HackerYou Course Syllabus

Fundamentals of Digital Design

CLASS 1

Intro to Design

Welcome to Fundamentals of Digital Design! Today we'll go through what materials you'll be using in this course, and we'll dive into Adobe Illustrator so that you can familiarize yourself with the basic tools you'll need to get started.

CLASS 2

Intro to Illustrator

In this class we'll teach you all about Illustrator by redesigning a logo using grids.

CLASS 3

Typography & Kerning

Typography is a cornerstone of design. Today, we'll talk about the important role it plays, and we'll talk about classifications of type, the reading experience, and tips for kerning type.

CLASS 4

Typography

In this class, we'll take our typography skills further and focus specifically on typography for digital products.

CLASS 5

Building Blocks of Design

Today we'll look closer at the building blocks of visual communication. This is way of communicating through elements and symbols that isn't dependent on formal written language to convey an idea. You already understand it!

CLASS 6

Grids Are Your Friends

Grids are one of the most important tools for design. You can use it to divide or measure space, and create systems of organization. Grids help organize content to make it digestible.

CLASS 7

Colourful Conundrums

Whether you're designing for print, screen, or establishing a visual identity, colour plays a central role in conveying your message. Because colour is so powerful, today we'll learn how to use it intentionally and decisively.

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CLASS 8

Vector-powered

What's a Vector Graphic? These are graphics that don't rely on pixels, and are instead made up of lines and curves that connect by points to make simple shapes or complex compound objects. Today we'll learn how to draw these, and do some math, because vectors are scalable.

CLASS 9

The Wonderful World of Icons

Icons help us communicate messages without words. They're a powerful visual metaphor, and a fundamental to good design. You'll learn how to capture complicated concepts, give warnings, or summarize important information all at a glance.

CLASS 10

PROJECT ONE

A Closer Look at Logos

What's the difference between an icon, logo, wordmark, or logomark? Today we'll introduce Project One, where you'll be designing a logo for a client.

CLASS 11

Presenting Logo Designs

Because presentations are an important part of the design process, today you'll present your logo to the rest of the class. This will help you practice for when you begin doing work for clients!

CLASS 12

Business Card Basics

Business cards are a quick way to tell a new person all about who you are, and what you style is. Creating your own will be the second part of your first project, so today we'll talk about preparing files for printing, and conveying a lot of information in a small space.

PROJECT ONE

For your first project, you'll create a logo and business card using the design knowledge we've learned so far for a client.