



Fundamentals of Graphic Design Course

This graphic design class is a hands-on workshop and includes exercises in design concepts, along with principles to help build confidence and awareness of guidelines and theories, and how they impact layout, type and color. In this one-day graphic design course, you will discover how to apply design by structuring a visual hierarchy using space and type. No previous design experience is necessary, and this course serves as a useful foundation for individuals working across a range of fields. Participants in this course are from a variety of job functions, including marketing, IT, development, management, and design roles.

What you'll learn in this training course

- Discover the impact of history on modern design
- Understand the importance of sketching
- Understanding space and balance and adding rhythm and harmony in design
- Discovering how to use typography effectively
- Finding out about the influence of color on design

Audience for this training course

This Fundamentals of Graphic Design Course is for professionals who want to learn the basics of design concepts, along with principles to help build confidence and awareness of guidelines and theories, and how they impact layout, type and color.

Training course duration

This class is two days in length. It runs from 9:30 am- 4:30 pm. Lunch break occurs approximately at noon until 1 pm.

Training course curriculum

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

Enrolling in this Fundamentals of Graphic Design training course

You can register for this training class online at agitraining.com, or by calling 781-376-6044 or 800-851-9237.

Locations for this Fundamentals of Graphic Design training course

You can attend classes at your training centers located in Boston, New York City, Philadelphia, on site at your office, or on-line. You can select the course location at the time of your registration.

Private and customized training course options

This training course can be offered as a private class for groups or individuals, and the content can be customized to meet your specific needs. You can call to speak with a training representative at 781-376-6044 or 800-851-9237 to discuss customizing this training course.

Goals and objectives for this training course

American Graphics Institute is focused on providing high-quality training courses for your professional development. We provide regularly scheduled small group courses along with private or customized training.



Fundamentals of Graphic Design class topics:

Graphic Design from a historical Perspective

- Why good design is important
- Influence of Art Nouveau, Cubism, Bauhaus, German and Swiss design in modern art
- Understanding the International Typographic Style
- Review of major influencers in modern design
- Origins of function determines form and fierce reduction of unnecessary elements

Understanding the importance of sketching

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

Understanding space in graphic design

- Understanding and using negative space
- Creating designs that utilize white and non-white space

Balance in your designs

- Understanding types of balance
- Experimenting with symmetrical and asymmetrical designs
- Experimenting with weight in order to create more dynamic designs

Adding rhythm and harmony to your design

- Discovering how patterns and repetition can lead the eye
- Creating more effective 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 typography rules that help improve viewer's experience
- Building an effective and successful information hierarchy with a type ramp
- Understanding how to maximize design with a typographic grid
- Type as an art form

Understanding design proportions

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

Influence of color on graphic design

- Understanding HSL (Hue, Saturation and Luminosity)
- Designing with color
- Understanding and using harmony rules