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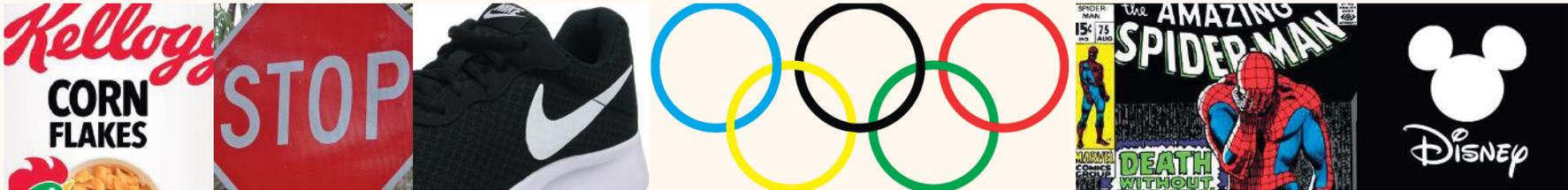
LOOK. DESIGN IS
ALL AROUND YOU.

AND WHETHER YOU REALIZE IT OR NOT,
YOU ARE ALREADY
A DESIGNER.

Graphic Design Courses for Kids

INTRODUCING KIDS TO GRAPHIC DESIGN

Graphic design is everywhere, from traffic signs to the logo for the Olympic Games; software user interfaces to web site design; the logo on your child's favorite sneakers; or the cover title in their favorite comic book.



A WORD FOR PARENTS

Graphic design is more than throwing together clip art and different fonts and colors.

It is creative problem solving through design thinking.

Graphic designers work to take the confines of societal acceptability and make it a beautiful part of our every day visual landscape with the intention of influencing individual and group behavior, political policy, and even society.



Why graphic design for kids is important?

Just like you might sign your child up to after school guitar lessons or a karate club, we believe that graphic design lessons for kids are just as important.

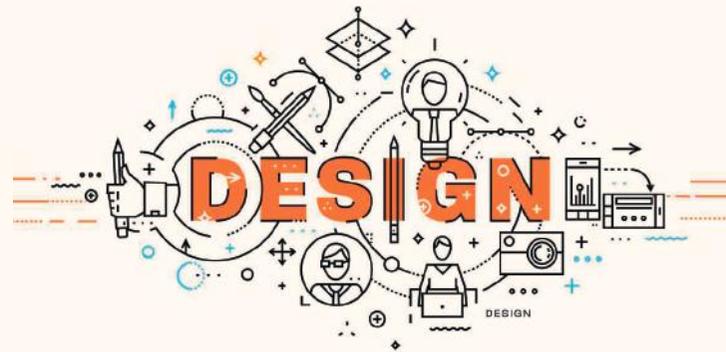
Graphic design course for kids can help your child get ahead, whilst turning their imagination into reality. It also encourages your child to create and submit their own projects.

A WORD FOR PARENTS

Graphic design can lead to a wide range of careers

Graphic design is a skill that is in demand now, and that's only set to increase with more of modern life revolving around screens. That has led to an increase in jobs for graphic designers, working in industries and areas as diverse as:

Advertising • Animation • Architecture • Design services
Engineering • Entertainment • Gaming
Information technology • Interior design
Marketing • Media • Publishing



Graphic design is also no longer just about making something look good.

DESCRIPTION

This is a semester-long course studying graphic design basics.

We will cover graphic design at its core starting with the elements of design and working our way through the design process as a professional graphic designer would.



Class Experience

This is a good starter class for children who enjoy drawing and would like to explore in a graphic design context.

Benefits are it introduces them to a variety of techniques and elements that helps expand their ability to convey their creative ideas.

It's presented in a very clear and easy process.

DESCRIPTION

In this class we will explore the design process at its most basic level to solve design problems through visual communication.

Students will:

- Use thumbnail drawings to create a variety of ideas
- Through classroom interaction, students will determine which of their ideas are the best
 - Make roughs
 - Make a final comp



Learning Goals:

- Students will be challenged to think outside the box and create concepts that are abstract, but still strong.
- They will need to adhere to deadlines as well as engage in peer critique.

DESCRIPTION

It's not about getting a cool design drawn, but about improving it with each version. It also learns how to take critique of one's design as opposed to just wanting positive feedback.

This is a real class that pushes your child to the next level. To provide a good overview and hands-on experience with graphic design concepts. The class neither requires refined drawing skill nor is boring - rather it helps to focus an eye on, and explore, specific concepts.



Each week, students will move through a multi-step design process by using the visual elements of design to create a meaningful design with abstract images.

Homework will include creating multiple thumbnail drawings, roughs, and a final composition that will be posted within the classroom, as well as active classroom engagement through critique. Final compositions will be presented each week prior to the week's lecture with student critiques as to whether it solved the design problem.

CLOSING WORD BY THE TUTOR



*I have been a graphic designer for over 20 years.
Working for the both big multinational and small local clients
(Nestlé, Unilever, Kofola, Philip Morris, Brown Forman...),
I believe that the art of graphic design, or at the very least an
appreciation for that art, is something that everyone should practice.
Graphic design floods our visual perception from everywhere, from the
products we buy to the advertisements we are exposed to.
I want to share my knowledge of graphic design so that kids
understand the basic elements and can build on that to become
creative critical thinkers.*

Vojta Vojtisek

www.secondvisiondesign.cz

CLASSES:

A: Semestral Course | Children 7 – 13 years



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