COURSE SYLLABUS

Graphic Design Portfolio Bootcamp

Learn the fundamentals of graphic design as you get hands-on experience and produce real-world projects. Broaden your understanding of graphic design concepts, understand the elements of design, and expand your portfolio in this comprehensive graphic design course.

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



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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.