

# Visual Design 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.

## Course Outline

### What You'll Learn

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#### 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**

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## **Project Work**

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

# **Contact**

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