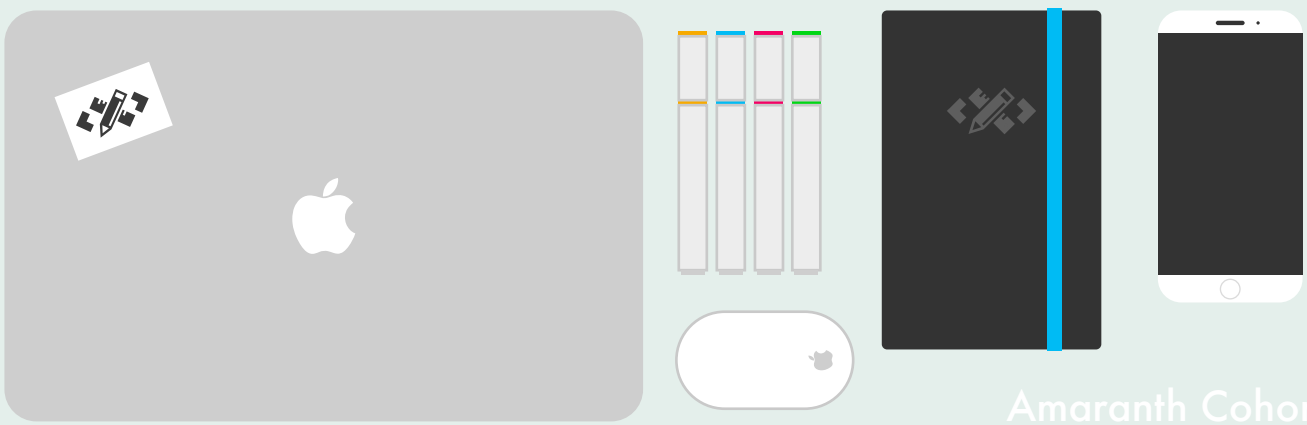
DESIGNATION



Amaranth Cohort Class
VISUAL/INTERFACE/BRAND DESIGN
CLASS CIRRICULUM

CLASS OVERVIEW

Welcome to visual, interface, and brand design class! I am your instructor, JJ Lee. We will have a total of 7 classes. You will learn the different disciplines that involves visual design and why they are important. You will be required to complete a final project demonstrating your knowledge and progress at the very end. It is strongly recommended to still come to class regardless of how complete your homework is. Design is about problem solving and to see what solutions your fellow students came up with will be very valuable.

Visual design is super important in that it's the the first point of contact that your user will have with your product, brand or message.The brand, the interface will all need to be useable and beautiful to create an amazing experience. Most people think visual design is just about making things look pretty, but it goes much deeper than just the looks! Usability and communication are all effected by good or bad visuals. Topics that we will be covering in class includes Branding, Brand Identity, Storytelling, User Interface Designing (computers, mobiles, products and wearables). At the end of these 7 classes you should be comfortable making and strategizing choices for your visuals for any design problem.

I'm a big believer of learning by experience. I've learned more on the job than through sitting in class. The class will be very hands on, a lot of discussion and a lot of outside work.

I will do my best to make myself as available as often if you want to talk about anything. I hope to make these next 8-9 weeks we are together very enjoyable and eye opening!

JJ Lee
jj@designation.io

CLASS SCHEDULE

Class 1
Intro to Visual, Interface & Branding
What is Design? What is Visual Design? What is Branding? So many questions!

Class 2
Brand Identity 1 of 2
A golden arch, a swoosh and a half bitten apple. How are these logos so famous??

Class 3
Brand Identity 2 of 2
What's a typographer's favorite candy? Em & Ems. Don't get it? You will after this class.

Class 4
Class 4: Storytelling & Experience
The best brands are amazing storytellers

Class 5
User Interface 1 of 2
Let's learn how to design interfaces for computers and mobile apps

Class 6
User Interface 2 of 2
Let's learn how to design interfaces for everything else!

Class 7
Presentations and Wrap Up
Showtime