COURSE SYLLABUS

Graphic Design Portfolio Bootcamp (Self-Paced)

Master the fundamentals of graphic design through hands-on projects and real-world practice. Explore design concepts, learn the key elements of design, and expand your portfolio in this comprehensive course.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/graphic-design-portfolio-bootcamp-self-paced



support@graduateschool.edu •
(888) 744-4723

Course Outline

Section 1

What is Graphic Design?

- Brief overview and discussion
- Elements of design
- Gestalt Principles

Word Work

- Letterform Anatomy
- Type Classifications
- Speed design with limited source material!

Design Assignment: Logo Design

- Brief slide show on what makes a good logo
- Design assignment: Choice of logo redesign for an existing company or create your own personal logo design.
- Create two distinct design options for your logo.

Section 2

Design Process

- Explore ideation and the creative design process
- Logo exploration (Ritos del Sol, Vaya)
- Learn logo drafting using the template feature in Illustrator
- Introduction of Photoshop mock-ups
- Sketching exercise. Learn to work quickly and creatively within fixed parameters.

Color Interaction

- What do colors mean?
- How do designers use colors effectively
- Color palettes: we will explore how to choose appropriate color palettes for different assignments

Design Assignment: Identity System

Finalize your logo to design an identity system using a "color study" and complementary typeface. Use this visual system to either create a stationery design or social media graphics.

Section 3

Typography

- Typographic Overview
- Type Selection
- Type Pairing
- Foundry Overview
- Optical Spacing

Design Assignment: Book/eBook Cover Redesign

Create either a book or eBook cover design for a re-issue of a famous piece of fiction. Use type and imagery to create a visually appealing cover that will entice a reader.

Section 4

Historical Design Movements

- Arts & Crafts
- Art Nouveau
- Dada
- De Stijl
- Constructivism
- Bauhaus
- Swiss International

Design Assignment: Album Art Cover/Spotify Graphic

Create cover art for a band to be used for online purchases of music or streaming music services. Use a mixture of typography, imagery, and basic graphic elements, with consideration for different screen sizes and resolutions.

Section 5

Information Hierarchy

- What goes first? Second? Last? And why?
- Are there rules? How can we be creative within these rules?
- We explore the who, what, where, when, and why of laying out information.
- Learn about grid systems.

Design Assignment: Event Poster or Email Announcement

Students will design a poster or email announcement for an event. Designs should convey a concept relating to the subject, and use a clearly identifiable visual hierarchy.

Section 6

Design Hero Slide Show

The instructor will show a brief slide show of past and present design visionaries

Portfolio Criteria & Revision

- Ten points to consider when developing a professional Graphic Design portfolio.
- Recommended book list
- Revision, completion and collection of any final revised exercises or projects.