Know Your Onions: Graphic Design

How to think like a creative, act like a businessman and design like a God

9th–13th September 2013
Course Director: Drew de Soto
What you will learn
You will learn to be the best you can be, creatively, in terms of client delivery and project management.

How to manage your work and how to maximise your creativity faster and smarter than anyone else. You will learn simple (and sometimes small) things that will underpin your work and turn you into a creative juggernaut. There are sections on how to manage and increase your creative thinking, how to deliver and over deliver to your clients, whilst managing your time effectively. Freely you up to be more creative and expressive, whilst having a bit of fun.

To drill down to an application level, you will find ‘Magic numbers’ and ‘Top ten things...’ from clients, suppliers and industry experts who give their views on what matters to them when working with a graphic designer. These will help arm the modern graphic designer with the tools to be better creatively, better in practise and deliver consistently excellent results.

• If you are a student, this course is the link from university to industry. It will help you demonstrate you are ready for the commercial environment without compromising your creativity.
• If you are a graduate, it will help accelerate your career by giving you working practises and principles to make you the multi-disciplined designer you need to be.
• If you are an experienced designer, or someone who works in the design agency, you will learn the secrets and practises to understand and re-energise your career and be the boss of your own destiny.
• If you are just starting out at a junior level, you will learn the tips and tools to give you a leg-up and help fast track your career. It will help you deliver what you need to deliver to your Art Director and client and maybe teach them a thing or two.
• If you are a freelancer, Know Your Onions: Graphic Design will put in place the processes and practices to make you cost effective, maximise your profits, manage your client processes without debilitating your creative prowess.
• If you are a seasoned pro. What can we teach you? We can reinvigorate your career, re-start your passion for your work and ask you to question your current practises, to help you improve.

What you will not learn
• You will not learn any computer desktop publishing software.
• You will not be shown examples of other designers work.
• You will not learn how to be creative, because you are already.

Format and style
• Combination of demonstration, workshops, Q&A and real world issues
• Workshop projects – creative, discussion, development, presentation
• Peer learning
• Industry experts imparting their knowledge, no holes barred
Course content

Structure
- What are the problems that a modern day Graphic Designer faces?
- Where are you in your career and where do you want to go?
- Collective knowledge base
- What this course will give you, and what it won’t
- What is expected of you
- Define your own plan, how does this fit with what the course will give you?
- We haven’t started yet

Process
- Brief
- Knowing your client
- Knowing your budget, what can be done?

Thinking
- Creative Equation
- Getting ideas down quickly
- Intellectual Property
- Workshop, this may not go anywhere
- Review and art direct

Working
- What makes a client love you?
- Go the extra mile
- Organise and liberate your time

The principles
- Typography
- Spacing
- Punctuation

The knowledge of
- Colour
- Repro
- Print
- Finishing
- Paper
- Buying print

Workshop 1
- Brief, 1 hour, art direct, develop, refine, develop, present
- Magic numbers, review of best practice
- Crit

Workshop 2
- Re-write the brief, 1 hour, art direct, develop, refine, develop, present
- Spec for print, know the production problems

What you will need
- You will need to understand how to use the established suite of desktop publishing software, a basic understanding is enough.
- The will to improve
- A pen or pencil and a pad

5 day course
25 years of experience gained
Who wrote the course?

Drew de Soto
Drew de Soto is a graphic designer. But as his career developed, he has become an Art Director and Businessman, running a highly successful agency in London. Drew founded Navig8 in 2000 and the agency has gone on to work with some of the most influential UK organisations, these include the British Council, the UK Government, international charities and brands. As a direct result of his first book, *Know Your Onions: Graphic Design*, Drew has consulted with the UK Government (Policy Connect, Associate Design and Innovation Group) to help inform policy on design education, industry links and future developments. He runs a small independent gallery in central London and spent a fair few years on stage as a comedian, performing in clubs and theatres ranging from the Comedy Store in Leicester Square to shows in Hong Kong and beyond.

Who is teaching the course?

Jim Powell
Jim has worked with marketing, advertising and design agencies for over 15 years. To sell creative services you have to know your onions. As a consultant Jim trains agencies on various subjects including how to get clients to understand the value of creativity, being effective at new business and presentation skills. Over his career he has worked with hundreds of agencies including Interbrand, McCann-Erickson, Dave and Loewy and many other smaller agencies who have probably been the most fun and creative to work with even if they do have strange names. Drew and Jim have worked together for over 16 years.

Alumni
There will be an Alumni network of participants who have completed the course who can provide ongoing support. This will be managed through Facebook or LinkedIn.

The course at a glance:

**Code:** SUM3004  
**Fee:** £600 – discounted rate for Middlesex University students and alumni £400  
**Dates:** Monday 9th September to Friday 13th September 2013  
**Times:** 09.30–17.00  
**Lunch:** There will be an hour for lunch each day. There are several food outlets located on campus or in the local area. Please note that lunch is not included in the course fee.  
**Location:** Middlesex University Hendon Campus, room to be confirmed. Please click here for directions.  
**Accommodation:** Rooms are available in our Halls of Residence (Platt Halls). For more information please visit our website: www.mdx.ac.uk/professionalshortcourses.
How to apply:
Please contact our Summer School team or visit our website to download a short course application form:
www.mdx.ac.uk/professionalshortcourses

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