



# 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.

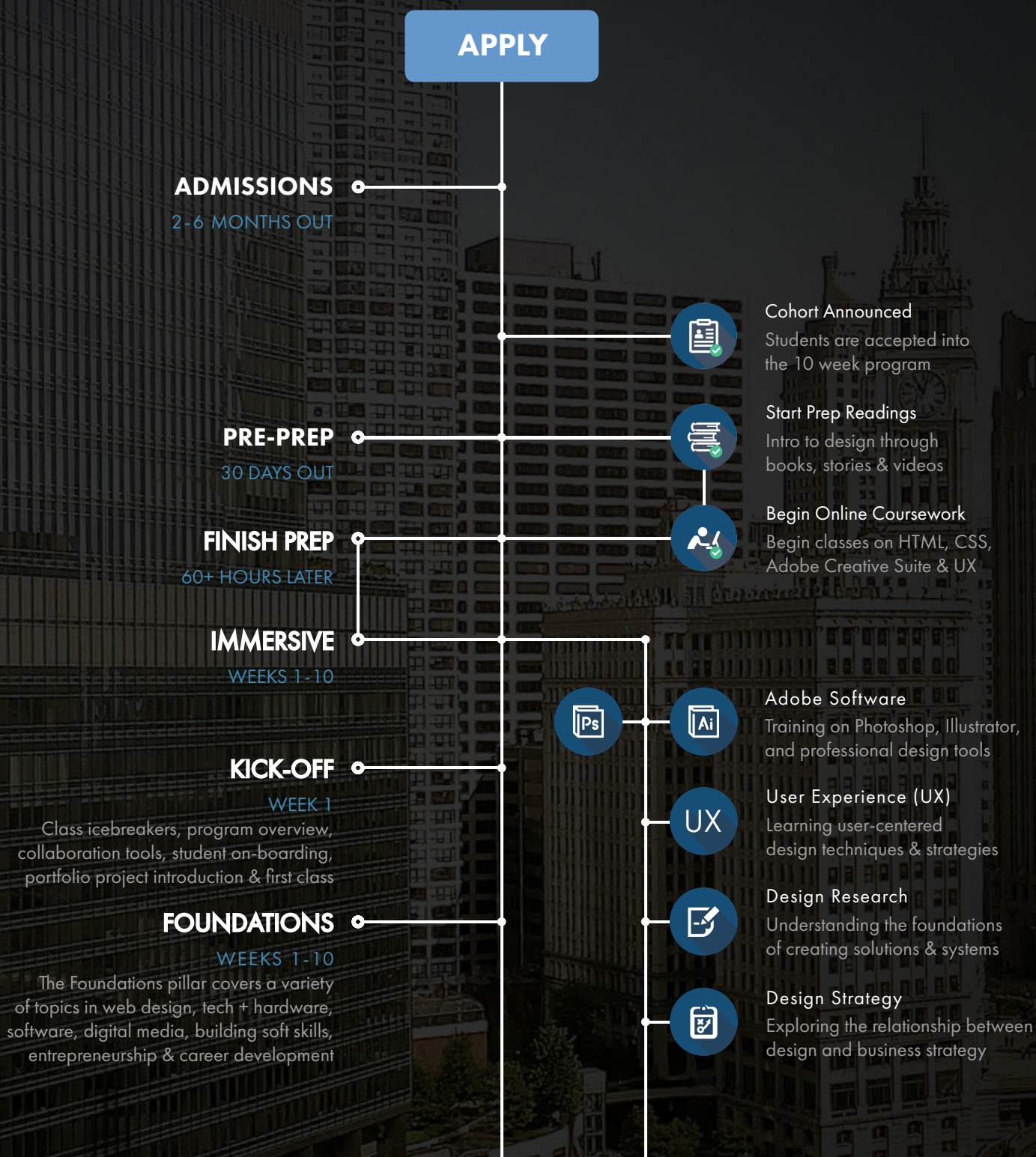
It will be intense. It will be frustrating. And it will probably be one of the most challenging things you've ever done in your life.

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.





## 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](https://designation.io/apply)