



DESIGNATION

Design a new career.

PROGRAM OVERVIEW

Redefine yourself.

It takes the average person a little over 6 years to become fluent in Japanese. 3 years to play piano. And 7 years to finish an apprenticeship in electrical engineering.

It only takes 10 weeks to become a digital designer.

DESIGNATION is not a school. It's a laser-focused training ground with a single mission: to turn talented, passionate people into professional creatives.

An intensive program covering everything you need to know, DESIGNATION is a comprehensive resource for digital skills, including user experience, graphic design, coding and more, all taught by a dedicated team of working professionals.

It will be intense. It will be frustrating. And it will probably be one of the most challenging things you've ever done in your life.

Apply now, and design a new career.

Ten weeks. One goal. No BS.

Here's a little taste of what you'll learn at DESIGNATION.
Not pictured: hundreds of hours of hard work and dedication.

APPLY

ADMISSIONS

2-6 MONTHS OUT

PRE-PREP

30 DAYS OUT

FINISH PREP

50+ HOURS LATER

IMMERSIVE

WEEKS 1-10

KICK-OFF

WEEK 1

Class icebreakers, program overview, collaboration tools, student on-boarding, portfolio project introduction & first class

FOUNDATIONS

WEEKS 1-10

The Foundations pillar covers a variety of topics in web design, tech + hardware, software, digital media, building soft skills, entrepreneurship & career development



Cohort Announced

Students are accepted into the ten week program



Start Prep Readings

Intro to design through books, stories & videos



Begin Online Coursework

Begin classes on HTML, CSS, Adobe Creative Suite & UX



Adobe Software

Training on Photoshop, Illustrator, and professional design tools



User Experience (UX)

Learning user-centered design techniques & strategies



Design Research

Understanding the foundations of creating solutions & systems



Design Strategy

Exploring the relationship between design and business

SATURDAY WORKSHOPS

WEEKS 3-10

Saturday workshops and projects in mobile design, UX, whiteboarding, SVN, WordPress, and more

DESIGN PROJECTS

WEEKS 3-8

Students work on unique personal & group-based projects, applying their design skills to solve problems

GUEST LECTURES

WEEKS 1-10

Weekly guest speakers from thought leaders and professionals in Chicago's design, tech & creative communities

MEET COMPANIES

WEEK 5

Students searching for new career opportunities meet our exclusive Hiring Partners

CAREER PREP

WEEKS 5-10

Students looking for jobs will work with the DESIGNATION team to identify career paths & prepare for interviews

PORTFOLIO WORK

WEEKS 1-10

Writing detailed blog posts, working on self-directed projects, delivering detailed deliverables, and designing your portfolio



Visual Design

Designing graphics and learning applied visual communication



Layout Design

Creating structure on a page to organize, plan and arrange



Interaction Design (IxD)

Designing interactive digital experiences for people's use



Usability

Improving ease-of-use during the design process



Typography & Branding

Understanding beautiful type and the power of branding



HTML & CSS

Coding and executing designs with HTML & CSS



JavaScript & jQuery

Programming front-end interactive effects on websites



Mobile Design

Wireframing and designing experiences for mobile devices



Responsive Design

Creating websites optimized for multiple devices & web browsers



PORTFOLIO NIGHT

600+ HOURS LATER

APPLY

designation.io/apply