

GRAPHIC DESIGN COURSE

- SECTION 1:
DESIGN TOOLS

- SECTION 2:
DESIGN PROCESS

- SECTION 3:
PORTFOLIO

- SECTION 4:
BUSINESS

ilovecreatives

LEVEL ONE:
DESIGN TOOLS

Practical approach for learning design

(from the design team of ilovecreatives Studio)

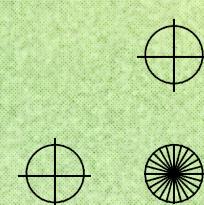
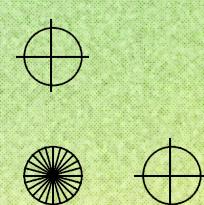
LEVEL ONE:
DESIGN TOOLS

in today's digital world.

LEVEL ONE:
DESIGN TOOLS

*Design school absolutely taught me foundational design skills, but there's so much about the realities of design in a career that's learned on the job. I was always interested in graphic design, but even after 5+ years in-house and working freelance, I was still intimidated by it. Navigating things like the design brief, client communication, and the business side of it on your own can be scary. I'm hoping this course can make you feel less lonely in that process and give you the confidence in taking design as a career.

*We've made this course purely out of necessity. No matter who you are – freelancer, employee, business owner, creative or even someone who says they are "not" creative – you need to design something at some point. It's critical to have that skillset, which is why we started creating this course, we Puno, but also the one from a year ago that realized what it means to scale design, your workflows, and your business. ■



Learn graphic design and the inner workings of a real design studio. Master technical skills, and create a polished design portfolio.



This course prepares students to fully take on the work of a graphic designer in today's industry. Students graduate our course with proficiency in Figma, Photoshop, and Illustrator, a complete design portfolio, and the confidence to take their designs to the next level. There's a lot to learn, but we fill this course with humor, heart, and our transparent take on all things design.

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Graphic Design ★ Course™



“We've made this course purely out of necessity. No matter who you are — freelancer, employee, business owner, closet creative or even someone who says they are “not creative” — you'll need to design something at some point. It's one of those skills that I've been able to use in more work, life, and personal projects. When we started creating this course, we made it for our past selves. Not just the beginner Puno, but also the one from a year ago that realized what it means to scale design, your workflows, and your business.

Also, we wanted to create a community that would grow with you because it's not easy to figure this out by yourself. Sometimes you need a place to validate, but also remind you that it's not that bad — everything is going to be OK and here are some next steps. We hope that you'll let us be that for you!“

Puno, Executive Creative Director
of ilovecreatives Studio.

Who is this course for?

I want to be a designer

I'm entirely new to the design world. I want to make the plunge into becoming a designer.

I want to start a business

I've got a rad business idea. I consider myself pretty creative and have a strong idea of how I want the brand to look. I want to take a stab at branding it myself, but I have no design experience!

I want to improve my design process

I'm currently a designer. I want to sharpen my skills and get a better handle on my design process!

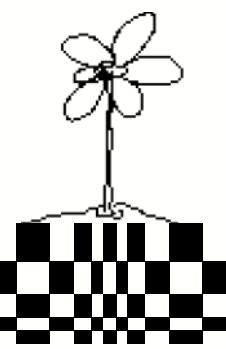
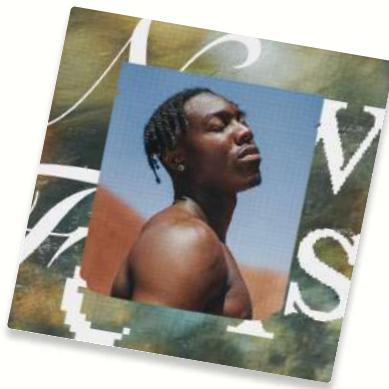
I'm a recent grad

I just graduated from design school. I've got the design skills, but how do I turn that into a career?

I'm an employee

I've currently got a full-time job that sometimes includes graphic design tasks. I want to learn how to design real world assets quickly for my team.

Whether you're already in the creative industry already or not, this course will empower you to design your own life. Graphic designers have the autonomy to create a fulfilling and flexible life. Want to work on a large team with an office? There's a path for you! Want to work freelance and travel? That works too!



Course Curriculum



Instructional Videos

Digital Worksheets

Assignments for Submission

Live Feedback

*Calls will be recorded if you miss them, but you'll get the most out of it if you attend!

Section 1: Design Tools

Section 2: Design Process

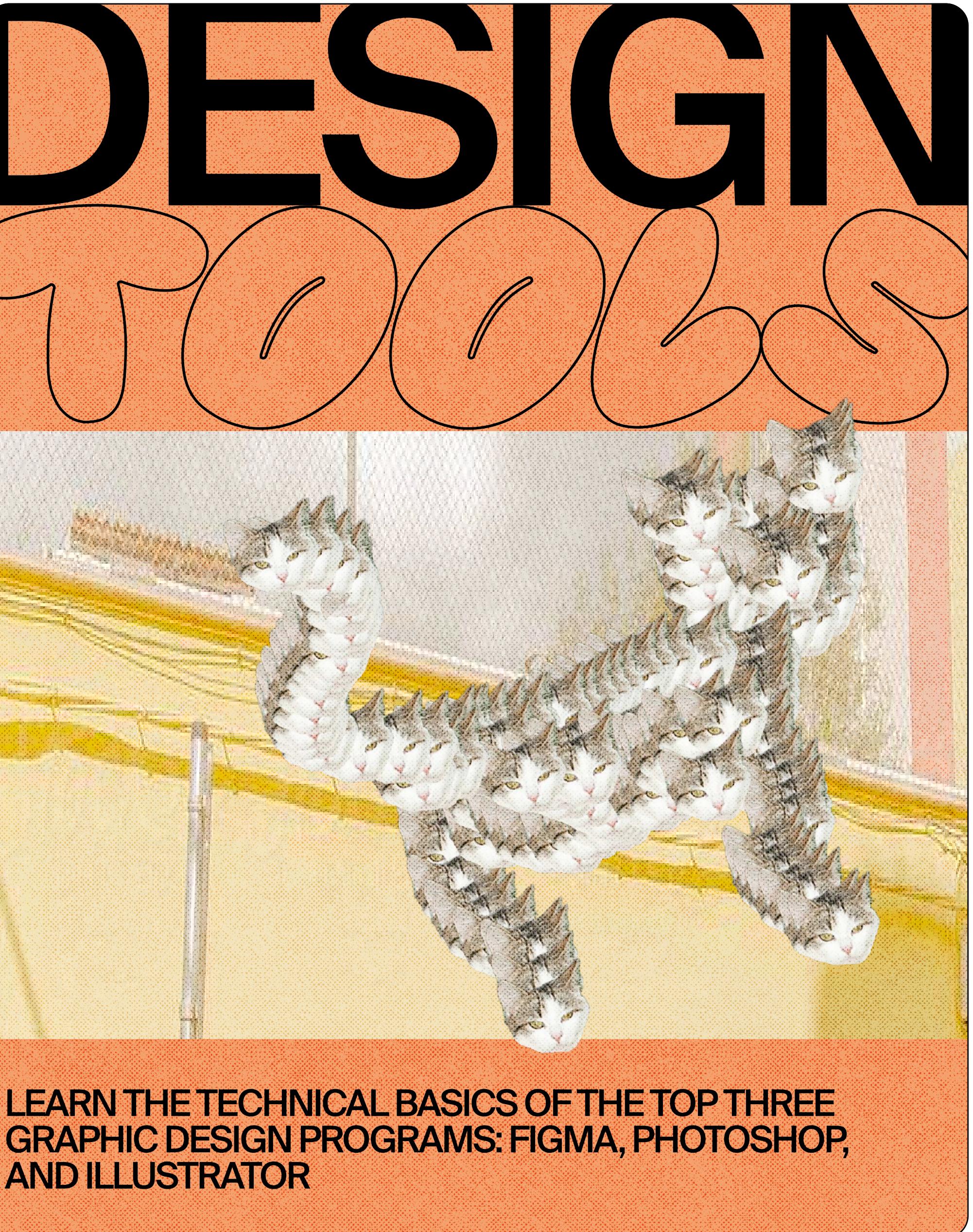
Section 3: Portfolio

Section 4: Business

Section 1: Design Tools

In this section, we learn the technical basics of the top three graphic design programs: Figma, Photoshop, and Illustrator. You'll learn the tools of each program, and the reasons why you should use one program versus the other. Upon completion of this section, you'll have a range of deliverables, and a strong foundation of how to use each program.

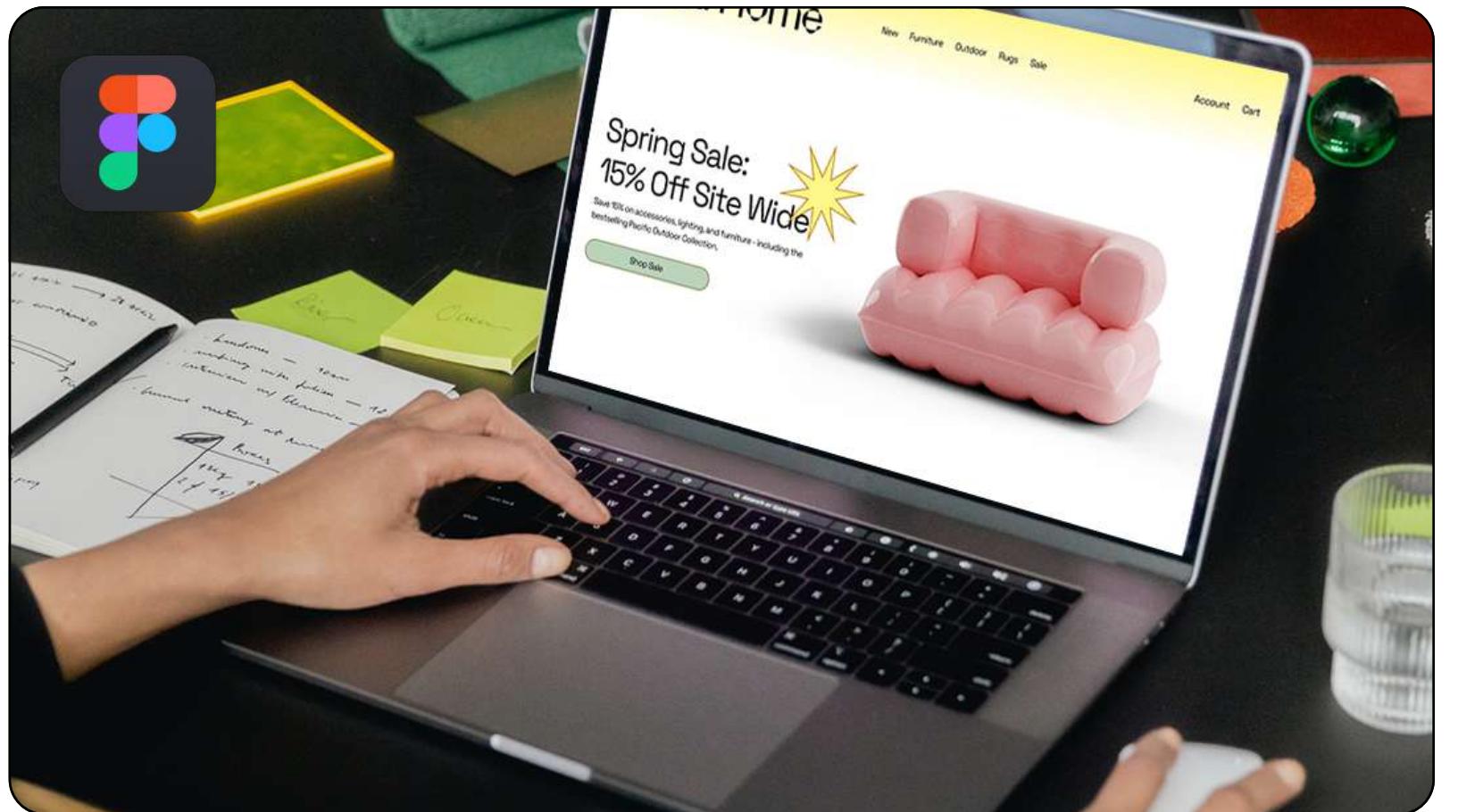
Format: Instructional Videos, Assignments for Submission



Section 1

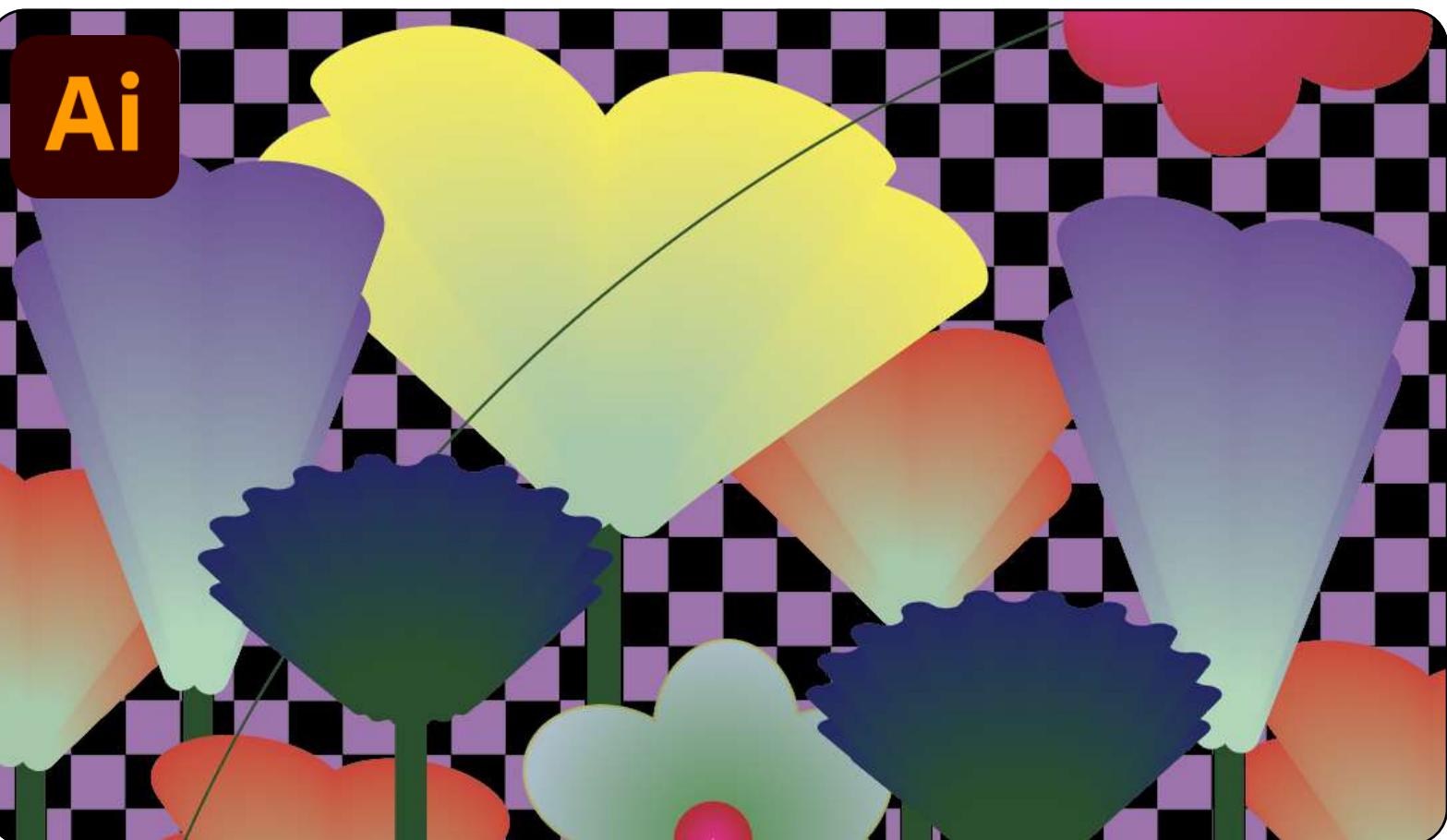
Design Tools

Level 1
Figma



At ilovecreatives Studio, we do 80% of our creative work in Figma. It's collaborative, flexible, and intuitive. Realistically, most graphic design work these days is digital, so Figma is a must for designers who need to create digital assets, with a team, fast. You'll learn the technical basics of the program through a web design exercise, and a social design exercise.

Level 2
Illustrator



Illustrator is our friendly, yet powerful go-to program for logos, illustrations, and all things vector. You'll learn the basic tools needed to create shapes, transform typography, create patterns, and bring inspiration from the real world into your design process.

Level 3
Photoshop

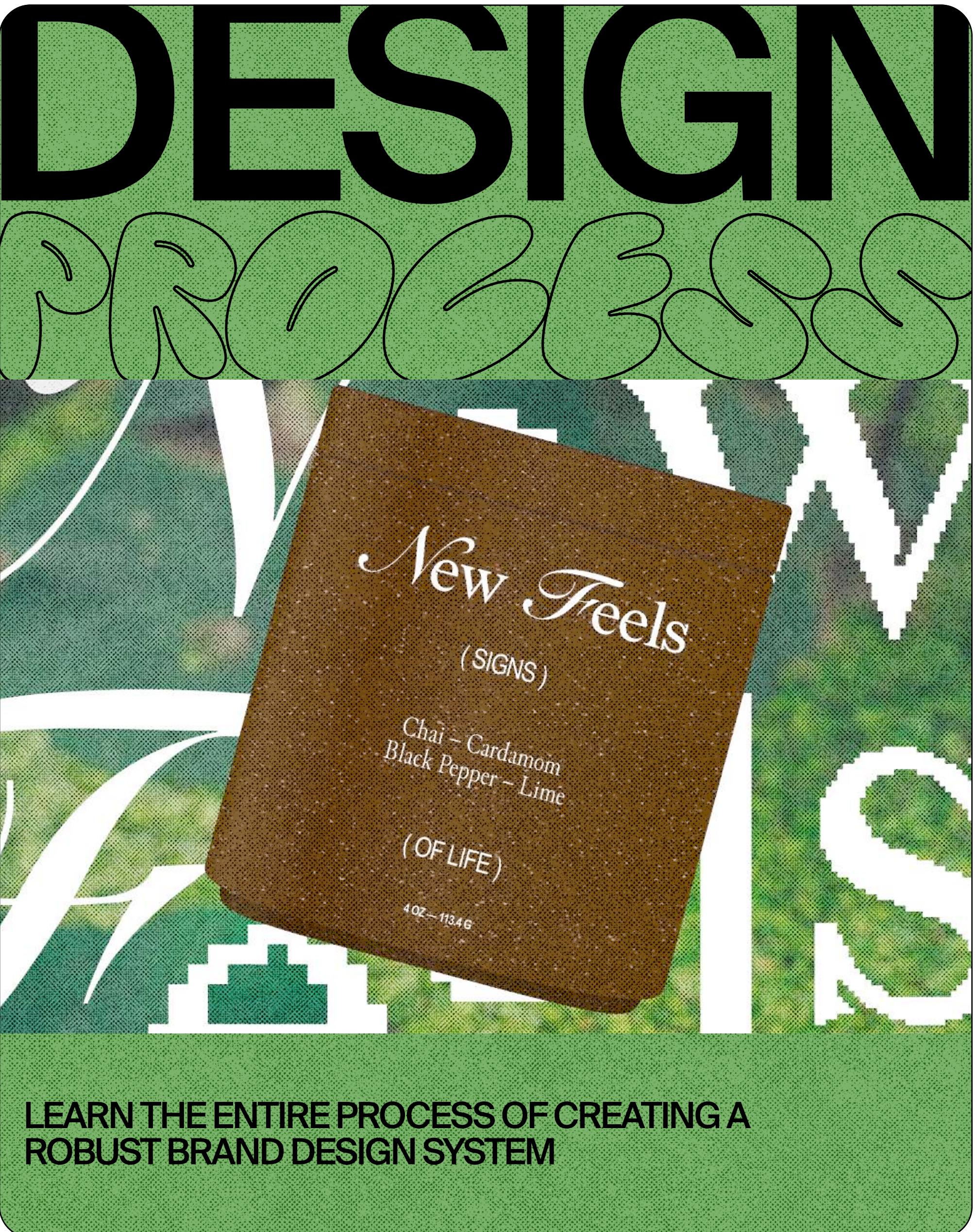


Buckle up! Photoshop is a beast, but we've broken down the most practical uses for the program. From selection techniques to using smart objects, you'll get a comprehensive overview of how to manipulate images and graphics in Photoshop. Most importantly, this level will teach you how to be curious about its features - as there is SO much to experiment with and explore.

Section 2: Design Process

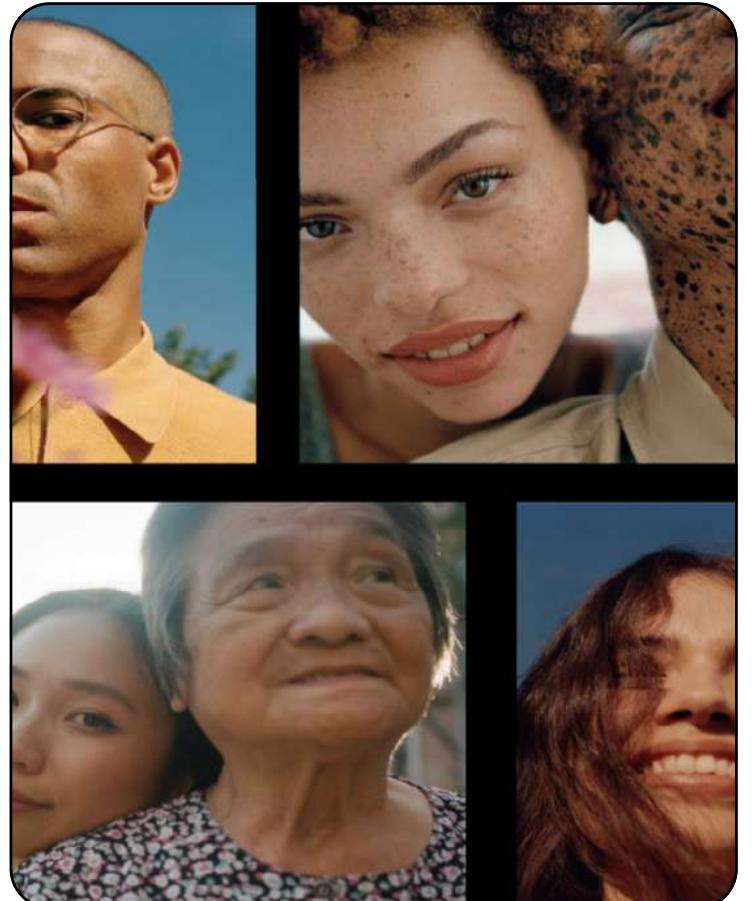
Time to get CREATIVE! We've dialed in our techniques, so now it's time to walk through our design process. From strategy, research, explorations and brand guidelines, you'll learn the entire process of creating a robust brand design system. Though we focus on creating a brand identity, this design process can be applied to any project of any scale.

Format: Instructional Videos, Assignments for Submission, 1:1 Feedback

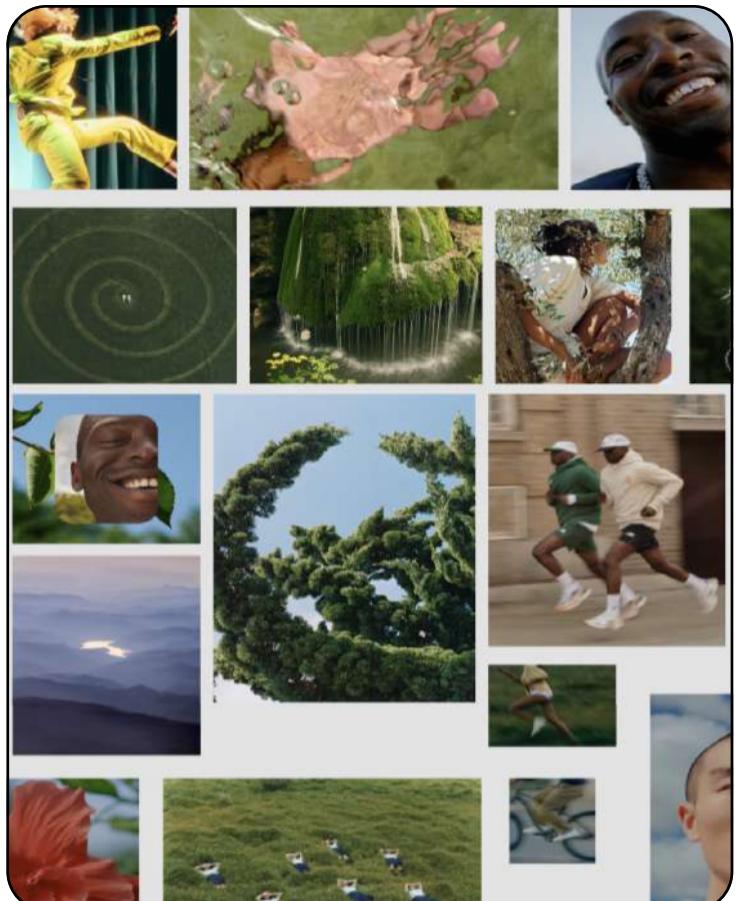


Design Process

Level 1
Design Strategy



Level 2
Design Research



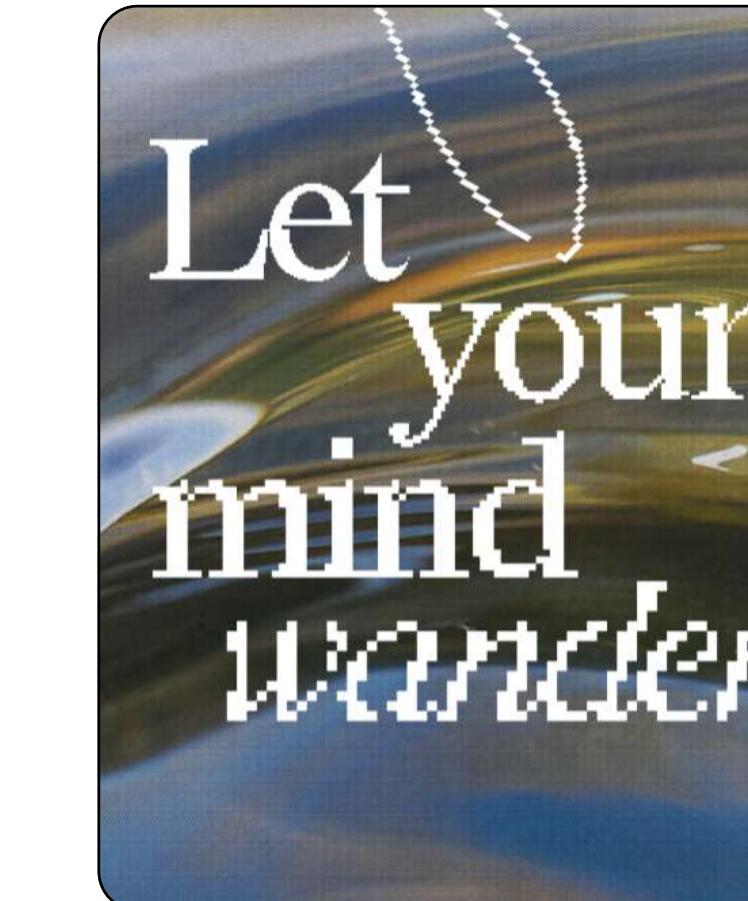
Level 3
Design Elements



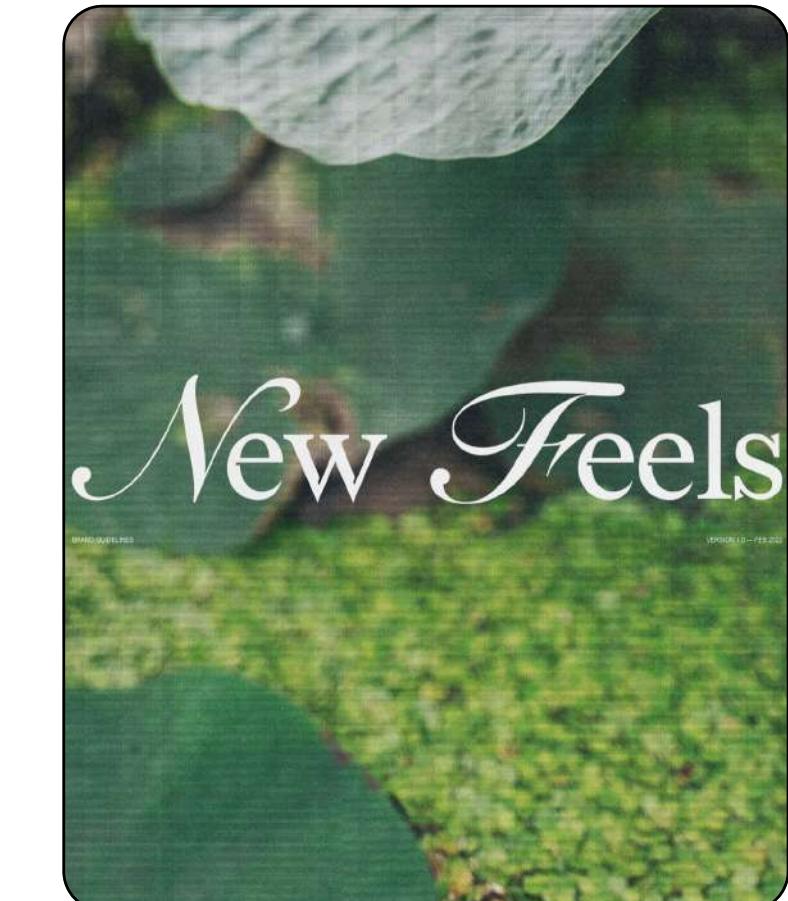
Level 4
Presentation



Level 5
Revised Concept



Level 6
Brand Guidelines



A deep dive into how we start thinking about visual design. Our strategy process breaks down how to synthesize a design brief and dissect meaning. This sets up the foundation for any design project. It allows you to get inside the mind of a client and their target audience, which sets the tone for a successful visual brand identity.

Let's find inspiration that'll provide a jumping point for us to dive into design. Moodboards communicate how the brand identity can manifest through references of logo, color, typography, graphic elements, and photography. This creates further synchronicity with your client so that they can understand why your future design solutions are strong choices.

Distill your research into actionable design explorations to create your base brand elements. You'll learn how to create and iterate logo concepts, color palettes, and typography combinations. This level requires volume, patience, and following your creative intuition.

Sort through your ideations to create succinct design concepts. Learn how all the components start to work together to form a cohesive brand identity. Start translating initial concepts into preliminary mockups to create real world examples so clients can visualize their new brand.

You will receive 1:1 feedback on your first design presentation. Now it's time to distill that feedback and create 1 revised direction that addresses those concerns and succinctly captures the goal of the brand identity.

This is the last stage of the design process, where all of your hard work pays off. You'll learn how to take your final brand concept and create brand guidelines that will set the brand up for success. This level breaks down all the elements of handing off your design system to your client and the world.

Section 3: Portfolio

You'll apply your technical and creative skills to create two more projects of your own. Together, these projects will form your graphic design portfolio. Your portfolio will reflect your unique visual style, and be a representation of the work you want to attract as a graphic designer.

Format: Instructional Videos, Assignments for Submission, 1:1 Feedback

PORTFOLIO

A graphic design portfolio page featuring large, bold, black text 'PORTFOLIO' at the top, followed by a stylized, outlined version of the word. Below this is a blue background section containing three smaller images: a website screenshot, a portrait of a person with a flower crown, and a graphic design poster. At the bottom, there is a call-to-action text.

LEARN TO CRAFT A PORTFOLIO THAT REPRESENTS THE WORK YOU WANT TO ATTRACT AS A GRAPHIC DESIGNER.

Portfolio

Level 1
Prompts



This time is yours. We provide prompts to get you started on your own design process journey. Through this level, you will create (at least) two design projects that can be based on our prompts, or completely made up on your own. You have ultimate freedom and flexibility to create design work that inspires you and aligns with the type of work you want to be doing.

Level 2
Portfolio Breakdown

Adam Ho is a graphic designer based in Queens, New York with a strong focus on mixed media, brand, art direction, and interaction design.

Freelance design clients include Medium, Airbnb, Square, Messenger, Dropbox, Postmates, Webflow, Stink Studios, Huge, Bitly, Petal, Grove Financial, Slate, NPR, Backdrop, Designer Fund, TheYes, Abstract, and Vox Media.

Business inquiries "only": [Ask a friend](#)

Interviews and written work: SuperHi (✉), FWA (✉), Dribbble (✉), Communication Arts (✉, ✉), Interface Lovers (✉), Avocode (✉), UX Collective (✉)

Senior Designer	CASH API
Independent Design Lead	FREELANCE
Art Director	HUGE
Creative Lead	AIRBNB
Senior Brand Designer	ZENDESK

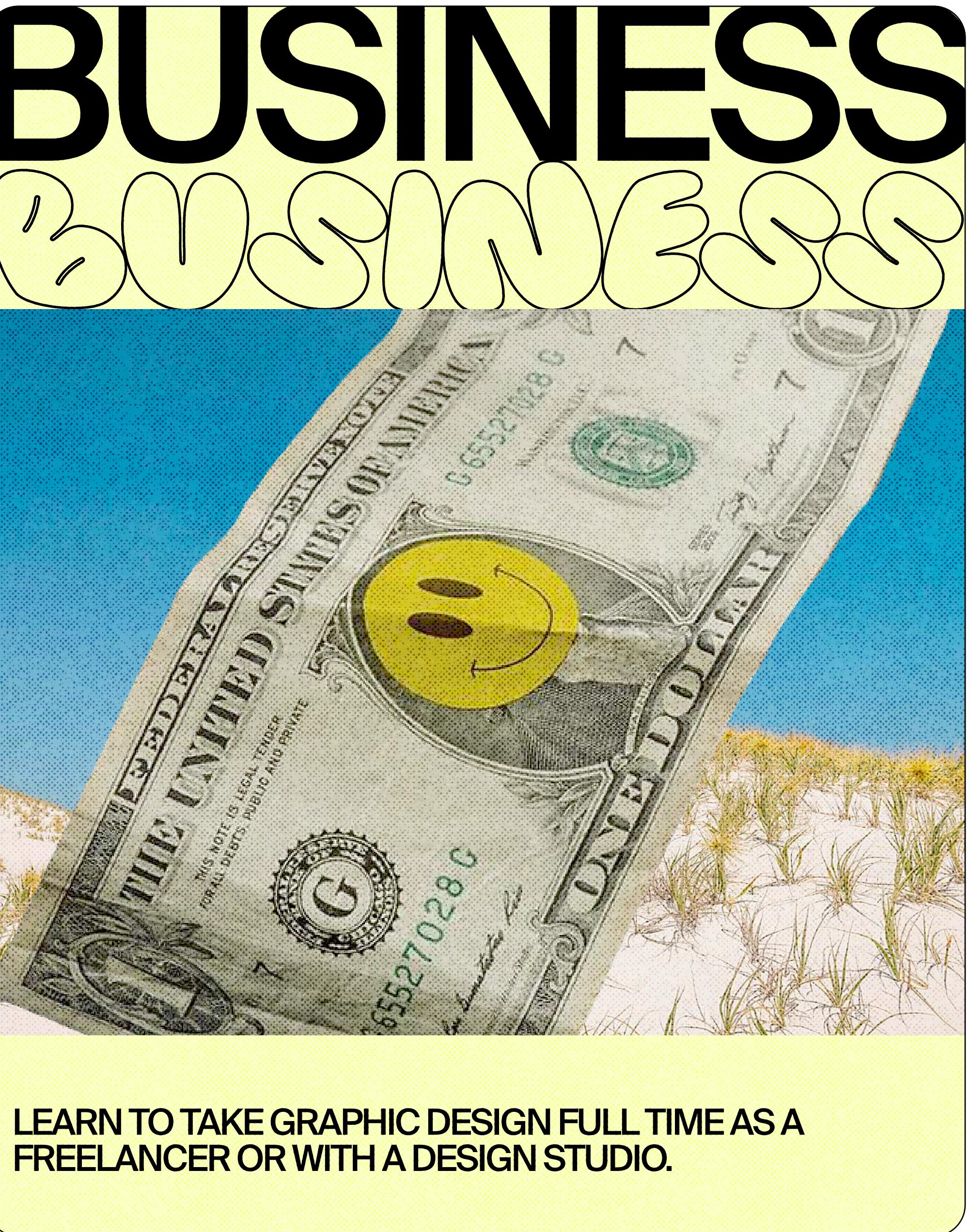
The right side of the image features a large, stylized signature logo that reads "Myo."

Now that you have some exciting work to share, it's time to give it a home. Today, most designers display their work on a website. We walk through best practices of creating your portfolio online, from writing your bio to showcasing each project. You'll submit your portfolio for feedback and the opportunity to present it in our student showcase.

Section 4: Business

In this section, you'll learn how to take your design career full-time. You'll walk through how to figure out your hourly rate, your target annual revenue, scope of work and so much more. You'll get access to contract templates, notion templates, client email templates, and estimator spreadsheets. This will give you a professional edge on all your design projects and keep the income flowing, so you can focus on being creative.

Format: Instructional Videos, Assignments for Submission



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Graphic Design Course™

Section 4

Business

Level 1
Business Phases



Level 2
Setting Up Your Business

Hourly Rate & Target Annual Revenue

Do all 3 exercises to help you calculate your Target Annual Revenue.

- ① Salary Last Year**

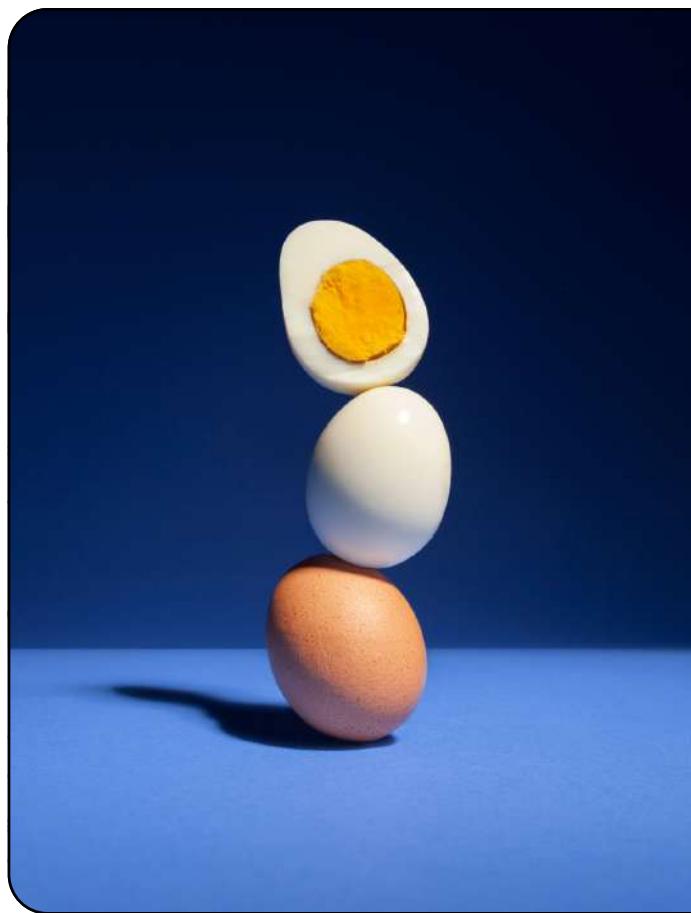
*Salary Last Year
Annual Full-Time Employee Hours
Hourly Rate
- ② Salary of a Graphic Designer**

*Salary of a Graphic Designer position you could get hired for
Employee Costs for the Employer (+50%)
Freelancer Hourly Rate
- ③ Your Lifestyle Goals**

*Your Hourly Rate Goal
Target Annual Revenue

Breaking down the phases of business can help us figure out where we are at as designers. This covers what we should focus on at each stage, so we can make informed business decisions to determine when it's time to be selective or hire collaborators.

Level 3
Sales



Level 4
Project Management

S4 4.2 Workflow & Client Comms

Ready for Production | Needs VO Edit | Screen Recorded

Status	Puno Puno
Assigned	Empty
Length (min)	Empty
Lessons	Empty
Level	Level 4: Project Management
Notes	Empty
Section	4: Business
Type of Lesson	Assignment / Sign Off
Feedback From	Empty
Words	Empty
VO Record (min)	0
Marketing / Social	Empty
Workbook	Empty

1 more property

Add a comment...

Script

Graphic Design Course Curriculum

In this level, you'll learn how to assess your current finances and your financial goals for your design business. We cover how to allocate your time so you can create a healthy work and life balance, while keeping the income flowing.

Perfecting your sales workflow will give you a professional edge on any design project. You'll learn pricing types, project estimates, project proposals and how to draft a client contract.

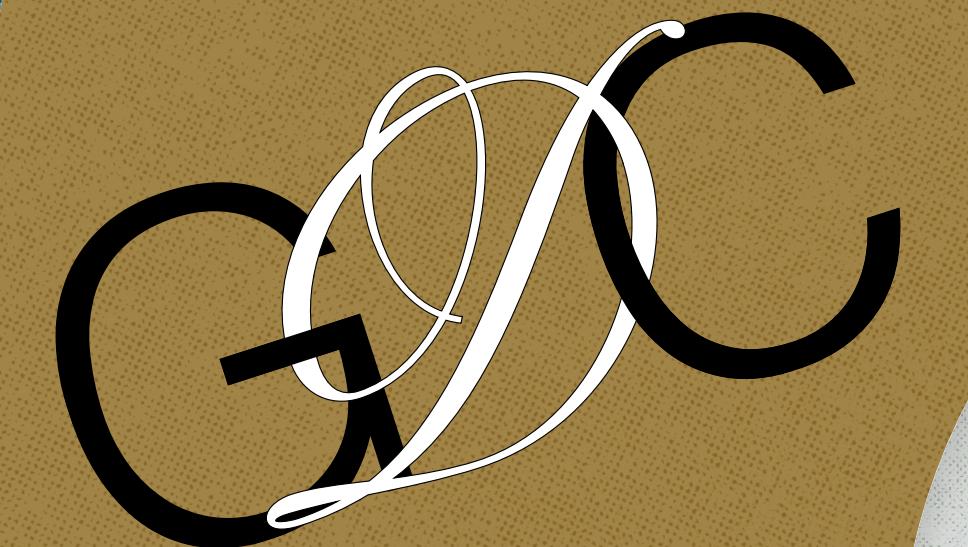
Level 4
Marketing



You've got the design chops and now it's time to get out there. This level covers how to find clients and market yourself as a designer for freelance work. You'll learn how to communicate your strengths and design process to successfully book clients.

ilovecreatives
Graphic Design Course™

GRAPHIC
DESIGN
COURSE



FOR THE
PRACTICAL
DESIGNER



About Your Instructors



Puno

Founder of ilovecreatives & Executive Creative Director of ilovecreatives Studio

“I’m self-taught through and through. However, learning on your own is a given no matter where you learn – at school, at work, through freelance, or good ole’ YouTube. Ermahgerd, back in the day, I was learning from CD-ROMS and magazines!

We made this course with the working graphic designer in mind. Sure, you can learn how to mask by putting an ocean in a coffee cup, but wouldn’t be great if you had to design actual assets that people are hiring for today? This course is to the point and practical AF. Our goal was to create a curriculum that any designer we work with would need to know.”



Mindy

Creative Director of ilovecreatives Studio

“Design school absolutely taught me foundational design skills, but there’s so much about the realities of design as a career that’s learned on the job. I was always interested in going freelance, but even after 5+ years in-house and working at a studio, I was still intimidated by it. Navigating things like the design process, client communication, and the business side of it on your own can be scary. I’m hoping this course can make you feel less lonely in that process and give you the confidence in tackling design as a career.”



Sarah

Art Director at ilovecreatives Studio

“Whether it’s a new program, or new technique, design is constantly evolving. As designers, it’s important to embrace that constant change. This course is all about inspiring people to tap into their creative instincts, and bridge the gap between vision and skill. With both, you’re unstoppable.”

ilovecreatives
Graphic Design ★ Course™



A graphic design course made for anyone interested in learning design alongside a friendly community. We'll cover learning design tools (like Figma, Photoshop, Illustrator), how to create Brand Identity and how to market yourself as a Graphic Designer from building out your portfolio to client management.

Enroll Today at
ilovecreatives.com/graphic-design-course

Email us at
hello@ilovecreatives.com
for questions.