Design Principles 101

This course aims to help non-designers, such as marketing and communication professionals, to overcome challenges in graphic design by learning crucial design elements and principles in creating an effective design that captures attention, convey a message and evoke the appropriate emotion. With the how-to rules in visual communication, they will develop a good eye for good design. Apart from lectures, the course will incorporate discussions, case studies, hands-on, and critique.

Target Audience: Anyone who wish to learn the principles in creating an effective design   **Prerequisite:** None

Duration 1 Day

Hours 9am to 6pm

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Getting Ready for a Design Solution

- Specifying a design problem
- Defining the purpose of a design solution
- Knowing what makes a design functional
- Researching on the target audience
- Considering the suitability of a deliverable
- Comparing the differences between the requirements of print and web solutions
- Determining the deliverable specifics

Collecting and Prioritizing Information

- Gathering mandatory information
- Having a look at a design brief
- Prioritizing information with a hierarchy

Breaking down the Creativity Barriers

- Guidelines in making a brainstorming session easier, faster and more relevant for a design
- Gathering industrial-standard inspirations
- Extending your creativity with design resources

Applying Design Elements and Principles

- Governing a structure with spatial relationship
- Suggesting a motion or direction with lines
- Manipulating visual form and mood using shapes
- Enforcing the principle of unity with a pattern
- Creating depth and contrast using textures
- Setting a mood, space and depth using colors
- Capturing one's attention with Focal & Entry point
- Creating a highlight in a design using contrast
- Building balance and harmony in a composition
- Understanding the different types of balance
- Using the principle of movement and rhythm
- Applying the principle of emphasis effectively

Creating a Functional Layout

- Setting the audience's eye-flow across a design
- Designing a Works-All-The-Time-Layout
- Using negative space to effectively in a layout
- Avoiding common layout and design mistakes
- Exploring different types of effective layouts

Understanding Typography Concepts

- Learning typography vocabulary
- Knowing the different font categories
- Font styling and formatting for typesetting
- Choosing an appropriate font to convey a mood
- Delivering a visual impact using type effects

Delivering Visual Impact and Cue with Colors

- Evoking an appropriate emotion using colors
- Exploring the various functions and rules of colors
- Understanding the color wheel
- Choosing from the different color categories
- Comparing colors for the print and screen medium
- Tips for designing and choosing colors

Also Consider: Illustrator CC: Essentials, InDesign CC: Essentials & Photoshop CC: Essentials