Path Unbound



Career Program Syllabus

Visual Design + Portfolio

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Start with the visual foundation and build a portfolio that gets you hired as a visual designer. You work 1:1 with a working designer the whole way.

2	22	6	16	5
Programs in 1	1:1 Sessions in Total	Course Sessions	Portfolio School Sessions	Monthly Payments Available

HOW IT WORKS

Build Your Foundation, Then Prove It in Your Portfolio

Every career program moves through the same steps, and you work 1:1 with an instructor at each one.

1 STEP 1

Build Your Foundation

Visual Design Foundation trains your eye for color, type, layout and composition.

2 STEP 2

Prove It in Your Portfolio

Portfolio School turns your projects into case studies that get interviews.

3 STEP 3

Keep Your Instructor

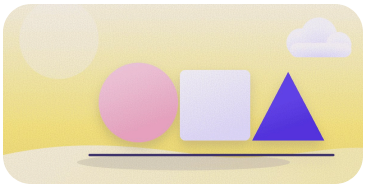
After you graduate, book the instructor who knows your work for interviews and take-home challenges.

Best for: Career changers and self-taught designers who need a strong visual foundation before their portfolio, and who want visual designer roles. No design experience is needed to start.

PART 1: VISUAL DESIGN FOUNDATION

Learn the Principles Behind Polished Work

8 units take you from the first principle to a finished microsite, with hands-on exercises in every unit.



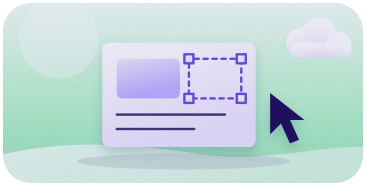
UNIT 1

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

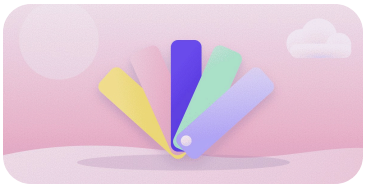
Figma Fundamentals

Get fluent in Figma, from frames, components and auto layout to drawing vectors with Figma Draw.

WHAT YOU COVER

- Setting Up Figma
- Frames, Text and Shape Tools
- Alignment, Guides and the Pen Tool
- Styles, Masks and Effects
- Components and Variants
- Constraints and Auto Layout
- Drawing Vectors and Boolean Operations
- Importing and Exporting

Exercises: Recreate a website hero and an app screen



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

Exercises: Apply color to website wireframes and build a color mood board



UNIT 4

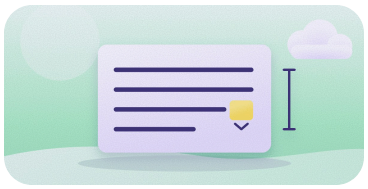
Typography

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

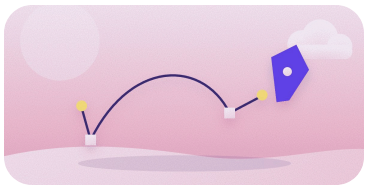
Typesetting

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

Images, Icons and Illustration

Choose and edit images with Figma's AI tools, and draw icons and simple illustrations that look like one family.

WHAT YOU COVER

- Choosing Images for a Design
- Editing Images with Figma's AI Tools
- Drawing Icons in Figma
- Simple Illustrations
- Making Icons Look Like One Family
- Using Images and Icons in Layouts

Project 2: Design an icon set



UNIT 7

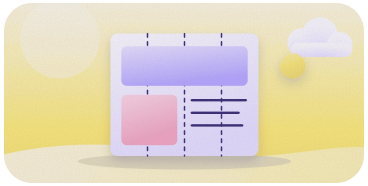
Directing AI Imagery

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
- Generating Images with AI
- Judging Results by Color, Type and Layout
- Editing AI Images into Finished Work

Project 3: Create campaign visuals made with AI



UNIT 8

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
- Breaking the Grid
- Golden Ratio and Rule of Thirds

Final Project: Design a festival microsite

PART 2: PORTFOLIO SCHOOL

Turn Your New Skills into a Portfolio That Gets Interviews

You work 1:1 with your instructor on the portfolio itself, with 16 sessions over about 3 months. Your instructor tailors the plan to the visual design roles you want.

Follow the Plan Step by Step

What you finish with

1	**Plan Your Portfolio** Decide which role your portfolio is for and which projects earn a place in it.	A portfolio plan for the role you want
2	**Pick Your 3 Projects** Choose real startup client work, your own clients or our industry briefs.	3 project briefs
3	**Master the Creative Process** Work the way studios do, from research and ideas to a visual direction.	A process you show in every case study
4	**Design 3 Projects from Scratch** Design each project with several rounds of 1:1 feedback.	3 finished portfolio projects
5	**Write Case Studies That Tell a Story** Show your thinking, your decisions and the result in every project.	3 case studies ready for interviews
6	**Design Your Brand and Website** Shape your personal brand and launch your portfolio website.	A live portfolio website
7	**Prepare for Interviews and Offers** Practice presenting your work, networking and negotiating.	A job search plan and interview practice

Ask for a real startup client. We can pair you with a high-growth, accelerator-backed startup to work on a real project, and it is a student favorite.

SAMPLE TIMELINE

Finish Both Programs in About 7 Months

You set your own pace. A common rhythm is 4 months for the course and about 3 months for Portfolio School.

MONTHS 1 TO 4

Visual Design Foundation

Work through the lessons and review your projects in 6 one-hour 1:1 sessions.

MONTHS 5 TO 7

Portfolio School

Build your portfolio, website and job search plan in 16 one-hour 1:1 sessions.

AFTER YOU GRADUATE

Keep Your Instructor

Book the instructor who knows your work for interviews and take-home challenges.

TUITION

Save $100 by Combining the Programs

You Save $100

Visual Design + Portfolio

~~$3,899 if bought separately~~

$3,799

or 5 monthly payments of $759.80, no interest

- Every lesson in Visual Design Foundation and Portfolio School
- 22 one-hour 1:1 sessions across both programs
- The instructor you choose, from companies like USA Today, Capital One and Microsoft
- Merit-based scholarships available for students with financial need and creative talent
- An approval letter for your employer and an invoice you can add your company details to

Path Unbound

NEXT STEPS

Start Your Path to Visual Design

Enroll in the career program, read the full course syllabus or talk through your goals with our team on a free call.

Enroll Now →

Compare Career Programs →

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.