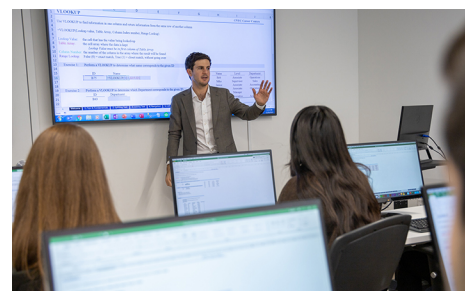


# Visual Design Bootcamp

In this hands-on course you'll work on real-life designs such as logos, digital graphics, responsive web designs, and more. Classes are led by a professional web and visual designer. Small class sizes and personalized feedback will ensure you come away with great design skills and portfolio material.

**Group classes in NYC and onsite training is available for this course.**

For more information, email [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit: [training-nyc.com/courses/visual-design-bootcamp](https://training-nyc.com/courses/visual-design-bootcamp)



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## Course Outline

### What You'll Learn

#### Design Overview

- User Experience (UX) Design
- Visual Design
- UX Is Not UI

#### Learning from Existing Websites

What Works & What Does Not?

#### Color

- Color Harmonies
- Creating Contrast with Color
- Guidelines for Proper Color Usage

#### Typography & Fonts

- Display Text (Such as Headings) versus Body Text
- Legibility
- Type Trends
- Typeface Selection & Pairing
- Where to Get Web Fonts
- Ideal Line Height
- Column Width (Line Length)
- Hyphenation & Justification

#### Design Elements

- Proximity
- Similarity
- Continuity

## **Trends in Web Design**

Analysis of Example Websites

## **Design Patterns**

Example Design Patterns

## **Multiple Screen Sizes**

- Responsive Web Design
- Mobile Considerations & Limitations
- Discoverability Challenges
- Mobile Navigation

## **Workflow: Idea to Design**

Example Web Design Workflows

## **Getting to Know a Project: Creative Briefs**

- What is a Creative Brief?
- What to Include in a Creative Brief

## **Wireframing**

- Issues to Solve
- Steps in Creating a Wireframe
- Designing on a Grid System (like Bootstrap)

## **Wireframe to Refined Design**

- Iterate & Refine
- Understanding the Mobile Experience

## **Time for You to Design**

### **Project Work**

- Create Wireframes
- Turn Your Wireframes into Refined Designs
- Get Critiques
- Incorporate Feedback & Improve Your Designs