

INEFOP en Coursera: Programa 8: Introducción al Diseño grafico

Nombre del curso	Descripción del curso	Idioma del curso	Cursos con subtítulos	Institución	Nivel de dificultad
Fundamentals of Graphic Design	<p>Graphic Design is all around us! Words and pictures—the building blocks of graphic design—are the elements that carry the majority of the content in both the digital world and the printed world. As graphic design becomes more visible and prevalent in our lives, graphic design as a practice becomes more important in our culture.</p> <p>Through visual examples, this course will teach you the fundamental principles of graphic design: imagemaking, typography, composition, working with color and shape... foundational skills that are common in all areas of graphic design practice. I don't just want you to watch a video of someone talking about design, I want you to MAKE design! If you want to be a designer you have to be a maker and a communicator, so this course will offer you lots of opportunities to get your hands dirty with exercises and with more practical projects.</p> <p>At the end of this course you will have learned how to explore and investigate visual representation through a range of image-making techniques; understand basic principles of working with shape, color and pattern; been exposed to the language and skills of typography; and understand and have applied the principles of composition and visual contrast. If you complete the course, along with its optional (but highly recommended) briefs, you will have a core set of graphic design skills that you can apply to your own projects, or to more deeply investigate a specialized area of graphic design.</p> <p>To succeed in this course you will need access to a computer. You can complete this course without one but it will be tougher. Access to, and a beginner's level knowledge of Adobe Creative Suite programs, such as Illustrator, Photoshop and InDesign will help you, especially if you want to complete the optional briefs.</p>	Inglés	SI	California Institute of the Arts	Principiante
Introduction to Typography	<p>Typography is the art of manipulating the visual form of language to enrich and control its meaning. It's an essential area of skill and knowledge for graphic designers. Typography predates modern graphic design by around 500 years; it is rich in rules, conventions, and esoteric terminology—but it remains an exciting space for invention and expression.</p> <p>In this rigorous introductory course, we will study, name, and measure the characteristics of letterforms. We'll consider the pragmatic concerns involved in selecting and combining type. We'll peek into the rich historical, cultural, and aesthetic histories of familiar typefaces. We'll discuss time-tested conventions and best practices in setting type, as governed by principles of hierarchy and spatial organization. And we'll explore the expressive, meaning-making potential of type.</p> <p>Informative lectures will be complemented by a series of three peer-assessed assignments, culminating in an opportunity to design a full-scale typographic poster.</p> <p>Please note that this is not a software course; a basic working knowledge of Adobe InDesign or other page layout software will be assumed. You will need access to a computer and page layout software, such as InDesign, to complete the assignments.</p>	Inglés	SI	California Institute of the Arts	Principiante

<p>Introduction to Imagemaking</p>	<p>This course for serious makers, and for students new to imagemaking. Imagemaking is a fluid and exciting area of graphic design that comes out of practice and process: experimenting fearlessly, showing and sharing ideas, and giving and receiving knowledgeable and constructive input. For the sake of this online platform, we have applied some structure to our investigations, but for the most part imagemaking is loose and unstructured. If we must adopt a rule in this course it is only this: you will not become a graphic designer by watching videos alone. Or, don't just make stuff just in your head. So here, the focus here is on making, and you are expected to devote serious time and intellectual energy to that activity in this course. Specifically, you will:</p> <ul style="list-style-type: none"> - experiment with a range of materials and techniques to make images for graphic design - expand your visual vocabulary both in terms of making and talking about work, in order to discuss your work and work of others - learn how to make, manipulate and arrange images to create compositions, eventually culminating in the design and production of an-image-based book. <p>The first half of the course is an opportunity to experiment and explore imagemaking in order to expand your visual vocabulary. You will create pieces that are expressive, meditative, or 'design-y' to instigate, evoke, experiment, record, explain, or try out a media. In the second two weeks, we'll invite the images to deliberately and intentionally carry meaning and communication through relational moves like juxtaposition, composition, and context. We'll look at developing and expanding the range of approaches for putting things together by composing page spreads with your images. Since nothing exists without context, we look at how to intentionally drive the image's connotations, meanings, and associations generated through elements of composition and "visual contrasts." Ultimately, we will take the images that you create and make a book from them. The results of your assignments (and experiments) may generate something completely unknowable now or in the future—and that's the goal.</p>	<p>Inglés</p>	<p>SI</p>	<p>California Institute of the Arts</p>	<p>Intermedio</p>
<p>Ideas from the History of Graphic Design</p>	<p>This condensed survey course focuses on four key periods or themes from the history of design. Together we'll trace the emergence of design as a recognized practice, why things look the way they do, and how designers approached specific design problems in their work. Each week, a short quiz will test your knowledge of concepts, and a short reflective assignment will give you the opportunity to analyze the questions designers ask themselves today. This is an essential course for emerging designers entering the field, or for students interested in learning more about visual culture and analysis. No previous experience is required.</p>	<p>Inglés</p>	<p>SI</p>	<p>California Institute of the Arts</p>	<p>Intermedio</p>
<p>Brand New Brand</p>	<p>This course is the culmination of the Graphic Design Specialization and gives you an opportunity to tie together your knowledge and skills into a single project: a brand development guide for a company you will invent. This course takes you through the entire design process, from ideation to creation to presentation. Through the guide, you will be creating and giving a visual identity to an imaginary start-up company, and applying that visual identity to a number of forms. You will also develop a logotype and accompanying graphic palette to visually represent your company, as well as apply that design to a number of different applications to see it at work. Note: Only learners who have earned a certificate in the four previous courses in the Specialization are eligible to take the Capstone.</p>	<p>Inglés</p>	<p>SI</p>	<p>California Institute of the Arts</p>	<p>Principiante</p>
<p>Basic Elements of Design: Design Principles and Software Overview</p>	<p>Designing for an organization, while requiring technical skill, is not just about knowing how to use a pagination program such as InDesign or manipulate photos using Photoshop. A designer is a visual storyteller, a person who pairs words with images and typography to best convey information to an audience. Good design evokes emotion and presents the news of the day with clarity and the proper tone. A business card, brochure, or website that has good design provides content that is more inviting, more easily comprehensible and is faster to process. Design isn't about "making it look pretty," it's also about content, layout and audience analysis.</p>	<p>Inglés</p>	<p>SI</p>	<p>University of Colorado Boulder</p>	<p>Principiante</p>

Graphic Elements of Design: Color Theory and Image Formats	Examining and exploring the various types of images and graphic elements will be the focus of this course. We will start with color theory to distinguish between CMYK, Pantone and RGB color options and their usages. Then we will review the various types of images used in both print and digital design projects. Finally we will look at logo designs to determine what makes for the best images and graphic elements for corporate branding and imaging.	Inglés	SI	University of Colorado Boulder	Principiante
Textual Elements of Design: Fonts, Typography, and Spacing	Graphic design is telling a story by using both images and text. With that definition in mind, this course will focus on the textual elements of graphic design. From the history of typography, the difference between type, fonts and text as well as exposure to typography spacing, students will learn the value of selecting the best kind of type and combinations of fonts to get their message across in a visually pleasing manner.	Inglés	SI	University of Colorado Boulder	Principiante
Print and Digital Elements of Design: Branding and User Experience	Graphic design projects can be delivered in either a printed format or a digital format, or both. This course will look at how to work with creative professionals to get the ideal usage out of a design to use in print medium such as logos, brochures and larger printed projects that will also carry over as seamlessly as possible into the digital realm of websites and social media. We will also cover the user experience and how to keep the end result in mind when working on creative endeavors.	Inglés	SI	University of Colorado Boulder	Principiante
Desarrollo rápido de productos innovadores para mercados emergentes	El objetivo del curso es aprender el proceso para el Desarrollo Rápido de Productos Innovadores para mercados emergentes a través de la aplicación de 3 fases. Las fases que abordaremos en el curso son:\n\n1) Imaginación (Divergencia): a través de esta fase desarrollaremos un pensamiento creativo y crítico por medio de la exploración de una diversidad de opiniones en cuanto a diferentes megatendencias sociales, tecnológicas y de consumo. También utilizaremos una herramienta conocida como "Un día en la vida de ..." para identificar áreas de oportunidad para mejorar productos existentes o imaginar como nuevos productos con tecnologías de vanguardia pueden apoyar a la persona en su vida diaria.\n\n2) Conceptualización (Estructuración): esta fase se enfocará en dar disposición y orden a nuestras ideas creativas para el desarrollo de productos innovadores centrados en las necesidades latentes y crecientes del consumidor. Aprenderemos y pondremos en práctica un conjunto de herramientas a continuación mencionadas como: tareas a realizar, expectativas esperadas, matriz de necesidades y satisfactores, perfil del consumidor y etnografía.\n\n3) Diseño (Convergencia): En esta fase trabajaremos en confluir por medio de herramientas tales como la matriz morfológica, el story-board y el desarrollo de prototipos rápidos en una solución, es decir en un nuevo producto y/o servicio innovador, las capacidades de diversas tecnologías para dar vida a aquellas funcionalidades y atributos necesarios y esperados por nuestro consumidor.\n\nRecordemos siempre que la diferencia entre una invención y una innovación no radica del todo en el grado de novedad, sino en la aceptación de dicho producto y/o servicio innovador demostrada a través de su adquisición/compra por el consumidor/mercado meta.	Español	NO	Tecnológico de Monterrey	Avanzado