

Graphic Design 101: How to Master Visual Communication

GoSkills online course syllabus

Skill level

Beginner

Lessons

25

Pre-requisites

No prior experience needed

Video duration

1h 51m

Estimated study time

1h 51m

Instructor

LaDale Whaley

Introduction

1 Defining good design

Although defining "good" design can involve some degree of subjectivity, there are key principles and elements that can help distill some of the subjectivity.

The Principles of Design

2 Setting the foundation for your design

Effective application of the principles helps deliver the message.

3 The C.R.A.P. principle

Good Design is built on the four principles of design. After this lesson, you'll be able to identify the four critical foundational design principles.

4 Make a difference with contrast

The correct application of the principle of making a difference with contrast is essential to design.

5 Create interest with repetition

There are many ways to apply the principle of creating interest with repetition.

6 Guide the eye with alignment

The appropriate placement of your design elements are imperative to the structure of the design.

7 Create white space with proximity

Too much can be chaotic.

The Elements of Design

- 8 Importance of the elements of design**
Effective application of the elements helps deliver the message. After this lesson, you'll identify the elements to enhance the message.
- 9 Connect the dots with lines**
Lines are essential to a design. After this lesson, you'll be able to use lines to communicate delicacy or force.
- 10 Add interest with shapes**
Shapes can enhance the design. After this lesson, you'll be able to apply shapes to improve the message and mood of your design.
- 11 Implied or realistic textures**
Textures evoke a sensation of touch. After this lesson, you'll be able to attract your viewer's focus to convey a specific message.
- 12 Create harmony with balance**
Balance is a critical part of the design. After this lesson, you'll be able to create stability in your design.
- 13 The importance of space**
Evoke the viewer's imagination with space. After this lesson, you'll be able to demonstrate the effective use of space with visual hierarchy.
- 14 Understanding the visual hierarchy**
Effective application of a visual hierarchy is essential to the delivery of your message.

Color Theory

- 15 The role of color**
Using color effectively is critical to the success of a design.
- 16 Color basics**
Knowing how to use color correctly will impact your designs.
- 17 Using the color wheel**
Graphic designers use the color wheel to develop color harmony throughout their designs.
- 18 The meaning of color**
Color must have a purpose in the design. After this lesson, you'll be able to determine the effective use of color to support the message.

- 19** **Establishing emotional connections**
Color evokes emotion. After this lesson, you'll be able to establish an emotional connection with the audience through the use of color.
- 20** **Saving a color scheme**
Mixing color is a designers superpower. After this lesson, you'll be able to create your own color schemes with Adobe Color.

Fundamentals of Typography

- 21** **Typography basics**
Typography is the key to the audience understanding the message.
- 22** **Exploring letter anatomy**
The key to selecting a font is understanding the anatomy of a letter. After this lesson, you will be able to identify the anatomy of a letter.
- 23** **Selecting the right font**
Fonts are an essential part of the message. After this lesson, you will be able to select the perfect fonts for your next design.
- 24** **Following typography rules**
There's more to it than selecting the correct font.

Conclusion

- 25** **Create a winning design**
Thank you for watching this course!

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