

Graphic Design Fundamentals – Build a Strong Creative Foundation

Course Details – Introduction to Graphic Design

Learning Objectives

- Understand the fundamentals of graphic design and its professional applications.
- Master the core principles: color, typography, layout, composition, and stylization.
- Learn how to create a complete visual identity (logo, brand guidelines, color palette...).
- Complete hands-on projects to solidify your skills: moodboards, logos, mockups, brand systems.

Modules & Content

Module 1 – Graphic Design Fundamentals

- What is graphic design?
- The 4 essential pillars: color theory, imagery, typography, composition

Module 2 – Color & Palettes

- Color theory (contrast, harmony, symbolism...)
- Create cohesive and accessible color palettes
- Tools and inspiration to choose the right colors
- **Project 01:** Design moodboards and color palettes for various brands

Module 3 – Stylization & Visual Simplification

- Image stylization: schematization, visual expression, abstraction
- Techniques for graphic simplification
- **Project 02:** Deconstruct and stylize imagery for a brand identity

Module 4 – Typography & Hierarchy

- Type anatomy, typographic styles, font families
- Hierarchy, readability, spacing, kerning
- Choosing fonts based on brand identity
- **Project 03:** Create a font and type system for a brand

Module 5 – Layout & Composition

- Layout basics: grids, alignment, whitespace, contrast, repetition

- Grid systems: rule of thirds, spiral, Fibonacci
- **Project 04:** Build a layout based on a client brief

Module 6 – Logo Design

- Understanding logo types: logotype, symbol, monogram, emblem
- Construction lines and visual consistency
- **Project 05:** Design a logo from a stylized image

Module 7 – Brand Guidelines

- Build a complete brand style guide (visual identity system)
- Integrate color palette, fonts, logo usage rules
- **Project 06:** Create a full brand guide for a fictional company

Learning Format

- Balanced mix of theory, live demos, and hands-on workshops
- Step-by-step projects to build a complete brand identity
- Visual supports, online resources, analysis grids

Who is this course for?

- Beginners in graphic design
- Self-taught creatives seeking structure and foundational theory
- Entrepreneurs, students, content creators