

Visual Design Portfolio Bootcamp

Learn to design websites for mobile and desktop using timeless principles such as color, layout, and typography, as well as visual conventions, standards, and trends. You will learn the process and principles for designing responsive websites through lectures and hands-on exercises.

Group classes in NYC and onsite training is available for this course. For more information, email contact@nyimtraining.com or visit: <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