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.

Training Outcomes

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

1. TO 1: Define graphic design and explain its importance. Describe the steps of the graphic design process and analyze how each step contributes to effective visual communication.

2. TO 2: Identify examples of effective use of color, contrast, and white space. Explain how each contributes to visual clarity and communication.

3. TO 3: Classify font types (e.g., serif, sans serif, script, display) and select appropriate fonts for specific design goals.

4. TO 4: Apply proximity, alignment, and repetition, to organize text and graphics in a given layout. Justify your design choices in terms of improving clarity and visual communication.

5. TO 5: Use the design principles, hierarchy and emphasis to draw attention to certain design elements and give your designs organization and flow.

6. TO 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. TO 7: Identify at least three graphic design tools and explain their specific uses.

8. TO 8: Use the design process and apply the design principles to your work, improving your visual communication.

   *(TO 1) stands for Training Outcome 1. Each module in this course focuses on one of the Training Outcomes.

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 (three attempts 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.