

# FALL SYLLABUS

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## PART 1

### The basics

The power of visualization:  
Why it matters.

Week 1

Finding inspiration  
and style.

Week 2

Design principles (and why they  
work): How to train your eye.

Week 3

## PART 2

### Your audience

Empathizing with your  
audience: What do they want?

Week 4

Get to the point: What are you  
communicating to them?

Week 5

Building blocks:  
Frame your story.

Week 6



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## PART 3

### Design approach

Ideation: Finding the right approach to your content.

Week 7

Content choreography:  
Flow it out.

Week 8

Presentation design.

Week 9

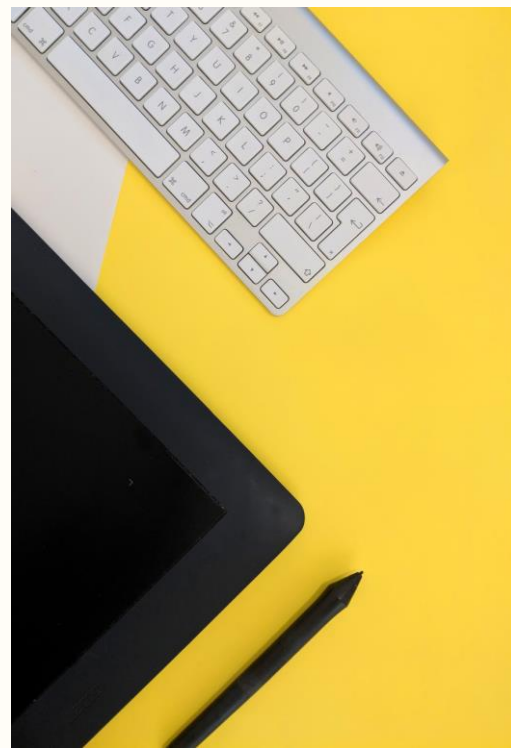
## PART 4

### Build + review

Master class

Week 10

presentations submitted  
for review & feedback



# SPRING SYLLABUS

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## PART 1

### Typography

Learn the art of arranging words and letters.

Week 1

When and how to use bold, italics, letter spacing and color.

Week 2

Spacing, headlines, and bullets.

Week 3

## PART 2

### Form

Understand layering, the use of lines, and gradient fills.

Week 4

Tracing: what you can do on paper you can do on a slide.

Week 5

Edit photos and use transparent overlays.

Week 6



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## PART 3

### Final touches

Hot keys: Teach your fingers to work for speed.

Week 7

Drag + drop, and other alignment techniques.

Week 8

Build your own template library.

Week 9

## PART 4

### Edit + perfect

Master class

Week 10

hands-on workshop:  
editing other people's work

