Fundamentals of 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.

This class actively involves students in the creation of designs in a non-computer environment with skills that translate to design for web, apps, marketing campaigns, print designs, and more. All design tools and supplies are provided, and participants should be prepared to experiment and grow design capabilities using newly learned skills and perspectives.

What you'll learn in this training course

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

Audience for this workshop

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 one-day in length. It runs from 10:00 am- 5:00 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.

Goals and objectives for this training workshop

American Graphics Institute is focused on providing high-quality training courses for your professional development. By the end of this workshop attendees should will 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 a great user experience design
- Understand basic design principles that will make design decisions easier

Day one: Fundamentals of Graphic Design

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 customized three-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.

Fundamentals of graphic design topics:

Benefits of good design

Why design is important
ROI for good design
What we will cover

Graphic design from a historical perspective

Influence of Bauhaus, German & Swiss design in modern art
Understanding the International Typographic Style
Review of major influencers in modern design
Origins of 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

Building confidence in use of space

Understanding and using negative space
Utilizing white and non-white space

Balance in your designs

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

Adding rhythm and harmony to your design

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 aesthetics of your design
Incorporating the golden mean into your designs
Using white space to direct your viewer

Typography: effective use of type

Choosing a typeface based upon the scenario
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