Fundamentals of Design Course

This one-day graphic design includes hands-on exercises in design concepts and principles to help build confidence and awareness of guidelines and theories and how they impact layout, type, and color. This class teaches you how to create successful designs by structuring a visual hierarchy using space and type.

No previous design experience is necessary; this course is a helpful foundation for individuals working across various fields. Participants in this course are from different job functions, including marketing, IT, development, management, and design roles.

What you'll learn in this training course

- Discovering the impact of history on modern design
- Finding out about the influence of color on design
- Understanding space and balance
- Understanding the importance of sketching and planning
- Adding rhythm and harmony in the design
- Building flyers, posters, brochures, and more
- Discovering how to use type effectively

Audience for this workshop

This Fundamentals of Graphic Design Course is for professionals who want to learn the basics of design and principles to help build confidence in guidelines and theories.

Training course duration

This class is one day in length. It runs from 10:00 am- 5:00 pm.

Training course curriculum

This training course uses provided lesson files, instructor-selected resources, and a design kit that includes pencils, sketchbooks, and more.

Goals and objectives for this training workshop

American Graphics Institute focuses on providing high-quality training courses for professional development. By the end of this workshop, attendees should have more confidence in their design choices, whether they are creating flyers, presentations, posters, or training materials.

- Realize the importance of planning a visual design
- Understand what impacts an excellent user experience design
- Understand basic design principles that will make design decisions easier

Fundamentals of Graphic Design topics:

Benefits of good design
- Why good design is essential
- ROI for good design

A historical perspective
- Influence of Bauhaus, German & Swiss design in modern art
- Understanding the International Typographic Style
- Review of major influences in modern design
- Function determines form
- Importance of fierce reduction of unnecessary elements

The importance of sketching
- Low-fidelity methods
- Developing innovative concepts
- Creating flexibility in early stages of design Focusing on ideas, not tools

Using space in graphic design
- Understanding and using negative space Utilizing white and non-whitespace

Adding balance to your designs
- Understanding types of balance
- Experimenting with symmetrical and asymmetrical designs
- Experimenting with weight to create dynamic designs

Adding rhythm and harmony
- Discovering how patterns and repetition can lead the eye
- Creating more effective visual designs

Understanding design proportions
- Building a beautifully proportioned layout for your design
- How positioning can affect the aesthetics of your design Incorporating the golden mean into your designs

Typography: effective use of type
- Typeface scenarios.
- Understanding which typefaces are best to use in different situations
- Type terminology and what it means
- Basic rules that improve viewer's experience
- Building an effective and successful information hierarchy
- Maximizing design with a typographic grid Type as an art form

Influence of color on graphic design
- Designing with color
- Understanding how to use the color wheel
- Understanding and using harmony rules

Importance of branding
- Type, color, logos and more