Goskills

The Visual Language of Design: A Guide for Non-Designers

GoSkills online course syllabus

Skill level
Beginner

Lessons
16

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Pre-requisites
No prior experience needed

Video duration
42m

Estimated study time
42m 8s

Instructor
Sarah Lawrence

Introduction

1 Becoming "design-savvy"

Having a basic understanding of design is an important element towards creating stunning documents and presentations, simplifying file formats, and even avoiding legal trouble.

Color Theory

2 Color for devices (RGB)

RGB graphics are designed to be used on backlit digital screens, so they're brighter and considerably more vibrant.

3 Color for print (CMYK)

While RGB files are a lot brighter and more vibrant on digital screens, they won't print that way since printers use ink instead of light.

4 Color for branding (Pantone)

Having a clearly distinguishable brand is important, and using Pantone to color match and create consistency can help to achieve this goal.

Typography

5 Fonts + typefaces

Have you ever tried to give feedback on a design and felt like you didn't quite have the vocabulary to describe what you were seeing?

6 Custom lettering basics

If you want a handmade look to your brand, you might want to hire a lettering artist – someone who will create your artwork for you totally by hand.

7 Licensing your brand fonts

When it comes to using fonts, if you're using anything you haven't made in-house, you might have to have a license.

File Formats

8 Painting with pixels: raster

JPG, PNG, BMP?

9 Drawing with vectors

If you've ever tried to resize a grainy image or put a little image in a big space, you likely didn't have the vector image at your disposal.

Design Considerations

10 Top design trends

There are several trends that have emerged in the design world that are important to be aware of.

11 Finding inspiration

In order to create your own brand and ideas for your design vision, you'll want to find inspiration.

12 Mistakes to avoid

There are some common do's when it comes to design, but that also means there are some don'ts.

13 Legal considerations

When it comes to design, you might encounter legal challenges when it comes to intellectual property, infringement, and more.

Branding

14 Keeping your brand cohesive

As your brand grows and evolves, you still want your customers to be able to recognize your logo or feel like messaging is consistent.

15 Developing brand guidelines

You've done the work to establish your strong brand, but you'll need to make it clear to stakeholders what your message is and what you're about.

Conclusion

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Time to design!

Thanks for watching this course!

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