

# Elements of Design

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## How will I spend the four weeks of this online group seminar?

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### WHAT TO EXPECT

- » Each week is structured the same. There will be readings, activities, and opportunities to engage with Pegie and your classmates.
- » A new topic is available every Monday.
- » You will have a one-on-one coaching session with Pegie once a week, on a day that suits your schedule.
- » A design assignment is due every Thursday.
- » A live group critique is held every week. We will work with participants' schedules and time zones to select a time that accommodates everyone. All sessions will be recorded so participants who are unable to attend the live critique can see the work of others and to hear the conversations.
- » You will receive e-mail announcements and reminders.

### CONNECT WITH PEGIE AND YOUR CLASSMATES

- » One-on-one coaching sessions with Pegie
- » Live group critiques
- » Class discussion forums
- » Comments on every assignment
- » During this course Pegie is available for one-on-one coaching on projects related or unrelated to the course. For example, if you are working on a special project or on a redesign and you need input, she will schedule a one-on-one session with you to help you out.

### FOUR WEEKS AT-A-GLANCE

#### WEEK ONE: Word and Image

- » Learn how content drives all design decisions
- » Create a word/image combination for a story about a retail giant with financial troubles
- » Practice the W.E.D. process: writing, editing and design

#### WEEK TWO: Page Design

- » Learn about perfect proportion, its origins and how to apply it to your designs
- » Explore your existing grid and expand on it to create more engaging and exciting designs
- » Find an example of a "golden triangle"
- » Re-do a news grid

#### WEEK THREE: Typography

- » Learn how type is the 'meat' of a design with explanations of how to make type more engaging and readable
- » Learn how to select and work with type both big (headlines) and small (body copy)
- » Identify the typefamilies used in your organization
- » Write and design headlines using your own type system
- » Design a news page centerpiece

#### WEEK FOUR: Color

- » Learn how color theory determines color application in design
- » Learn how to create multi-dimensional designs by using color contrasts
- » Define a color palette for your organization
- » Design a page using colors from your palette