Fruto Academy Graphic Design Course Syllabus

Course Overview:
Welcome to the Fruto Academy Graphic Design Course! This comprehensive program will provide you with the skills and knowledge needed to become a proficient graphic designer. Throughout this course, you'll learn the fundamentals of design principles, visual communication, and how to create impactful designs for various media.

Course Duration: 12 weeks

Week 1-2: Introduction to Graphic Design
- Understanding the role of a graphic designer
- Introduction to design principles and elements
- Exploring the design process and creative thinking
- Setting up design tools and software

Week 3-4: Typography and Layout Design
- Basics of typography and font selection
- Creating effective layouts for print and digital media
- Designing with grids and alignment

Week 5-6: Color Theory and Color in Design
- Understanding color theory and psychology
- Creating harmonious color palettes
- Using color effectively in designs

Week 7-8: Logo and Brand Identity Design
- Importance of branding in design
- Creating logos and visual identities
- Applying consistency across brand materials

Week 9-10: Print Design and Publication
- Designing for print media: brochures, posters, etc.
- Preparing files for printing and understanding formats
- Creating effective publication layouts

Week 11: Digital Design for Web and Social Media
- Introduction to web and social media design
- Designing user interfaces and user experiences
- Optimizing graphics for online platforms

Week 12: Portfolio Development and Presentation
- Showcasing your work: building an online portfolio
- Presenting and discussing design choices

- Final project: Create and present a comprehensive design project

Assessment and Certification:
- Weekly design assignments: 40%
- Midterm project (Design project): 20%
- Final project and portfolio: 30%
- Participation and quizzes: 10%

Recommended Resources:
- "The Non-Designer's Design Book" by Robin Williams
- "Logo Design Love" by David Airey
- Online tutorials and resources for graphic design tools and software

Note: This syllabus is subject to adjustment based on instructor discretion and the evolving landscape of graphic design.

For inquiries, contact us at info@frutoacademy.com or visit www.frutoacademy.com.