Graphic Design for Everyday Uses

Course Syllabus

Course Description

This course will teach basic graphic design principles to be applied to everyday applications. It is intended to help the non-graphic designer improve visual communication through knowledge that spans from color usage to placement and page layout. The course includes practical design guidelines and exercises to give you a chance to put these new skills into practice. By improving your understanding of how to use graphic design, you will know how to spark intrigue and improve communication through your everyday output of physical and virtual documents.

Course Objectives

At the end of this course you should be able to:

1. Understand what graphic design is, why it's important, and how the graphic design process can help improve your visual communication.
2. Understand the basics of color, contrast, and white space, the important role they play in design and how you can use them to improve your visual communication.
3. Understand what the different font types are, how to select fonts for your designs, and how to mix and match fonts in order to improve your visual communication.
4. Use the three design principles, proximity, alignment, and repetition to place the text and graphics you have chosen for your designs in order to improve your visual communication.
5. Use the design principles, hierarchy and emphasis to draw attention to certain design elements and give your designs organization and flow.
6. Understand what balance and harmony are as they pertain to graphic design and how they contribute to the visual weight and the continuity of a design in order to be aesthetically pleasing to the eye.
7. Understand more about the different tools to create visual communication and the resources that are available to help you along the entire process.
8. Use the design process and apply the design principles to your work, improving your visual communication.

Modules

- Module 1: Introduction to Graphic Design, Quiz 1
- Module 2: Color, Contrast & White Space, Quiz 2
- Module 3: Font Usage, Quiz 3
- Module 4: Proximity, Alignment & Repetition, Quiz 4
- Module 5: Hierarchy & Emphasis, Quiz 5
- Module 6: Balance & Harmony, Quiz 6

- Module 7: Graphic Design Tools & Resources, Quiz 7
- Module 8: Practical Applications of Design Principles, Quiz 8

Grading:
Each quiz must be passed at an 80% or higher (retakes allowed).

Format
This is a self-paced, asynchronous (no required live meetings) course. Throughout the PD course, you will find it helpful to take notes along the way to assist with the quizzes. Within each module, you will find reflection assessments that are not graded but will help in your journey through the course.