

Graphic Design

Locations



Kings College
London

Key Facts:



Age range:
13-17



Location:
Kings College London



Class size:
12



Certificate:
External industry
certificate from
trusted UK provider



Minimum language level:
B1 (intermediate)



Tuition content
Academic subject studies,
Industry workshops and
Capstone Industry Project



Weekly excursions:
2 full-day, 1 half-day



Hours per week:
25



Dates:
8 July - 5 August



Duration:
2 weeks

This course aims to introduce the field of graphic design as both an artistic discipline and a professional practice. Taught by experienced industry professionals, lessons will incorporate both theoretical and practical knowledge within the field of graphic design. The areas to be studied will be chosen from optional subjects, and course content will cover topics such as typography, branding, digital illustration, and more.

Learning outcomes

- Develop skills and knowledge relating to the fundamental principles of design, including colour theory, composition, and visual communication.
- Analyse and apply key concepts in branding, typography, and digital media to real-world design projects.
- Engage in immersive case studies and design briefs that challenge students to think creatively and apply multidisciplinary approaches to visual problem-solving.
- Consider the ethical complexities of design practices, essential for responsible and culturally sensitive communication in the modern creative industry.

Example Industry Workshops

Visit to a Design Studio – Students will be immersed in the daily operations of a professional design studio. This hands-on experience will take place in a leading design firm in London. Students will gain insights into the creative process, client interaction, and the role of design in branding and marketing. The workshop will include a Q&A session with junior designers, followed by a tour of the studio to observe live projects in various stages of development.

Digital Illustration Workshop – Digital Illustration Workshop: Students will participate in a workshop focusing on digital illustration techniques using industry-standard software. The workshop will cover the essentials of creating vector graphics, digital painting, and image manipulation. Students will have the opportunity to work on their own projects, receive feedback from industry experts, and learn how digital tools are used to create compelling visual content in the design industry.

Capstone Industry Project

The project is developed and delivered by design education experts. Students will step into the role of creative directors in a "design pitch" session, where they will critically evaluate branding concepts and visual identities presented by industry professionals. Drawing on their knowledge from the subject studies programme, students will analyse these designs from both aesthetic and strategic perspectives, using design terminology such as hierarchy, balance, and user experience. Armed with "client briefs," they will engage in constructive critique and negotiation, deciding which concepts to "approve" while applying their understanding of design principles and branding strategies in a realistic and interactive setting.



*Discover our
Graphic Design
course*

