in front of a circle, or beside a semi-circle?  **K2:**Visualise perspective as being created through the arrangement of objects in two-dimensional space to look as they appear in real life.  **K3:** Highlight the fact that perspective can be used to lead the audience into a visual.  **K4:** Achieve the perception through the use of relative sizes of objects, overlapping objects, and blurring or sharpening objects. |
| **L4:**  **Comprehend the colour theory and its relevance in design** | **Trainee will be able to:**  **P1:** Check how the change of hue or saturation of a colour can evoke a completely different feeling.  **P2:**Highlight importance of certain colours with respect to culture and mood depiction.  **P3:** Present appropriate colour combination.  **P4:** Select and apply relevant colour scheme and theme. | **Trainee will be able to:**  **K1:** Conclude the fact that value of colour in a design is very subjective.  **K2:** Know about: Warm colours include red, orange, yellow and variations of these colours. Red and yellow are both primary colours, with orange falling in the middle. Use warm colours in designs to reflect passion, happiness, enthusiasm, and energy. |

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|  | **P5:** Apply appropriate colour for the job of printing. | **K3:** Create awareness about cool colours that include green, blue, and purple, these are often more subdued than warm colors. They are the colours of night, of water, of nature, and are usually calming, relaxing, and somewhat reserved. Blue is the only primary colour within the cool spectrum. Use cool colours in designs to give a sense of calm or professionalism. |
| **L5:**  **Learn to use Typography** | **Trainee will be able to:**  **P1:** Select appropriate fonts relating to or reflecting the design concept.  **P2:** Choose the anatomy of Typeface. | **Trainee will be able to:**  **K1:** Typography Anatomy, the expression of different fonts, their families and its use in design graphics  **K2:** The choice of typeface and how you make it work with the layout, grid, color scheme, design theme |
| **L6:**  **Study tools and software for graphics and art work creation** | **Trainee will be able to:**  **P1:** Employ graphics design software. | **Trainee will be able to:**  **U1:** Use the tools for creating and editing images, graphics, pictures, text, etc.  **K1:** Develop familiarity with Adobe Photoshop, Adobe Illustrator, Adobe Indesign for creating images, editing type, and text.  **K3:** Gain knowledge about editing techniques in Adobe Lightroom.  **K4:** Get an insight into the tools in Corel Draw. |