Graphic Design

"No previous experience required"

Bootcamp Curriculum

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Curriculum Version 1.0

Bootcamp Overview

Target Audience:
- This bootcamp is designed for beginners/career switchers wanting to upskill in graphic design

Prerequisites:
- No previous experience required
- No coding experience required

Duration:
- 12 weeks
- Monday - Friday (5pm- 7pm WAT)/ (4pm-6pm UTC)

Format:
- Live classes and educative webinars including recorded sessions
- Hands-on assignments and real-world projects
- One-on-one mentorship/career coaching
- Portfolio development (5 live portfolio projects)

Outcome:
By the end of the bootcamp, participants will master key graphic design skills through real-world projects and build a job-ready portfolio. They will understand design principles, tools, and workflows while developing practice roles in graphic design, with the tools and knowledge to advance in their design careers.

Certification:
Upon successful completion of the bootcamp, participants will present their portfolio for review by instructors and receive a certification from U-Tech Forge (UTF)

Learning Modules

The following modules have been designed to take you through the essential concepts and practices of graphic design. Each module focuses on a key area of graphic design, progressively building your skills from fundamental principles to advanced techniques. Throughout the bootcamp, you'll engage in practical exercises and real-world projects, standard tools to create a strong foundation for your career in design.

Module 1: Introduction to Graphic Design

Week 1:
Introducing Graphic Design
- Definitions and applications of graphic design
- The role of graphic designers in various industries

Design Principles
- Balance, contrast, hierarchy, alignment, proximity, repetition, and space

Elements of Design:
- Color theory, typography basics, shapes, textures, and lines

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 2: Design Tools and Software

Week 2:
Introduction to Design Software
- Adobe Photoshop (or alternative), Illustrator, Canva, and Figma

Setting Up Workspaces
- Customizing toolbars, artboards, grids, and guides

Basic Operations
- Using tools like selection, crop, transform, and adjustment layers
- Working with vector vs. raster graphics

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 3: Typography Mastery

Week 3:
Typography Basics
- Font families, weights, and styles
- Pairing fonts effectively

Hierarchy in Text :
- Creating emphasis and structure with typography

Creative Typography :
- Designing custom lettering and using typography as a design element

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 4: Color and Branding

Week 4:
Introduction to Colors
- Color harmonies, contrast, and accessibility considerations

Creating Color Palettes :
- Tools and techniques for effective palette design

Branding Basics :
- Introduction to brand identity and how color contributes to a brand

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 5: Layout and Composition

Week 5:
Layout and Composition
- Grids, white space, and alignment for clean compositions

Visual Hierarchy and Flow
- Best practices for visual hierarchy and clarity

Designing for Print vs. Digital
- Resolutions, bleed, and file formats for different media

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 6: Illustrations and Iconography

Week 6:
Custom Illustrations
- Using Illustrator (or alternatives) to create scalable vector graphics

Designing Icons
- Iconography principles and creating consistent icon sets

Working with Stock Assets
- Sourcing, licensing, and modifying stock graphics

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 7: Advanced Design Techniques

Week 7:
Mockups and Prototyping
- Presenting designs in realistic mockups

3D Elements in Design
- Introduction to basic 3D tools for creating depth

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 8: Motion Graphics and Animation

Week 8:
Basics of Motion Design
- Using After Effects or Canva for simple animations

Animating Text and Graphics
- Intro to keyframing, transitions, and effects

GIF Creation
- Designing and exporting GIFs for social media

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 9: Designing for Web and Social Media

Week 9:
Web Graphics Basics
- Creating UI components and optimized images

Social Media Design:
- Designing posts, stories, and ads for Instagram, Facebook, and LinkedIn

Responsive Design Considerations
- Adapting graphics for multiple devices

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Learning Modules

Module 10: Portfolio Development and Freelancing

Week 10:
Building a Portfolio
- Selecting and organizing your best works
- Creating case studies and mock projects

Freelancing Basics
- Pricing, contracts, and working with clients

Search and Interviews
- Preparing for graphic design roles and presenting your portfolio

Mon-Friday (5pm- 7pm WAT)/(4pm-6pm UTC)

Bootcamp Deliverables and Reference Guide

Bootcamp Deliverables

Bootcamp Deliverables:
- 5 live projects, a job-ready portfolio with graphic design case studies, and personal projects
- Final collaborative capstone project showcasing end-to-end design skills
- UTF course certification
- Resume and LinkedIn optimized for graphic design roles
- Ongoing career preparation and guidance as well as networking tips (Active Tech Community)

Reference Guide

Books
Exclusive access to carefully curated books for bootcamp members.

Online Resources
Premium online resources are available exclusively to bootcamp members.