

# FREE Online Course – DIY Graphics and Business

Mike Simpson is offering a free online course. The topic is "Do It Yourself" Graphics and Marketing. iDIY and uCan too! You are invited to participate!

## iDIY Online Course - May 24th to June 28th

*If you have an entrepreneurial streak or have always wanted to learn a little about graphics, websites/blogs, or multimedia (audio/video) then this course may be the perfect opportunity to "get your feet wet."*

### Class Level / Objectives

The course is targeted to beginners and intermediates. The class will last 6 weeks and be done online - where we will have the opportunity to share our discoveries and our work via chat, message boards, and blog postings. How far you go, how much you create is up to you - everyone will be expected to contribute to the process by creating a simple website and posting their work and comments.

At the simple end of the "prior experience" range, beginners or "newbies" will be encouraged to edit photos for an "e-card" or create a graphically-pleasing PowerPoint presentation (too often an oxymoron!). Intermediate students will develop vector illustrations or perhaps a video podcast. Many of the tools are free and the only limit will be your time and imagination!

### Class "Time"

All of your work is done, for the most part, asynchronously. This means on Monday we have a virtual class - I upload documents and instructions. Students ask questions. We "meet" virtually for a few hours. However, if you are busy, you can login and do your work anytime in the following week. When you study is up to you.

### Class Difficulty

This class is ideal for beginner and intermediates. You must have fairly strong general computer proficiency and some curiosity about creative work done via computer. Please don't be intimidated by the idea of having a blog - it is simply a website page where we can share our work and the tools are easy to use (WordPress for example, has an interface that is similar to Microsoft Word).

## iDIY course overview:

**Week 1 - Introduction** to course and materials / create blog (a simple place to post and share your work)

We will go over a) DIY philosophy and practice, b) computer setup / operations and c) software options / blog setup.

**Week 2 - Photo-editing and Basic Graphics**

We look at design and color theory, essential photo editing techniques, and file formats for print / web (ie. bitmap vs vector image, jpeg vs png).

**Week 3 - Print vs. Web - Getting your message out**

Overview of 21st century marketing and the history of self-publishing.  
Exploration of marketing options - from brochure / business card to website /blog.

**Week 4 - Multimedia - Audio and Video**

Do you want to clean up the crackly sound in your family's home videos? Want to upload a promotional video of your business or community group to YouTube?

The fundamentals of audio and video editing will be reviewed.

**Week 5 - Independent Study**

Students work on projects and review progress with peers / teacher.

## **Week 6 - Exhibition of Work and Evaluations of Course**

Each student posts their best work to a gallery page. We meet in an online chat / message board to share and critique.

Students submit course evaluation and comments to Mike.

### **QUESTIONS? Want to "get tech"?**

Please contact me to register.

Thanks,  
Mike Simpson

[mike@strongandfree.ca](mailto:mike@strongandfree.ca)

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#### About Mike

Mike Simpson has developed his own websites and marketing materials since 1996 when he founded a street wear company. He made clothing that sold in a dozen stores around Toronto, published small magazines, and learned about graphic design and marketing. More recently Mike has worked as an ESL teacher and currently leads teachers in workshops that explore the use of computers and the internet in teaching/learning. Mike is writing a book on DIY business philosophy, history and techniques.

#### About DIY

"DIY" has been a motivating concept and practice for independent-minded self-starters since the 1970s. Its origins were in music / lifestyle sub-cultures such as American and British punk. These artists, musicians, and publishers founded their own small businesses and established communities that organized their own concerts, books and magazines, and clubs / retail stores (sometimes in the form of "cooperatives"). DIY has since been co-opted by corporations like HomeDepot but the essential ideas and core values of independent spirit and self-reliance have not changed. It's an exciting time! The 21st century is the age of communication tools like social media and blogs - never before have computers and the internet so easily enabled regular people to get stuff done themselves.

#### **Mike Simpson**

Designer / Teacher

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