Path Unbound



Course Syllabus

Visual Design Foundation

Visual Design Foundation

Learn the graphic design principles every design career rests on, from color and typography to layout, and put them to work in Figma. You also learn to direct AI imagery with a trained eye, and you build 4 portfolio projects with feedback from a senior working designer.

8	4	6	4
Units	Portfolio Projects	1:1 Sessions	Months to Use Your Sessions

WHO IT IS FOR

Build the Visual Foundation Every Design Career Needs

Most designers jump straight into tools. This course starts with the principles behind polished, intentional work, then teaches the tools you use to apply them. It is built for people just starting out, and for designers who have worked by instinct and want a solid foundation.

1 UX Designers Missing Visual Design Skills

Product design roles expect strong visual skills too. Fill the gaps so your work looks as good as it works.

2 Design Students Before Their Portfolio

Learn visual design before a UX course or Portfolio School, so your projects look ready to ship.

3 Marketers Who Design Part of the Time

Add real visual design skills to your social and marketing work and stand out in your field.

WHAT YOU LEARN

Learn the Graphic Design Principles Behind Polished Work

Understand the Core Principles

Use color, typography and layout with intention, so your work feels balanced and clear.

Use Figma with Confidence

Work in the tool most product designers use, from components and auto layout to vector drawing and AI image edits.

Apply Color with Purpose

Build palettes, create hierarchy and use color well across digital and print.

Work with Typography Like a Pro

Classify, pair and space type so your text is readable, structured and compelling.

Design Clean, Structured Layouts

Use grids, spacing and hierarchy to guide attention and communicate clearly on any screen.

Direct AI Imagery with a Trained Eye

Generate and edit images with AI, then judge each result with the same principles you use for everything else.

HOW YOU LEARN

Practice in Every Unit and Get Feedback on Every Project

Read Self-Paced Lessons

Every unit is a set of lessons with examples and hands-on exercises. You keep the lessons for life.

Review Your Work 1:1

After each project, you book a one-hour session with your instructor to go through the work.

Work in Figma

You work in Figma, including its vector drawing and AI image editing tools, and you direct an AI image generator of your choice.

Learn Illustrator and Photoshop Too

You learn the Illustrator and Photoshop basics, including their AI tools, and a Tool Library keeps every full tutorial for later.

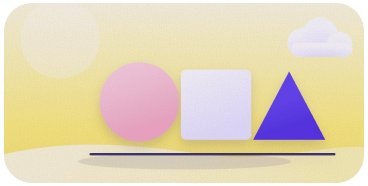
1:1

Choose the instructor who teaches you. Pick a senior working designer from companies like USA Today, Capital One and Microsoft, and start any day. Meet the instructors

CURRICULUM

Follow 8 Units From the First Principle to a Campaign You Direct With AI

You practice with hands-on exercises in every unit and build 4 portfolio projects along the way.



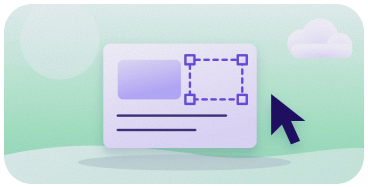
UNIT 1

Introduction to Design

See what design is and learn the basic principles every other unit builds on.

WHAT YOU COVER

- What Is Design?
- Principles of Design



UNIT 2

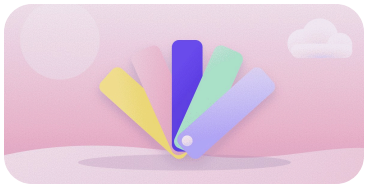
Figma Essentials

Learn the Figma skills every project in this course needs, from shapes, type and frames to styles, vectors and export, then design your first Instagram Story.

WHAT YOU COVER

- Setting Up Figma
- Shapes, Fills and Text
- Frames and Clean Layers
- Alignment, Distribution and Guides
- Color and Text Styles
- The Pen Tool and Boolean Operations
- Placing, Masking and Exporting Images

Project: Design an Instagram Story for a client brief



UNIT 3

Color Theory

Build palettes with purpose, from color models and harmony to color psychology and color in type.

WHAT YOU COVER

- Color Models
- Tints, Tones and Shades
- Color Harmony and Gradients
- Color Psychology
- Effective Color Palettes
- Brand Color Guidelines
- The 60-30-10 Rule
- Color in Text and System Messages

Project: Redo the color of a website with color and type problems



UNIT 4

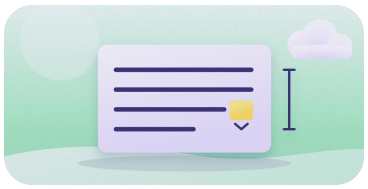
Typography

Classify, pair and choose typefaces, and use web fonts well in responsive design.

WHAT YOU COVER

- Font vs. Typeface
- Type Classifications
- Anatomy of Letterforms
- Glyphs vs. Characters
- Principles for Pairing Fonts
- Web Fonts and Variable Fonts
- Responsive Typography
- Readability on Screens

Project 1: Create a type package



UNIT 5

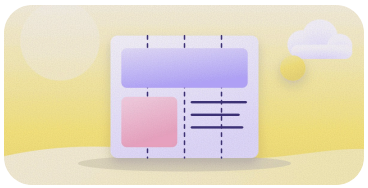
Typesetting

Set leading, tracking, kerning and alignment, and fix widows, orphans and rags.

WHAT YOU COVER

- Leading and Line Height
- Tracking and Kerning
- Text Alignment
- Paragraph Spacing
- Rags, Widows and Orphans
- Weight, Width and Size
- Letter Cases and Ligatures
- Text Tools in Figma

Exercises: Typeset real passages and fix what reads badly



UNIT 6

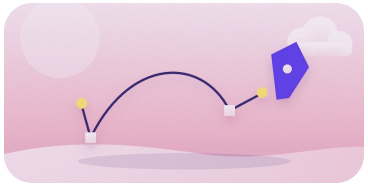
Layout

Use hierarchy, grids and proportion to build layouts that guide the eye, and bring every skill together.

WHAT YOU COVER

- Gestalt Principles
- Visual Hierarchy and Contrast
- White Space, Margins and Padding
- Alignment, Consistency and Repetition
- Focal Point, Balance and Rhythm
- Print and Digital Grids
- Auto Layout and Constraints in Figma
- Golden Ratio and Rule of Thirds

Project 2: Design a festival microsite



UNIT 7

Images, Icons and Illustration

Edit images with the AI tools in Figma and Photoshop, draw icons in Illustrator and make every image look like it belongs to one family.

WHAT YOU COVER

- Editing Images With Figma's AI Tools
- Illustrator Toolkit
- Generating and Recoloring Vectors With Illustrator's AI Tools
- Photoshop Toolkit
- Generative Fill and Expand in Photoshop
- Making Icons Look Like One Family

Project 3: Design an icon set



UNIT 8

Directing AI Imagery

Describe what you want in design language, generate images with AI and judge every result against the principles you learned.

WHAT YOU COVER

- Describing an Image in Design Language
- Picking the Right AI Image Tool
- Judging Results Against the Principles
- Editing AI Images Into Finished Visuals
- Using AI Images Responsibly

Final Project: Create campaign visuals made with AI

PROJECTS

Build 4 Projects You Can Show in Your Portfolio

Each project puts a group of principles to work, and your instructor reviews every one with you in a one-hour 1:1 session.

1

PROJECT 1

A Type Package

Choose and pair typefaces for a brand and set them up as type styles you can reuse in any layout.

2

PROJECT 2

A Festival Microsite

Bring color, type and layout together in a microsite for a festival, from the grid to the last detail.

3

PROJECT 3

An Icon Set

Draw a family of icons that share one style, so they look like they belong together.

4

FINAL PROJECT

Campaign Visuals Made with AI

Direct AI to create a set of campaign visuals, judge each result against the principles you learned and finish the best with type and layout.

WHAT COMES NEXT

Take Your Foundation Further

Portfolio School

Turn your new skills into a portfolio that gets interviews.

Art Direction and Creative Leadership

Learn to set the direction for a brand and lead the team that makes it.

Brand Design

Build complete brand identity systems and offer branding as a service.

SAMPLE SCHEDULE

Finish in 4 Months at a Steady Pace

You set your own pace. This is one way to finish in 4 months, and you get a 1-month grace period on top if life gets busy.

Week 1	Unit 1: Introduction to Design. Start Unit 2: Figma Essentials.	
Week 2	Finish Unit 2 and design your Instagram Story.	
Week 3	Review your Instagram Story with your instructor. Start Unit 3: Color Theory.	1:1 Session
Week 4	Finish Unit 3 and redo the color of a website.	
Week 5	Review your color work. Start Unit 4: Typography.	1:1 Session
Week 6	Finish Unit 4 and create your type package.	Project
Week 7	Unit 5: Typesetting.	
Week 8	Finish Unit 5. Review your type package and typesetting.	1:1 Session
Week 9	Unit 6: Layout. Start your festival microsite.	
Week 10	Design your festival microsite.	Project
Week 11	Review your festival microsite. Start Unit 7: Images, Icons and Illustration.	1:1 Session
Week 12	Learn the Illustrator and Photoshop basics and their AI tools.	
Week 13	Design your icon set.	Project
Week 14	Review your icon set. Start Unit 8: Directing AI Imagery.	1:1 Session
Week 15	Create your campaign visuals made with AI.	Final Project
Week 16	Present your campaign visuals to your instructor.	1:1 Session Final Project

ENROLLMENT OPTIONS

Choose How You Want to Learn

Every option includes all 8 units and 4 projects. The difference is how much 1:1 feedback you get from your instructor.

Low Entry Price

Self-Study

$299

One-time payment

- Every lesson and project brief
- Book a 1:1 session for $80 whenever you want feedback
- Lifetime access to the lessons

Best Value

Full Program

$699

One-time payment

- 6 one-hour 1:1 sessions to review your projects
- 4 months to use your sessions, plus a 1-month grace period
- Lifetime access to the lessons
- Feedback on every project from a senior working designer

You Save $100

With Portfolio School

~~$3,899 if bought separately~~

$3,799

or 5 monthly payments of $759.80, no interest

- This course plus Portfolio School
- 22 one-hour 1:1 sessions across both
- Add Art Direction or Brand Design and save $200 in total

Keep Your Sessions on Track

If you don't use all your sessions in time, you can restore your leftover sessions once for $60 and use them within 60 days. After that, single sessions are $80 each.

Ask Your Employer to Pay for It

Many companies cover training through a learning budget. Download the approval letter on the course page. After you pay, your invoice is in your dashboard, and you can add your company details, VAT number or PO number.

Path Unbound

NEXT STEPS

Start Building Your Foundation

Enroll in the course, try a few lessons for free first or talk through your goals with our team on a free call.

Enroll Now →

Try Free Lessons →

Book a Free Call →

Questions? Write to **hello@pathunbound.com** or visit **pathunbound.com**.

Path Unbound, LLC. Prices and details are current as of November 2026 and can change.